

Milk and Dairy Alternatives - Ireland - 2022

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- The impact of COVID-19 on milk and milk alternative consumption habits.
- How growing eco and ethical concerns are shaping dairy and non-dairy drink usage.
- What factors in relation to dairy and non-dairy have become more important to consumers in the last 12 months?
- What impact has Brexit and supply chain issues had on milk supply and production?

Milk usage in Ireland remains strong despite the expansion of sales and usage of dairy alternatives, with the COVID-19 pandemic helping to boost overall spending via retail channels on both milk and dairy alternatives. Moving forward, concerns relating to the environment regarding dairy products as well as ethical issues surrounding milk production will play a key role in how consumers use milk and the appeal of dairy alternatives.



“The milk and dairy alternative market continues to grow and evolve as milk is a staple product in most Irish homes. COVID-19 has seen consumers spend more time at home and seek out products rich with health benefits, putting at-home milk consumption at an all-time high.”

- Natalie Magill, Research Analyst

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