

Cheese - Ireland - May 2015

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“With the cost of cheese for NI and RoI consumers continuing to decline in 2015 on the back of the abolition of the EU milk quotas, we will continue to see the value of the cheese sector decline. Moving forward cheese companies will need to look more closely at innovations in packaging, flavours and functional benefits to help boost value sales.”

– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- What types of cheese are the most used by Irish consumers?
- In what ways are Irish consumers most likely to eat cheese?
- What impact has the growing usage of discounters had on the way that consumers buy cheese?
- What innovations in cheese products would appeal to Irish consumers?

The cheese sector in Ireland has seen its value wane somewhat between 2013 and 2015 – with strong price competition seeing consumers paying less for cheese, while the increasing level of consumers shopping via hard discounters has further stifled growth within the Irish cheese sector.

Moving forward, it is becoming increasingly important for cheese companies to do more to differentiate themselves from private-label offerings.

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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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Table of Contents

Introduction

Key themes of the report
Definitions
Consumer research
Market size rationale
Data sources
Abbreviations

Executive Summary

The market
Forecast
Figure 1: Indexed estimated retail sales of cheese, RoI and NI, 2010-20
Market factors
Consumer price fall
Six in 10 buy own-brand cheese
Discounters selling more cheese
Innovations
The consumer
Cheddar the most popular type of cheese
Figure 2: Types of cheese bought by consumers for themselves or others in the last three months, NI and RoI, March 2015
Cheese most likely to be used in a sandwich or on toast
Figure 3: Ways that consumers have eaten cheese in the last three months, NI and RoI, March 2015
Cheese seen as good protein source
Figure 4: Agreement with statements relating to cheese, NI and RoI, March 2015
Consumers would like to see less salt in cheese
Figure 5: Types of cheese products that consumers would be interested in trying, NI and RoI, March 2015
What we think

Insights and Issues

What types of cheese are the most used by Irish consumers?
The facts
The implications
In what ways are Irish consumers most likely to eat cheese?
The facts
The implications
What impact has the growing usage of discounters had on the way that consumers buy cheese?
The facts
The implications

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What innovations in cheese products would appeal to Irish consumers?

The facts

The implications

Market Overview

Key points

Consumer prices for cheese fall between 2014 and 2015

Figure 6: Consumer price indices of cheese and curds, RoI, January 2010-March 2015

Figure 7: Consumer price indices of milk, cheese and other dairy products, UK (including NI), 2005-15

Disposable income levels still low

Figure 8: How consumers rate their current financial situation, NI and RoI, March 2014 and 2015

Six in 10 have bought own-brand cheese

Figure 9: Top 10 types of own-brand goods that consumers have purchased in the last 12 months, NI and RoI, October 2014

Homogenous nature of many cheese products seeing more consumers buy on price

Figure 10: Agreement with the statement 'Branded cheeses are better quality than own-label cheeses', NI and RoI, March 2015

Discounters increasingly important channel to market

Figure 11: Estimated total retail sales of discounters, NI and RoI, 2012 and 2014

More cheese being sold via discounters in UK; less by traditional supermarkets

Market Size and Forecast

Key points

Cheese sales value stagnating

Figure 12: Estimated retail sales of cheese, IoI, RoI and NI, 2010-20

NI cheese market value

RoI value set to decline, NI set to grow – backed by inflation

Figure 13: Indexed estimated retail sales of cheese, RoI and NI, 2010-20

Figure 14: Consumer price index forecast, NI and RoI, 2010-20

Specialty cheese increases market share

Figure 15: Estimated value of RoI speciality cheese market, 2012 and 2015

Farmhouse cheese reported to have seen excellent growth

Strengths and Weaknesses

Strengths

Weaknesses

Companies and Innovations

Key points

Innovations

Hard cheese launches account for six in 10 product launches

Figure 16: New product launches to cheese sector, by type of cheese, UK and Ireland, 2010-15*

Figure 17: New product launches to cheese sector, by cheese format, UK and Ireland, 2010-15

Extremely strong increase in cheese without additives or preservatives

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Figure 18: New product launches to cheese sector, by claim, UK and Ireland, 2010-14

Stronger level of premium launches

Figure 19: Economy cheese product launches vs premium cheese product launches, UK and Ireland, 2010-14

