

# Milk and Cream – Ireland – April 2014

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## This report looks at the following areas:

- What types of milk and cream are Irish consumers using the most?
- What impact does the export market have on Irish milk supplies?
- Are Irish consumers willing to use milk as a sports/ exercise drink?
- Milk quotas are being lifted; what will the impact be?
- How important is local sourcing when buying milk and cream products?

The Irish milk and cream market continues to go from strength to strength, with growth in the market value forecast for 2014; the market is expected to continue to see value growth into 2015, as milk remains a staple of Irish grocery lists; and cream continues to benefit from being increasingly seen as a cooking ingredient.

Moving forward, there is still a need for greater innovation within the category, with potential for growth within the functional ingredient segment as opposed to flavour innovations.



“Usage and sales of milk and cream remained strong in Ireland during 2013 and are expected to do so in 2014. Moving forward into 2015, with the removal of the EU milk quotas and increasing demand for Irish dairy products overseas, we could see milk prices become more volatile and consumer prices similarly affected.”

– Brian O’Connor, Production Manager

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