

# Yoghurt and Sour Milk Products in Ireland

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## Abstracts

Over the course of 2023, Danone UK & Ireland was heavily focused on enhancing the health and wellness aspects of its consumer portfolio of brands. This move was taken in response to the growing demand among the Irish population for healthier food and beverage options at a time of tightening government regulation on high fat, salt, and sugar (HFSS) products in the UK. While there has so far been less of a focus on regulating potentially unhealthy food and beverages in Ireland than in the UK, Dano...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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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