

## Cheese - Canada - October 2014

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“Making conveniently-packaged cheese more widely available in venues such as gyms, yoga studios and health clubs could help to boost usage in this potentially lucrative post-exercise occasion.”

– Carol Wong-Li, Senior Analyst

### This report looks at the following areas:

- Overcoming the price barrier
- Utilizing positive health perceptions
- Tapping into the Chinese Canadian consumer
- Appealing to Canadians' patriotic side

Cheese is one of the few food and drink categories in Canada which enjoys near total usage among the adult population, only a small percentage reporting to not eat cheese in the three months to July 2014. Despite static volume sales, values have continued to rise, benefiting from most consumers seeing it as a relatively healthy food. The high level of engagement is also reflected in the fact that a vast majority of adults eat more than five types of cheese, doing so on a variety of in-home and out of home occasions.

While there is strong consumer interest in new flavours and artisan variants, price remains an issue and is the main barrier to consumption. The recently proposed trade agreement between the EU and Canada looks set to bring significant change to the market, providing consumers with new types of cheese and potentially putting pressure on Canadian dairy farmers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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