

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



The \$23.2 billion cheese category continues to perform well, boosted by consumer preferences for natural foods and increased snacking occasions. The strong natural cheese segment remains key for overall growth, especially as processed cheese sales and consumption remain rather stagnant.

- Amanda Topper, Food Analyst

This report looks at the following areas:

- Cheese category continues to perform well
- Natural cheese strongest growth, processed cheese flat
- Consumers want more local, authentic cheeses

Definition

This report builds on the analysis presented in Mintel's *Cheese – US, October 2014*, as well as the *October 2013*, *June 2012*, *October 2011*, *May 2010*, *May 2009*, *March 2007*, *April 2005*, and *February 2003* reports of the same title.

This report covers three main segments of cheese:

- **Natural cheese:**
includes all forms (slices, blocks, chunks, cubes, crumbles, shredded), string cheese, and ricotta cheese. Cheeses in this segment are produced directly from milk or whey that has been coagulated, heated, drained, and pressed. It can include the addition of salt and/or flavorings.
- **Processed cheese:**
includes cheese spreads in aerosol cans, squeezable tubes, cheese balls, cheese loafs, and other forms, and imitation cheese. Cheeses in this segment are typically a blend of cheeses that have been mixed and cooked and include additional ingredients such as cream, milk, water, or cheese whey.
- **Cream cheese/cream cheese spreads:**
includes brick, soft, whipped, balls, and other forms; may be plain or flavored.

While most cheese is made from cow's milk, cheeses made from goat's milk and other dairy products, as well as non-dairy sources, such as soy milk, also are included.

Excluded from this report are:

Cottage cheese, yogurt cheese, cheese sauces, and cheese dips.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Cheese category continues to perform well

Figure 1: Total US retail sales and fan chart forecast of cheese, at current prices, 2010-20

Natural cheese strongest growth, processed cheese flat

Figure 2: Total US retail sales of cheese (\$ billions), by segment, 2010-15

Consumers want more local, authentic cheeses

Figure 3: Select attitudes toward cheese – Any agree, by Millennials and non-Millennials, August 2015

The opportunities

Consumers want natural, BFY (better-for-you) options

Figure 4: Ideal natural cheese claims, by Millennials and non-Millennials, August 2015

Reach parents with health-focused messaging, and organic, non-dairy cheeses

Figure 5: Select attitudes toward cheese – Any agree, by parental status, August 2015

In-store experiences can help educate consumers

Figure 6: Select attitudes toward cheese – Any agree, by race and Hispanic origin, August 2015

What it means

The Market – What You Need to Know

Cheese sales reach \$23.2 billion in 2015

Natural cheese continues to drive category growth

Other retail channels, natural channels perform well

Market Size and Forecast

Cheese category to reach \$27.7 billion in 2020

Figure 7: Total US retail sales and fan chart forecast of cheese, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of market, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of market, at inflation-adjusted prices, 2010-20

Market Breakdown

Natural cheese dominates

Figure 10: Total US retail sales of cheese, by segment share, 2015

Figure 11: Total US retail sales of cheese (\$ billions), by segment, 2010-15

Cheese sales in other retail channels growing rapidly

Figure 12: Total US retail sales of cheese (\$ billions), by channel, at current prices, 2010-15

Figure 13: Natural supermarket sales of cheese, at current prices, rolling 52-weeks September 2013-September 2015

Figure 14: Natural supermarket sales of cheese, by brand positioning, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: Natural supermarket sales of cheese, by organic ingredients, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Market Factors

Obesity and health concerns

Figure 16: Percent of people aged 20 or older who are healthy weight, overweight, or obese, 2009-12

Figure 17: Percent of children* who are obese, 2001-02 to 2011-12, by age

Impact of snacking

Figure 18: Daily snacking frequency, January 2015

Key Players – What You Need to Know

Kraft Foods represents largest individual market share

Private label launches increase

Raw, non-dairy, and organic cheeses piquing consumer interests

Manufacturer Sales of Cheese

Kraft retains single company market share lead

Figure 19: "Consider The Source," featuring Tillamook Cheese

Manufacturer sales of cheese

Figure 20: MULO sales of cheese, by leading companies, rolling 52-weeks 2014 and 2015

What's Working?

Private label continues to perform well

Figure 21: MULO sales of private label natural cheese

Figure 22: Natural cheese product launches, by branded vs. private label, 2010-14

Emphasizing "natural"

Figure 23: MULO sales of Kraft Foods Inc. natural cheese

Figure 24: Sargento, "We're Real Cheese People," February 2015

Figure 25: MULO sales of Sargento Food Company natural cheese

Figure 26: "Un-American Cheese," June 2015

Figure 27: MULO sales of Tillamook County Creamery natural cheese

Figure 28: MULO sales of Cabot Creamery natural cheese

What's Struggling?

