

Milk and Dairy Alternatives - Ireland - January 2019

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This report looks at the following areas:

- Milk prices in 2018 remain strong
- UK/NI consumers see milk prices increase
- Growing interest in dairy substitutes
- Grass-fed diet leads to higher quality milk



“Provenance remains an important factor when buying milk. Irish consumers are also willing to spend 20p/20c extra for 2 litres of milk to ensure that farmers are paid a fair price. Highlighting links to local suppliers and how much of the purchase price of milk goes directly to dairy farmers will help milk brands and supermarkets to demonstrate that they are supporting local producers.”

– James Wilson, Research

Analyst

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