Convenient packaging

Low-fat offerings

Company profiles

Arla Foods UK Plc

Key facts

Brands and products

Brand NPD

Recent developments

Dale Farm Ltd

Key facts

Brands and products

Brand NPD

Recent developments

The Carbery Group

Key facts

Brands and products

Brand NPD

Dairygold Food Ingredients

Key facts

Brands and products

Recent developments

Fivemiletown

Key facts

Brands and products

Brand NPD

Glanbia Plc

Key facts

Brands and products

Brand NPD

Recent developments

Cashel Farmhouse Cheesemakers

Key facts

Brands and products

Brand NPD

Recent developments

Kerry Group Plc

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Key facts

Brands and products

Brand NPD

Recent developments

Mondelēz International

Key facts

Brands and products

Brand NPD

Recent developments

Ornua

Key facts

Brands and products

Brand NPD

Recent developments

The Consumer – Types of Cheese Bought

Key points

Cheddar bought by four in five consumers

Figure 20: Types of cheese bought by consumers for themselves or others in the last three months, NI and RoI, March 2015

Cheddar usage peaks among mature consumers

Figure 21: Consumers who have bought cheddar cheese in the last three months, by gender and age, NI and RoI, March 2015

RoI consumers show stronger use of soft and hard continental

Figure 22: Consumers who have bought hard versus soft continental cheese in the last three months, NI and RoI, March 2015

Figure 23: Consumers who have bought hard versus soft continental cheese in the last three months, by social class, NI and RoI, March 2015

NI consumers show strong usage of snack packs and spreadable cheese

Figure 24: Consumers who have bought mini portions/snack packs of cheese and spreadable cheese in the last three months, by age of children in household, NI and RoI, March 2015

RoI consumers more likely to buy low-fat cheese

Figure 25: Consumers who have bought low/reduced fat cheese in the last three months, by gender, NI and RoI, March 2015

The Consumer – How Consumers Use Cheese

Key points

Cheese in sandwiches most common method of usage

Figure 26: Ways that consumers have eaten cheese in the last three months, NI and RoI, March 2015

Sandwich use drops off amongst over-55s

Figure 27: Consumers who have eaten cheese in a sandwich in the last three months, by age, NI and RoI, March 2015

Over a third use for cooking

Figure 28: Consumers who have used cheese when cooking in the last three months, by gender and social class, NI and RoI, March 2015

NI consumers show stronger usage of cheese on toast

Figure 29: Consumers who have eaten cheese on toast in the last three months, by age, NI and RoI, March 2015

Women more likely to use cheese in packed lunch for themselves, partner or kids

Figure 30: Consumers who have eaten cheese as part of a packed lunch for themselves, a partner or for children in the last three months, by gender, NI and RoI, March 2015

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The Consumer – Attitudes towards Cheese

Key points

Cheese seen as good source of protein

Figure 31: Agreement with statements relating to cheese, NI and RoI, March 2015

NI consumers more likely to have no preference for UK or Irish cheese

Consumers still like to know where cheese comes from

Figure 32: Agreement with the statement 'I like to know the country of origin of the cheese I buy', by age, NI and RoI, March 2015

Irish consumers prefer full-fat cheese

Figure 33: Agreement with the statement 'I think full-fat cheese tastes better than low-fat cheese', by gender, NI and RoI, March 2015

Half of consumers would pay more for the benefit of farmers

The Consumer – Interest in Innovations for Cheese

Key points

Strong desire for reduced salt cheese

Figure 34: Types of cheese products that consumers would be interested in trying, NI and RoI, March 2015

Reduced salt cheeses appeal more to older consumers

Figure 35: Consumers who would be interested in trying reduced salt cheese, by age, NI and RoI, March 2015

Figure 36: Salt content in cheese products, November 2012

NI consumers show stronger willingness to try branded cheese-bread products

Figure 37: Consumers who would be interested in trying bread products made with their favourite brand of cheese (eg Cathedral City dough balls), by gender and age, NI and RoI, March 2015

Coated cheeses appeal more to affluent consumers

Figure 38: Types of coated/and marinated cheese products that consumers would be interested in trying, by social class, NI and RoI, March 2015

RoI consumers more likely to be interested in lacto-free cheese products

Appendix

NI Toluna tables

Figure 39: Types of cheese that consumers have bought in the last three months, by demographics, NI, March 2015

Figure 40: Types of cheese that consumers have bought in the last three months, by demographics, NI, March 2015 (continued)

Figure 41: Types of cheese that consumers have bought in the last three months, by demographics, NI, March 2015 (continued)

Figure 42: Ways that consumers have eaten cheese in the last three months, by demographics, NI, March 2015

Figure 43: Ways that consumers have eaten cheese in the last three months, by demographics, NI, March 2015 (continued)

Figure 44: Ways that consumers have eaten cheese in the last three months, by demographics, NI, March 2015 (continued)

Figure 45: Agreement with the statement 'I check the saturated fat content (eg on labels) when buying cheese', by demographics, NI, March 2015

