



Euromonitor
International

HW Dairy Products and Alternatives in Ireland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat claims drive retail value sales as health concerns shape buying habits
Consumers support local products, driving growth for domestic plant-based cheese
Plant-based dairy products and alternatives drive strong growth bolstered by dietary changes

PROSPECTS AND OPPORTUNITIES

Lactose free is set to drive strong growth as consumers focus on overall wellbeing
Fortified and functional options gain ground as added health benefits drives sales
Organic products drive growth as consumers perceive these to be natural, healthier products

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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