

Cheese - UK - October 2012

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“Even though promotions can be an effective means of encouraging trialling, established cheese brands should look to shift towards a model based on justifying their everyday pricing by building engagement with users through focusing on the quality of their products via NPD and communication.”

– Amy Price, Senior Food & Drink Analyst

In this report we answer the key questions:

- How can the market reduce its dependence on promotions?
- What steps can the market take to build greater confidence to facilitate experimentation?
- How can NPD tap into cookery trends?
- How can the market continue to appeal to the health-conscious consumer?

Cheese continues to enjoy almost universal popularity, with penetration at more than nine in ten consumers. Sales are estimated to reach £2.5 billion in 2012, with the market forecast to grow by almost 40% to £3.5 billion by 2017.

The category benefits from its everyday appeal and positioning as an essential part of the weekly shop. With usage skewed towards the most affluent consumers, however, opportunities exist for adding value to the market through premiumisation.

Continuing investment in NPD and above-the-line support from major players such as Cathedral City and Philadelphia will play a key role in keeping the category front of mind with the consumer going forward, and maintaining engagement.

This report examines the UK retail market for cheese. Mintel’s definition includes products sold through the grocery retail channel and direct to consumers including:

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

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