

# Yoghurt and Sour Milk Products in Ireland

August 2024

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# Yoghurt and Sour Milk Products in Ireland - Category analysis

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Health trends attract consumers to yoghurt and sour milk products, despite high prices

New launches based on products fortified with fibre and protein

Leading players face cannibalised share by smaller brands

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Sour milk products and healthier yoghurt options will see increasing demand

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