

Yogurt - Ireland - August 2013

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- How are increasing raw material costs impacting the Irish yogurt market?
- What types of yogurt products are eaten by Irish consumers?
- What are Irish consumer's attitudes towards yogurt products?
- Who are the key players in the Irish yogurt market?
- What do Irish consumers consider important when purchasing yogurt?

With the value of the Irish yogurt market being primarily driven by price inflation, producers of more expensive branded yogurt products are under increasing pressure to demonstrate the value of their goods to maintain sales and fend off the growing threat of Irish consumers switching to cheaper own-label yogurt products in order to save money.

This report examines the yogurt industry throughout the island of Ireland, and highlights the occasions that Irish consumers eat yogurt products, the occasions they have eaten yogurts, the factors they consider important when purchasing these products and their attitudes towards yogurt products.



"With the market for functional dairy products among elderly consumers well established, and the overall value of the Irish yogurt industry showing only modest growth, the producers of yogurt could consider targeting the underdeveloped segment of consumers aged 0-17 with functional products suited to their needs to increase their consumption and create additional revenue streams."

– James Wilson, Research Analyst

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