

Yoghurt and Sour Milk Products in Ireland

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier products come to the fore as Irish consumers focus more on nutrition
Sustained popularity of cultured drinking yoghurt for boosting immune health
Rising demand for high protein yoghurt as consumers demand better nutrition

PROSPECTS AND OPPORTUNITIES

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Category players need to respond to the pressure coming from plant-based yoghurt

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Dairy Products and Alternatives in Ireland - Industry Overview

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Summary 1 - Research Sources

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