Cheese: Spotlight on Natural - US - November 2015

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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.

DID YOU KNOW?

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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