

Milk and Milk Alternatives - Ireland - January 2020

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

Irish consumers continue to show a strong preference for chilled standard cow's milk despite the growing popularity of non-dairy alternative products. This reflects that milk is an important source of vitamins within Irish consumers' diets. However, with environmental reasons encouraging a growing number of Irish consumers to switch to milk alternatives, milk producers will need to highlight the steps that they are taking to reduce their carbon footprint to demonstrate their green credentials to increasingly eco-conscious consumers.



"The growing media attention around the impact animal milk has on the environment has seen Irish consumers increasingly switch to milk alternatives. Highlighting the steps that they are taking to reduce their carbon footprint will enable milk producers to demonstrate their green credentials to increasingly eco-conscious consumers."
 – James Wilson, Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What You Need to Know**
- **Issues covered in this Report**

EXECUTIVE SUMMARY

- **The market**
Figure 1: Estimated retail sales of liquid milk, by volume, NI and Rol, 2015-19
- **Forecast**
Figure 2: Estimated retail sales of liquid milk, by value, NI and Rol, 2015-25
- **Market factors**
- **Farmgate milk prices falling in 2019**
- **Milk price rises edge up in 2019 but remain below 2018 levels**
- **'No-deal' Brexit could have cost implications for Irish milk producers**
- **Own-label milks favoured by Irish consumers**
- **Companies, brands and innovations**
- **The consumer**
- **Irish consumers continue to prefer animal milk**
Figure 3: Types of dairy and non-dairy milk that consumers have used or served in the last three months, NI and Rol, November 2019
- **Chilled milk preferred by Irish consumers**
Figure 4: Usage of chilled and non-chilled milk in the last three months, NI and Rol, November 2019
- **NI and Rol consumers have different milk preferences**
Figure 5: Types of milk that consumers have used in the last three months, NI and Rol, November 2019
- **NI consumers willing to spend £1-1.49 on milk; Rol consumers prepared to pay €2+**
Figure 6: How much consumers would be willing to pay for a 2-litre container of standard white cow's milk, NI, November 2019
Figure 7: How much consumers would be willing to pay for a 2-litre container of standard white cow's milk, Rol, November 2019
- **Irish consumers encouraging children to drink more milk and milk alternatives**
Figure 8: Agreement with statements related to health and milk/milk alternatives, NI and Rol, November 2019

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Consumers trust retailers to ensure animal welfare standards**
 Figure 9: Attitudes towards sustainability in milk, NI and RoI, November 2019
- Supporting local milk producers important to Irish consumers**
 Figure 10: Attitudes towards supporting local milk producers, NI and RoI, November 2019
- Irish consumers think non-dairy milks are heavily processed**
 Figure 11: Attitudes towards milk and milk alternatives, NI and RoI, November 2019
- What we think**

THE MARKET – WHAT YOU NEED TO KNOW

- Milk sales will continue to grow in 2019
- 2019 see farmgate milk decline
- Price of milk rising slower in 2019
- Brexit an issue for Irish milk producers

MARKET SIZE AND FORECAST

- 2019 to see growth in milk sales**
 Figure 12: Estimated retail sales of liquid milk, by value, lol, NI, and RoI, 2015-25
- Milk volume sales flat in 2019**
 Figure 13: Estimated retail sales of liquid milk, by volume, lol, NI, and RoI, 2015-19
- Irish consumers favouring whole milk**
 Figure 14: Estimated retail sales of liquid milk, by volume, by type of milk, RoI, 2015-19
- Non-dairy milks remain popular**
 Figure 15: Estimated retail sales of non-dairy milk, by value, lol, NI, and RoI, 2015-25

MARKET DRIVERS

- Milk prices declining across the island of Ireland**
 Figure 16: Average yearly milk prices, pence per litre, NI, 2014-19
 Figure 17: Average yearly milk prices, cents per litre, RoI, 2014-19
- Brexit to impact Irish milk sector**
- Milk price rises lower in 2019**
 Figure 18: Food price inflation vs milk prices, UK (including NI), January 2018–October 2019

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: Food price inflation vs milk prices, RoI, January 2018–October 2019

- **Animal welfare high on the agenda for Irish consumers**

Figure 20: Top five environmental and ethical issues most important to consumers, NI and RoI, November 2018

- **Own-label milk popular among consumers**

Figure 21: Consumers' preferences for branded vs own-label groceries, NI and RoI, September 2019

COMPANIES AND INNOVATIONS – WHAT YOU NEED TO KNOW

- **Strong growth in milk-alternative NPD**
- **Sustainability main claims made by milk and milk-alternative producers**
- **Milk and milk-alternative category driven by own-label NPD**

WHO'S INNOVATING?

- **Strong NPD levels in the UK and Irish milk category**
Figure 22: Milk and milk-alternative products launched, UK and Ireland, 2015–19
- **Dairy-alternative NPD continues to grow**
Figure 23: New dairy and non-dairy milk product launches, by sub-category, UK and Ireland, 2015–19
- **Own-label driving milk and milk-alternative NPD**
Figure 24: Branded versus own-label milk and milk-alternative product launches, UK and Ireland, 2015–19
- **Ethical claims dominate milk and non-dairy NPD**
Figure 25: New milk and milk-alternative products launched, by top 10 claims, UK and Ireland, 2015–19
- **Rebel Kitchen supporting female farmers**

