

# YOGHURT AND SOUR MILK DRINKS IN IRELAND

<https://marketpublishers.com/r/Y6F9CE49336EN.html>

Date: October 2011

Pages: 72

Price: US\$ 990.00 (Single User License)

ID: Y6F9CE49336EN

## Abstracts

The severity of the recession has meant that not even yoghurt was spared the full brunt of the economic downturn. Yoghurt sits in an interesting part of the dairy environment, as a non-essential product, although, up until recently at least, carrying apparently recognised health benefits. Despite optimistic forecasts in late 2010, which anticipated that Ireland would see growth by 2011, Ireland was in fact forced to approach the EU by the end of the year for a substantial bail-out to the tune...

Euromonitor International's Yoghurt and Sour Milk Drinks in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, 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 Drinks 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 30 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 and Sydney and a network of over 600 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  
October 2011

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