

HW Dairy Products and Alternatives in Ireland

Market Direction | 2024-01-23 | 13 pages | Euromonitor

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Report description:

Irish dairy products are perceived as offering exceptional quality across the world, with a high rate of exports among local products which strengthen the Irish dairy brand perception - Ireland has been classified as the EU's leading exporter of butter to third country markets. Irish consumers believe local dairy products is a guarantee for premium quality. Despite butter, milk, and cheese being considered high in fat, consumers continue to purchase such products as many are staples of Irish hom...

Euromonitor International's HW Dairy Products and Alternatives in Ireland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

HW Dairy Products and Alternatives in Ireland
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List Of Contents And Tables

HW DAIRY PRODUCTS AND ALTERNATIVES IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Patriotism for local products drives growth for Irish dairy

Low fat is leading health and wellness claim, supported by Ireland's HFSS rules

Organic gains traction in health and wellness dairy products and alternatives

PROSPECTS AND OPPORTUNITIES

Solid demand expected for low fat dairy products to be driven by health and wellness concerns

Good source of minerals offers further growth potential as consumers look to fortify nutritional intake through convenient dairy products

Lactose free set to rise over the forecast period

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN IRELAND

EXECUTIVE SUMMARY

Overview

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