

## Milk and Cream - Ireland - November 2013

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“Liquid milk remains a staple in Irish diets with the market forecast to achieve steady growth in the years ahead until 2018. In order to help drive growth further within the market and to keep consumers engaged with milk and cream, packaging, flavour and functional innovations should be explored.”

- Sophie Dorbie, Research Analyst

## This report looks at the following areas:

- What types of milk and cream are Irish consumers using the most?
- How important is provenance and fair pay to farmers for Irish consumers?
- Are consumers influenced by health when choosing milk and cream products?
- What opportunities are there for milk and cream producers to add value to brands and expand their appeal to new markets?

The all-Ireland liquid milk market experienced its third consecutive year of growth in 2013 to stand at an estimated €620 million. The market benefits from milk and cream's versatility of use, e.g. standalone usage, within drinks and as an ingredient in cooking and baking.

The prolonged winter of 2012/13 and the associated fodder crisis caused extremely challenging conditions for farmers, which saw an increased reliance on concentrated feed. This in turn raised the average farm-gate milk price to stand at a nine-year high in NI and RoI.

Whilst price remains a major factor in consumers' choice of milk, around four in ten RoI consumers state that locally sourced is an important factor when choosing milk and cream products, indicating strong support for the local dairy industry.

In order to add value to products and drive growth within the market, opportunities exist for milk and cream brands to innovate in regard to flavour and packaging to help keep consumers engaged with the category and increase market share.

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