

Plant-Based Dairy in Ireland

September 2023

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Plant-Based Dairy in Ireland - Category analysis

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2023 DEVELOPMENTS

Positive sales growth as the popularity of plant-based dairy continues to spread
Importance of sustainability for innovation unlikely to diminish substantially
The internet and social media continue to fuel awareness of plant-based lifestyles

PROSPECTS AND OPPORTUNITIES

Still huge room for expansion of demand despite significant sales growth recently
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High development costs set to continue undermining growth in plant-based dairy

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