COMPANIES AND BRANDS

- **Alpro**
- **Key facts**
- **Product portfolio**
- **Brand NPD**
- **Recent developments**
- **Arla Foods UK**
- **Key facts**
- **Product portfolio**
- **Brand NPD**
- **Recent developments**
- **Arrabawn**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Key facts
- Product portfolio
- Aurivo
- Key facts
- Product portfolio
- Recent developments
- Dale Farm
- Key facts
- Product portfolio
- Recent developments
- Draynes Farms
- Key facts
- Product portfolio
- Glanbia
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- Kerry Group
- Key facts
- Product portfolio
- Recent developments
- Lakeland Dairies Group
- Key facts
- Product portfolio
- Recent developments
- Ornu
- Key facts
- Product portfolio
- Brand NPD
- Strathroy Dairy
- Key facts
- Product portfolio

THE CONSUMER – WHAT YOU NEED TO KNOW

- Standard cow’s milk remains popular among Irish consumers
- Chilled milk favoured by Irish consumers
- Strong difference in milk preferences in NI and Rol
- Provenance remains important to Irish consumers
- Irish consumers think milk alternatives are heavily processed

MILK AND NON-DAIRY SUBSTITUTES USED

- Irish consumers continue to prefer standard cow’s milk

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 26: Types of dairy and non-dairy milk that consumers have used or served in the last three months, NI and RoI, November 2019

- **Standard cow’s milk remains popular**

Figure 27: Consumers who have used or served standard cow’s milk in the last three months, by gender and age, NI and RoI, November 2019

- **Milk alternatives popular among ABC1s**

Figure 28: Types of milk alternatives that consumers have used or served in the last three months, by social class, NI, November 2019

Figure 29: Types of milk alternatives that consumers have used or served in the last three months, by social class, RoI, November 2019

USAGE OF CHILLED AND NON-CHILLED MILK

- **Chilled milk favoured by Irish consumers**

Figure 30: Usage of chilled and non-chilled milk in the last three months, NI and RoI, November 2019

- **UHT milk appeals to full-time workers**

Figure 31: Consumers who have used non-chilled milk (eg UHT) in the last three months, by work status, NI and RoI, November 2019

- **Chilled milk broadly popular in NI, preferred by affluent consumers in RoI**

Figure 32: Consumers who have used chilled milk in the last three months, by household income, NI, November 2019

Figure 33: Consumers who have used chilled milk in the last three months, by household income, RoI, November 2019

TYPE OF MILK USED

- **Semi-skimmed popular in NI, whole milk in RoI**

Figure 34: Types of milk that consumers have used in the last three months, NI and RoI, November 2019

- **Milk popular among affluent consumers**

Figure 35: Types of milk that consumers have used in the last three months, by social class, NI, November 2019

Figure 36: Types of milk that consumers have used in the last three months, by social class, RoI, November 2019

- **Irish men the main users of whole milk**

Figure 37: Consumers who have used whole milk in the last three months, by gender, NI and RoI, November 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

HOW MUCH CONSUMERS ARE PREPARED TO SPEND ON MILK

- Consumers prepared to pay €2+ for milk in Rol**
Figure 38: How much consumers would be willing to pay for a 2-litre container of standard white cow's milk, Rol, November 2019
- Working consumers willing to spend over €2 for two litres of standard milk**
Figure 39: Consumers who are willing to spend €2 or more for a 2-litre container of standard white cow's milk, by work status, Rol, November 2019
- £1-1.49 the amount NI consumers are prepared to spend on milk**
Figure 40: How much consumers would be willing to pay for a 2-litre container of standard white cow's milk, NI, November 2019
- NI women willing to spend between £1 and £1.49 for milk**
Figure 41: Consumers who are willing to spend between £1 and £1.49 for a 2-litre container of standard white cow's milk, by gender, NI, November 2019
Figure 42: Consumers' preferences for branded vs own-label dairy (eg milk), by gender, NI, September 2019

HEALTH PERCEPTIONS OF MILK AND MILK ALTERNATIVES

- Milk seen as important source of vitamins**
Figure 43: Agreement with statements related to health and milk/milk alternatives, NI and Rol, November 2019
- Parents most likely see nutritional benefits of milk**
Figure 44: Agreement with the statement 'I think milk is an important source of vitamins in my diet', by presence of children in the household, NI and Rol, November 2019

SUSTAINABILITY IN MILK

- Retailers expected to adhere to animal welfare standards in milk**
Figure 45: Attitudes towards sustainability in milk, NI and Rol, November 2019
- Young consumers switching to milk alternatives for environmental reasons**
Figure 46: Agreement with the statement 'Environmental reasons would encourage me to switch from standard milk to milk alternatives', by age, NI and Rol, November 2019

SUPPORTING LOCAL MILK PRODUCERS

- Local sourced milk preferred by Irish consumers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 47: Attitudes towards supporting local milk producers, NI and RoI, November 2019

- **ABC1 consumers prefer milk sourced locally**

Figure 48: Agreement with statements relating to supporting local milk producers, by social class, NI, November 2019

Figure 49: Agreement with statements relating to supporting local milk producers, by social class, RoI, November 2019

ATTITUDES TOWARDS MILK AND MILK ALTERNATIVES

- **Irish consumers interested in doorstep milk delivery**

Figure 50: Attitudes towards milk and milk alternatives, NI and RoI, November 2019

- **Doorstep milk delivery service appeals to rural consumers**

Figure 51: Agreement with the statement 'I would be interested in subscribing to doorstep milk delivery', by location, NI, November 2019

Figure 52: Agreement with the statement 'I would be interested in subscribing to doorstep milk delivery', by location, RoI, November 2019

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Market size rationale**
- **Generational cohort definitions**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.