



Other Dairy in Ireland

August 2024

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Other Dairy in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

HFSS regulations push for reformulation to meet health credentials
Ongoing demand for indulgence, as chilled dairy desserts seen as affordable luxury
Coffee whiteners continue to face declining popularity

PROSPECTS AND OPPORTUNITIES

Cream will rise back to stronger volume sales over the forecast period
Health and wellness trends will drive further developments, benefitting fromage frais and quark
Discounters and convenience stores will continue to see increased distribution

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DISCLAIMER

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