Figure 46: Agreement with the statement 'I would be interested in trying a low-salt alternative to my favourite cheese', by demographics, NI, March 2015

Figure 47: Agreement with the statement 'Eating cheese is a good way to get protein in my diet', by demographics, NI, March 2015

Figure 48: Agreement with the statement 'Harder cheese is less convenient to use in a wrap or bagel than it is in a sandwich', by demographics, NI, March 2015

Figure 49: Agreement with the statement 'I like to know the country of origin of the cheese I buy', by demographics, NI, March 2015

Figure 50: Agreement with the statement 'I have no preference between buying British or Irish cheese', by demographics, NI, March 2015

Figure 51: Agreement with the statement 'I prefer the flavour of milder-tasting cheese to stronger-tasting cheese', by demographics, NI, March 2015

Figure 52: Agreement with the statement 'I am willing to pay more for a cheese made with milk from animals that are reared to a high animal welfare standard (ie minimum number of days outside a year)', by demographics, NI, March 2015

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Figure 53: Agreement with the statement 'I would be willing to pay more for a cheese if I knew the farmer was being paid a fair price', by demographics, NI, March 2015

Figure 54: Agreement with the statement 'Branded cheeses are better quality than own-label cheeses', by demographics, NI, March 2015

Figure 55: Agreement with the statement 'I would like information about how long cheese is matured for (eg 12 months) to be displayed on-pack as standard', by demographics, NI, March 2015

Figure 56: Agreement with the statement 'I think full-fat cheese tastes better than low-fat cheese', by demographics, NI, March 2015

Figure 57: Types of cheese products that consumers would be interested in trying, by demographics, NI, March 2015

Figure 58: Types of cheese products that consumers would be interested in trying, by demographics, NI, March 2015 (continued)

Figure 59: Types of cheese products that consumers would be interested in trying, by demographics, NI, March 2015 (continued)

RoI Toluna tables

Figure 60: Types of cheese that consumers have bought in the last three months, by demographics, RoI, March 2015

Figure 61: Types of cheese that consumers have bought in the last three months, by demographics, RoI, March 2015 (continued)

Figure 62: Types of cheese that consumers have bought in the last three months, by demographics, RoI, March 2015 (continued)

Figure 63: Ways that consumers have eaten cheese in the last three months, by demographics, RoI, March 2015

Figure 64: Ways that consumers have eaten cheese in the last three months, by demographics, RoI, March 2015 (continued)

Figure 65: Ways that consumers have eaten cheese in the last three months, by demographics, RoI, March 2015 (continued)

Figure 66: Agreement with the statement 'I check the saturated fat content (eg on labels) when buying cheese', by demographics, RoI, March 2015

Figure 67: Agreement with the statement 'I would be interested in trying a low-salt alternative to my favourite cheese', by demographics, RoI, March 2015

Figure 68: Agreement with the statement 'Eating cheese is a good way to get protein in my diet', by demographics, RoI, March 2015

Figure 69: Agreement with the statement 'Harder cheese is less convenient to use in a wrap or bagel than it is in a sandwich', by demographics, RoI, March 2015

Figure 70: Agreement with the statement 'I like to know the country of origin of the cheese I buy', by demographics, RoI, March 2015

Figure 71: Agreement with the statement 'I have no preference between buying British or Irish cheese', by demographics, RoI, March 2015

Figure 72: Agreement with the statement 'I prefer the flavour of milder-tasting cheese to stronger-tasting cheese', by demographics, RoI, March 2015

Figure 73: Agreement with the statement 'I am willing to pay more for a cheese made with milk from animals that are reared to a high animal welfare standard (ie minimum number of days outside a year)', by demographics, RoI, March 2015

Figure 74: Agreement with the statement 'I would be willing to pay more for a cheese if I knew the farmer was being paid a fair price', by demographics, RoI, March 2015

Figure 75: Agreement with the statement 'Branded cheeses are better quality than own-label cheeses', by demographics, RoI, March 2015

Figure 76: Agreement with the statement 'I would like information about how long cheese is matured for (eg 12 months) to be displayed on-pack as standard', by demographics, RoI, March 2015

Figure 77: Agreement with the statement 'I think full-fat cheese tastes better than low-fat cheese', by demographics, RoI, March 2015

Figure 78: Types of cheese products that consumers would be interested in trying, by demographics, RoI, March 2015

Figure 79: Types of cheese products that consumers would be interested in trying, by demographics, RoI, March 2015 (continued)

Figure 80: Types of cheese products that consumers would be interested in trying, by demographics, RoI, March 2015 (continued)

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