



Euromonitor
International

Dairy Products and Alternatives in Ireland

August 2025

Table of Contents

Dairy Products and Alternatives in Ireland

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Prices fall at last

Nutricia Ireland dominates baby food

Affordability is key

PROSPECTS AND OPPORTUNITIES

Growth faces constraints

Focus on health and nutrition

Emphasis on sustainability

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Butter and Spreads in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong local demand for butter
Kerry Foods benefits from differentiated product offer
Supermarkets dominant, while forecourt retailers grows strongly from low base

PROSPECTS AND OPPORTUNITIES

Impediments to growth
Expanding range of healthier variants
Players focusing on sustainability

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025
Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Soft cheese benefits from versatility and innovation
Kerry Foods benefits from long-standing presence
Supermarkets retains lead, but discounters continues to gain share

PROSPECTS AND OPPORTUNITIES

Consumers open to trying new cheeses
Focus on high-protein, low-fat products
Players work to reduce environmental impact

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025
Table 33 - Sales of Cheese by Category: Value 2020-2025
Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025
Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025
Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025
Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025
Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025
Table 39 - NBO Company Shares of Cheese: % Value 2021-2025
Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025
Table 41 - Distribution of Cheese by Format: % Value 2020-2025
Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030
Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Drinking Milk Products in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant price rises
Glanbia leads sales of drinking milk products
Supermarkets still dominant, but e-commerce grows

PROSPECTS AND OPPORTUNITIES

Continued growth, with an expanding range of options
Health and wellness to exert growing influence
Shift to more environmentally responsible dairy production

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Yoghurt benefits from healthy image
Yoplait leads competitive category
Supermarkets still dominant despite share fall

PROSPECTS AND OPPORTUNITIES

Steady growth ahead
Health trends shaping category development
Tighter regulations

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy image supports growth of fromage frais and quark

Yoplait stands clear of rivals in competitive category

Convenience drives growth in most dynamic channels

PROSPECTS AND OPPORTUNITIES

Fromage frais and quark to drive growth

Health and wellness to exert influence across other dairy

Stronger emphasis on sustainability

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong rise in volumes

Alpro continues to dominate despite losing share

Supermarket players invest in expansion of the plant-based dairy range

PROSPECTS AND OPPORTUNITIES

Favourable conditions for further growth

Health, the environment and animal welfare continue to influence demand

Environmental moves particularly important in plant-based dairy

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-ireland/report.