

Drinking Milk Products in Ireland

August 2024

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Drinking Milk Products in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk prices stabilise and Irish dairy is looking resilient, although some uncertainties remain Leading Glanbia faces competition from the rise of private label Fortified products attract attention, while low-fat milk faces scrutiny

PROSPECTS AND OPPORTUNITIES

Exploring health and wellness credentials and the potential of sheep milk Glanbia Plc to maintain its leading position – even with increased competition Transitioning from a volume-based to a value-added dairy industry

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