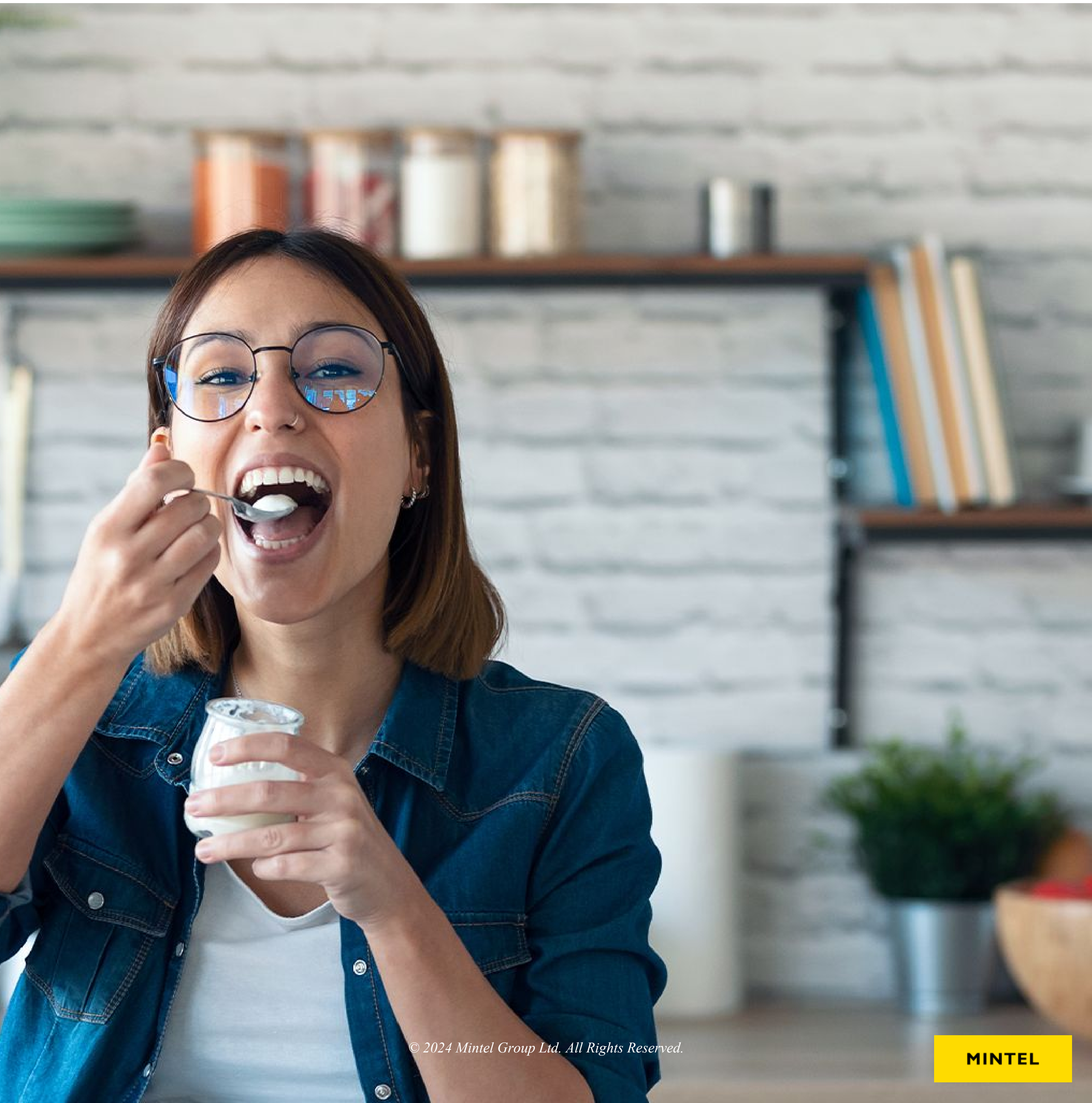
YOGURT & DRINKING YOGURT – IRELAND – 2024

As the cost-of-living crisis forces consumers to seek affordable healthy eating options, simplicity and better-for-you claims are poised to flourish.

Sam Fryers, Research Analyst - Ireland



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Yogurt & Drinking Yogurt - Ireland - 2024

This report looks at the following areas:

- The dual impact of rising consumer living costs and production costs within the Irish dairy industry
- How yogurt brands must navigate government sustainability and health standards to ensure opportunities do not become threats
- Key trends in recent launch activity and future product development opportunities
- Yogurt/yogurt drinks' position as both a guilt-free treat and as a staple in a healthy diet, with the most appealing attributes for each context
- The growing popularity of plain and flavoured yogurts within the younger and older age groups, and the opportunity to tap into usage as an ingredient in other meals
- Consumer attitudes, and the changing consumer perception of sweeteners and artificial ingredients

> As the cost-of-living crisis forces consumers to seek affordable healthy eating options, simplicity and better-for-you claims are poised to flourish.

Overview

The cost-of-living crisis is seeing consumers turn to own-label items – forcing premium brands to reconsider value propositions in the current climate.

Report Content

EXECUTIVE SUMMARY

Innovation and marketing

- Dairy alternatives forced to innovate and limit ingredients
- Consumer demand for new flavours is not represented in stagnating NPD
- Brands adapting convenience messaging to fit fast-paced consumer lifestyles
  - Graph 9: convenience claims as a percentage of all yogurt/yogurt drink launches, 2019-23

MARKET DYNAMICS

Market size

- Inflation bolsters retail value
  - Graph 10: retail value sales of spoonable and drinking yogurt, 2018-24
- Consumers facing higher costs

Market forecast

- Market expected to see future growth, though a slowdown is expected
  - Graph 11: retail value sales of spoonable and drinking yogurt, IoI, NI and RoI, 2019-24
- Spending control will smooth out yogurt value

Market drivers

- Yogurt prices are increasing across the UK and Ireland
  - Graph 12: Consumer Price Index for all food and non alcoholic beverages vs yogurt , Nov 19-23
  - Graph 13: Consumer Price Index for all food items vs yogurt , Nov 19-23
- Consumers prioritise price when carrying out their food shop
- In times of need, consumers turn to discounters
  - Graph 14: consumer financial situation, 2023
- Premium branded products lose ground to supermarket own-label ranges
- Diminishing birth rates could undercut demand for children's yogurt snacks
  - Graph 15: number of the total population aged 9 or under, NI 1991-2022
- Ageing population could unlock further potential for functional yogurt products
  - Graph 16: number of the population aged 55 and over, 2000-22
- Environmental concern to disrupt Ireland's dairy industry
- Consumers support equitable pay for farmers
  - Graph 17: behaviours related to dairy and dairy alternative drinks, milk and cream, 2023
- Locavore trend will keep the spotlight on Irish farmers
- Robust growth prospects for yogurt consumption among young consumers and parents of young children
  - Graph 18: consumers who have tried to lose weight in the past 12 months, by age of children in household, NI and RoI, 2022
- Government and NGO campaigns to address worrying health statistics

COMPETITIVE LANDSCAPE

Companies and brands

Launch activity and innovation in yogurt & yogurt drinks

APPENDIX

Supplementary data

Report scope and definitions

Methodology

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This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Irish licensed market survey agent (See Research Methodology for more information).

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