

Butter and Spreads in Ireland

September 2023

Table of Contents

Butter and Spreads in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The average unit price of butter stabilises somewhat in 2023 after steep rises in 2022

Another poor performance for cooking fats as consumers prefer butter

The rising popularity of slow cooking strengthens demand for butter

PROSPECTS AND OPPORTUNITIES

Further poor performances lie ahead for cooking fats and margarine and spreads

Kerry Foods Ltd unlikely to face any serious challenges to its leadership in the category

Focus on innovation as category players look to attract the attention of consumers

CATEGORY DATA

- Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 2 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Ireland - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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