



# Baby Food in Ireland

August 2024

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Inflation and declining birth rates continue to exert downward pressure on volume sales  
Gradual rise of private labels in baby food cater to price-sensitive consumers  
Nestlé set to cease factory production, while local Glenilen Farm ventures into baby yoghurt

### PROSPECTS AND OPPORTUNITIES

Stabilisation in prices expected, but demand limited by low birth rates and WHO targets towards breastfeeding  
Health and wellness trends boost demand for functional and clean label products  
Nutricia Ireland will maintain its overall lead, but rising brands can still cannibalise share

### CATEGORY DATA

- Table 1 - Sales of Baby Food by Category: Volume 2019-2024
- Table 2 - Sales of Baby Food by Category: Value 2019-2024
- Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
- Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024
- Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 8 - Distribution of Baby Food by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for dairy products and alternatives?

### MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 - Penetration of Private Label by Category: % Value 2019-2024
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-in-ireland/report](http://www.euromonitor.com/baby-food-in-ireland/report).