



HW Dairy Products and Alternatives in Ireland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional nutrition gains traction while traditional low fat positioning shows signs of strain

INDUSTRY PERFORMANCE

Digestive health and immunity drive innovation beyond traditional dairy nutrition

Low fat dairy faces growing scepticism amid a shift toward perceived naturalness

High protein replaces mineral fortification as a primary functional growth driver

WHAT'S NEXT

Gut health and microbiome science shape the future of dairy innovation

Low fat dairy expected to remain stable but structurally challenged

High protein positioned for sustained growth as a core nutritional pillar

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[Health and Wellness in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland's health and wellness landscape

INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance

Plant-based, vegetarian and cleaner-label eating gain further ground

WHAT'S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

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