



HW Dairy Products and Alternatives in Ireland

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Patriotism for local products drives growth for Irish dairy
Low fat is leading health and wellness claim, supported by Ireland's HFSS rules
Organic gains traction in health and wellness dairy products and alternatives

PROSPECTS AND OPPORTUNITIES

Solid demand expected for low fat dairy products to be driven by health and wellness concerns
Good source of minerals offers further growth potential as consumers look to fortify nutritional intake through convenient dairy products
Lactose free set to rise over the forecast period

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Overview

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