

# Butter and Spreads in Ireland

<https://marketpublishers.com/r/BB5677F41F4EN.html>

Date: September 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: BB5677F41F4EN

## Abstracts

2023 saw more stability in the average unit price of butter after steep unit price increases during 2022, which was a particularly challenging year for category players as they battled with rising production and distribution costs at a time of high inflation and pressure on demand due to significant increases in the cost of living. Rising prices affected virtually all butter brands throughout 2022 and much of this can be attributed to external factors such as the Ukraine conflict and consequent...

Euromonitor International's Butter and Spreads in Ireland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Spreads market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2023

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