



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

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