

HW Dairy Products and Alternatives in Ireland

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Date: January 2024

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: HC7FC87E167BEN

Abstracts

Irish dairy products are perceived as offering exceptional quality across the world, with a high rate of exports among local products which strengthen the Irish dairy brand perception – Ireland has been classified as the EU's leading exporter of butter to third country markets. Irish consumers believe local dairy products is a guarantee for premium quality. Despite butter, milk, and cheese being considered high in fat, consumers continue to purchase such products as many are staples of Irish hom...

Euromonitor International's HW Dairy Products and Alternatives in Ireland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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
January 2024

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HEALTH AND WELLNESS IN IRELAND

EXECUTIVE SUMMARY

Overview

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