

## Milk and Milk Alternatives - Ireland - January 2020

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“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

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.

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