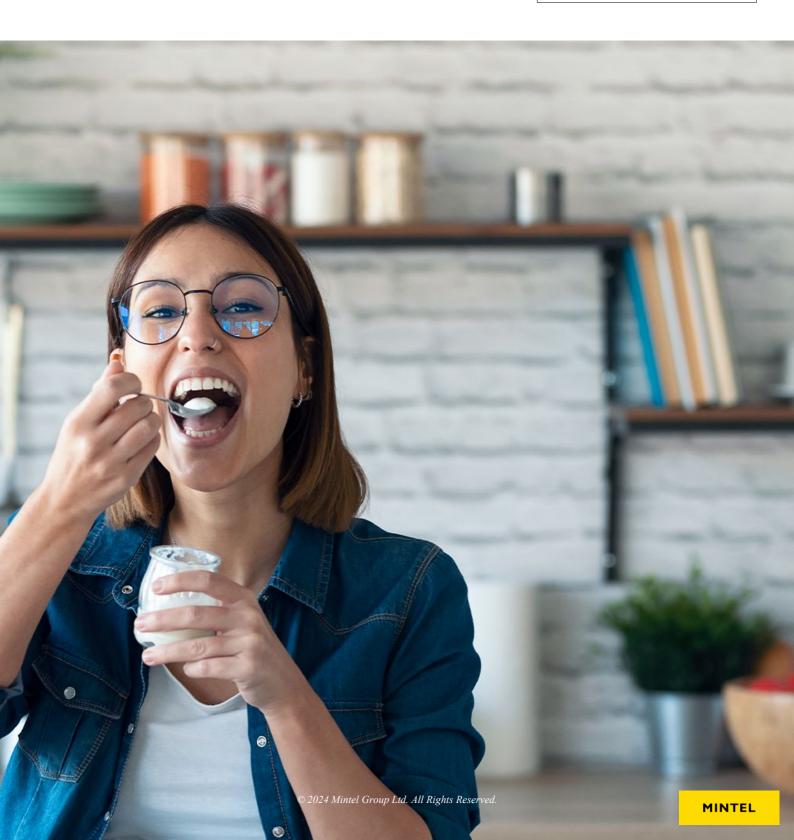
YOGURT & DRINKING YOGURT – IRELAND – 2024

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



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 guiltfree treat and as a staple in a healthy diet, with the most appealing attributes for each context

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

- 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

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.

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Report Content

EXECUTIVE SUMMARY

Opportunities for the yogurt & yogurt drinks sector

- Opportunity for traditional and unprocessed amid UPF trend
- Better-for-you claims to facilitate guilt-free indulgence
- Opportunity for packaging innovation in light of environmental concerns
 - Graph 1: interest in yogurt/yogurt drinks in returnable pots, 2023

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 - Graph 4: Consumer Price Index for yogurt , 2019-23
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WHAT CONSUMERS WANT AND WHY

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- Abbreviations and terms

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• Consumer research methodology

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