Galbani, Precious, Athenos brands decline

Figure 29: MULO sales of Galbani (Sorrento) natural cheese

Figure 30: MULO sales of Athenos natural cheese

Processed cheese declines

Figure 31: MULO sales of Boursin processed cheese

Figure 32: MULO sales of Borden processed cheese

What's Next?

High-quality non-dairy options

Continued growth of organic claims

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Growth of select cheese product claims, August 2010-July 2015

Raw cheeses

The Consumer – What You Need to Know

Processed cheese consumption declines

Consumers prefer more traditional cheeses

Product trial, information can inform purchase decisions

Cheese Consumption

Cheese consumption, frequency rises slightly

Figure 34: Natural cheese consumption, 2014-15

Figure 35: Household consumption of American/pasteurized processed cheese, 2010-15

Figure 36: Processed cheese consumption, 2014-15

Parents significantly more likely to eat cheese

Figure 37: Cheese consumption, by parental status, August 2015

Whites, Hispanics slightly more likely to eat both cheese types

Figure 38: Cheese consumption, by race and Hispanic origin, August 2015

Reasons for Purchasing Cheese by Store Section

Convenience, affordability strongly associated with dairy section

Key demographics

Dairy section

Deli section

Specialty cheese section/shop

Figure 39: Correspondence Analysis – Reasons for purchasing cheese by store section, August 2015

Figure 40: Reasons for purchasing cheese by store section, August 2015

Perceptions of Cheese Store Sections

Specialty cheese section perceived as sophisticated, expensive

Key demographics

Dairy section

Deli section

Specialty cheese section/shop

Figure 41: Correspondence Analysis – Perceptions of cheese by store section, August 2015

Figure 42: Perceptions of cheese by store section, August 2015

Consumers' Ideal Natural Cheese

Ideal natural cheese is savory, preservative-free cow's milk cheese

Figure 43: Ideal natural cheese, August 2015

Flavor

Figure 44: Ideal natural cheese flavor, by race and Hispanic origin, August 2015

Protein base

Figure 45: Ideal natural cheese protein base, August 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 46: Natural supermarket sales of cheese, by milk source, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Claims

Figure 47: Ideal natural cheese claims, by Millennials and non-Millennials, August 2015

Format

Figure 48: Ideal natural cheese format, August 2015

Packaging

Figure 49: Ideal natural cheese packaging, August 2015

Attitudes toward Cheese

Authenticity, local cheeses valued

Figure 50: Select attitudes toward cheese – Any agree, by Millennials and non-Millennials, August 2015

Parents more health conscious

Figure 51: Select attitudes toward cheese – Any agree, by parental status, August 2015

In-store experience impactful on cheese purchases

Figure 52: Select attitudes toward cheese – Any agree, by race and Hispanic origin, August 2015

Consumer Segmentation

Figure 53: Cheese clusters, August 2015

Group one: Cheese Apathetic

Group two: Cheese Connoisseurs

Group three: Cheese Curious

Cluster methodology

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 54: Total US retail sales and forecast of cheese, by segment, at current prices, 2010-20

Figure 55: Total US retail sales of cheese, by segment, at current prices, 2013 and 2015

Figure 56: Total US retail sales and forecast of natural cheese, at current prices, 2010-20

Figure 57: Total US retail sales and forecast of processed cheese, at current prices, 2010-20

Figure 58: Total US retail sales and forecast of cream cheese/cream cheese spreads, at current prices, 2010-20

Figure 59: Total US retail sales of cheese, by channel, at current prices, 2010-15

Figure 60: Total US retail sales of cheese, by channel, at current prices, 2013 and 2015

Figure 61: US supermarket sales of cheese, at current prices, 2010-15

Figure 62: US sales of cheese through other retail channels, at current prices, 2010-15

Natural channel sales

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cheese: Spotlight on Natural - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 63: Natural supermarket sales of cheese, by subcategory, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Figure 64: Organic share of natural supermarket sales of cheese, by segment, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Figure 65: Natural supermarket sales of cheese*, by lactose-free labeling, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Figure 66: Lactose-free-labeled share of natural supermarket sales of cheese*, by segment, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Figure 67: Natural supermarket sales of cheese, by type of cheese and milk source, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Figure 68: Naturally positioned brands' share of natural supermarket sales of cheese, by segment, at current prices, rolling 52-weeks ending 9/8/13 and 9/6/15

Appendix – Key Players

Figure 69: MULO sales of natural cheese, by leading companies and brands, rolling 52-weeks 2014 and 2015

Figure 70: MULO sales of processed cheese, by leading companies and brands, rolling 52-weeks 2014 and 2015

Figure 71: MULO sales of cream cheese/cheese spreads, by leading companies and brands, rolling 52-weeks 2014 and 2015

Appendix – Consumer

Figure 72: Household consumption of cream cheese, 2010-15

Appendix – Correspondence Analysis

Methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com