

## Cheese - Ireland - May 2016

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“Cheese remains an Irish household staple with seven in 10 Irish consumers purchasing cheddar in the last three months. Although the Irish cheese market is set for growth in 2016, this market still faces losing health-conscious consumers due to its perceived high levels of fat, calories and salt. However, the craze of high-protein diets offers an opportunity for cheese producers to cash in on this trend.”

– Emma McGeown, Research Analyst

This report looks at the following areas:

- How is the cheese market expected to perform in 2016?
- What challenges face the cheese market in Ireland?
- What is the most popular bought cheese?
- In terms of innovation, what are consumers looking for in cheese?

Cheese prices have witnessed a drop between 2014 and 2016 across IoI – most likely due to a combination of factors including deflation, the rise in discounters and consumers’ lack of brand loyalty when it comes to cheese. Despite falling prices, the Irish cheese market is set for growth in 2016 with RoI estimated to represent the majority of this growth.

When analysing consumer habits, cheese remains a staple in Irish households with seven in 10 having purchased cheddar in the last three months. Continental cheese, low-fat and snack portions of cheese have all witnessed an uptake in usage whereas cheddar has witnessed a decline – which could be highlighting changing consumer habits when purchasing cheese, eg consumers moving towards low-fat variants or snack portions to cut down on the unhealthy attributes of cheese.

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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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Number of consumers struggling financially decreases  
Scope in offering branded Irish cheese in discounters  
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