

# Other Dairy in Ireland

September 2022

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## Other Dairy in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The shift towards home cooking benefits other dairy, especially cream, condensed milk and coffee whiteners

Ecological concerns boost demand for plant-based alternatives over other dairy

Demand rises for products with healthy credentials in other dairy in 2022

#### PROSPECTS AND OPPORTUNITIES

Reduced fat other dairy booms as the health and wellness trend builds momentum although some consumers pursue indulgent other dairy such as flavoured fromage frais and quark

Private label provides increasing competition to the leading multinationals

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