

Cheese - UK - October 2011

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“Many consumers appear to increasingly view cheese as a small indulgence for which health is not a major consideration. A poor perception of low-fat options is one of the main barriers to growth of the segment as 44% think that reduced-fat cheese tastes bland, with males in particular holding this view.”

– **Chris Wisson, Senior Food Analyst**

In this report we answer the key questions:

- How have promotions shaped the cheese market?
- Do consumers want reduced-fat cheeses?
- Is the decline in use of cheese in lunchboxes reversible?
- How can brands encourage higher usage among over-55s?

Definition

This report examines the UK retail market for cheese. Mintel's definition includes products sold through the grocery retail channel for consumption in the home, including:

- fresh cheese and cream cheese
- hard cheese and semi-hard cheese
- processed cheese
- soft cheese and semi-soft cheese.

It excludes sales of curd and quark and sales via catering or foodservice establishments, however references and comparisons to these sectors may be made where relevant.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel's food deflator.

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