

Cheese - Canada - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"With the vast majority of Canadians eating cheese at some point, the challenge for cheese makers is finding avenues for future growth and potential areas of challenge. This Report endeavours to provide a topline snapshot of the Canadian cheese consumer, providing companies with empirical information that informs strategic decisions."
- Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- Younger Canadians are less likely to eat cheese
- Two in five Canadians concerned about cheese's nutritional content

Nearly all Canadians eat cheese. While this is a positive for the cheese category, it also represents a challenge. The challenge for a category such as this is where to find opportunities for growth. This involves understanding patterns around cheese usage, how cheese is eaten, what consumers consider when making a purchase, interest in innovation and general attitudes. Breaking these considerations down by demographic, such as by age, gender or otherwise, provides insight into who is more likely to eat cheese and what do they look for when eating cheese.

Data collected for this Report points to a changing dynamic for cheese in terms of who is more and less likely to eat foods from the category. Having an understanding of who is more and less likely to eat cheese, the reasons that they have for selecting cheese and how they eat cheese can help guide companies in deploying resources when it comes to planning and innovation in a more targeted manner.

**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 - Canada - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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
Consumer data
Market size

Executive Summary

Overview
The issues
Younger Canadians are less likely to eat cheese
Figure 1: Cheese usage, by type, by age, July 2018
Two in five Canadians concerned about cheese's nutritional content
Figure 2: Health/nutritional perception of cheese, by age, July 2018
The opportunities
Interest in cheese-related innovation highest among young consumers
Figure 3: Interest in cheese innovation, by age, July 2018
Dairy-free cheese is a fledgling opportunity
Figure 4: Interest in dairy-free cheese, by age and gender, July 2018
Cheese is well positioned as a meat alternative
Figure 5: Agreement with statements related to dairy-free cheese, July 2018
Cheese seen as being a good source of protein
Figure 6: Agreement with health-related statements, July 2018
Cheese pairings represent an opportunity to promote premium offerings
Figure 7: Importance of wine pairings, by household income, July 2018
What it means

The Market – What You Need to Know

Growth forecast for cheese
Canada's population is aging

Market Size and Forecast

Growth forecast for cheese
Figure 8: Retail Canadian value sales and forecast of cheese market, at current prices, 2012-23
Figure 9: Retail Canadian value sales and forecast of cheese market, at current prices, 2012-23
Figure 10: Total Canadian volume sales and fan chart forecast of cheese market, 2012-23

Market Factors

Canada's population is aging
Figure 11: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061
Immigration fuelling Canada's population growth

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 - Canada - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 12: Top 10 countries of birth of recent immigrants, 2011-16

Key Players – What You Need to Know

Protein demand incentivizes format innovation

Canadian dairy sector denounces United States-Mexico-Canada Agreement

Different flavours add spice to cheese

What's Working?

Protein demand incentivizes format innovation

Figure 13: Kraft Snack Trios Monterey Jack cheese, Dried Cinnamon Apples and Granola Clusters (US, August 2017)

Figure 14: Crystal Farms Ready Egg Go Hardboiled Egg with Roasted Peanuts & Colby Jack Cheese (US, April 2017)

Figure 15: Hormel Natural Choice Oven Roasted Turkey Breast and Mild White Cheddar with Dark Chocolate Covered Pretzels (US, July 2017)

Figure 16: Sargento Balanced Breaks Cheese, Nut & Dried Fruit Snack Variety Pack (US, January 2017)

Figure 17: Eatlean Protein Cheese (UK, September 2017)

Figure 18: Herz König Protein+ Cheese Slices (Germany, July 2017)

Keto diet and opportunity for cheese

Figure 19: Ore-Ida Just Crack an Egg Rustic Scramble Kit (US, February 2018)

Challenges

Canadian dairy sector denounces USMCA

What's Next?

Textures and convenience offer growth opportunities

Figure 20: Sonoma Creamery Cheddar Crisps (US, February 2018)

Figure 21: Philadelphia Whipped Original Cream Cheese (Canada, May 2017)

Figure 22: Ile de France Brie Bites (US, October 2017)

Figure 23: Parmareggio Però! Parmigiano Reggiano Cheese Snack (Italy, February 2017)

Different flavours add spice to cheese

Figure 24: Go Dutch Red Hot Dutch Cheese (UK, May 2017)

Figure 25: Moondarra Maple Syrup & Pecan Cream Cheese (Canada, January 2017)

Figure 26: Trader Joe's Apple Pie Cheddar Cheese (US, October 2016)

Figure 27: Philadelphia Whipped Creamy Sriracha Whipped Cream Cheese Product (Canada, July 2017)

Figure 28: Cahill's Farm Ardagh Wine Cheddar (Ireland, October 2017)

Figure 29: Leffe Blond Leffe Flavoured Belgian Abbey Cheese (France, November 2017)

Figure 30: Fromacoeur Goat's Cheese Pearls with Truffle (US, October 2016)

Dairy-free cheese to become more cheese-like

Figure 31: Daiya Cheddar Style Slices (Canada, March 2018)

The Consumer – What You Need to Know

Cheese remains popular with Canadians

Four considerations inform most cheese choices

Canadians view cheese as a flexible option

Innovation can bring a new twist on established behaviours

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 - Canada - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Cheese is overwhelmingly seen to be part of a healthy diet

Cheese Usage

Cheese remains popular with Canadians

Figure 32: Cheese usage, July 2018

Cheese usage varies according to demographic

Figure 33: Cheese usage, by type, by age, July 2018

Figure 34: Cheese usage, by type, by parental status, July 2018

Most consumers eat cheese on a weekly basis

Figure 35: Cheese usage frequency, by type, July 2018

Younger consumers eat cheese less frequently

Figure 36: Cheese usage frequency, by age, July 2018

Important Factors Behind Cheese Choices

Four considerations inform most cheese choices

Figure 37: Important factors when choosing cheese, July 2018

Nutritional considerations vary by demographic

Figure 38: Nutrition-related factors, by gender and age, July 2018

Cheese pairings hold greater appeal with higher-income Canadians

Figure 39: Importance of wine pairings, by household income, July 2018

Format and calcium content matter more to parents

Figure 40: Importance of format and calcium, by parental status, July 2018

How Cheese Is Eaten

Canadians view cheese as a flexible option

Figure 41: Ways cheese is eaten, July 2018

Age impacts the ways in which consumers eat cheese

Figure 42: Ways cheese is eaten, by age, July 2018

Quebec's relationship with cheese at breakfast reflects its integration in the diet

Figure 43: Ways cheese is eaten, Quebec vs overall, July 2018

Women are more versatile in the ways they eat cheese

Figure 44: Ways cheese is eaten, by gender, July 2018

Interest in Cheese Innovation

Innovation can bring a new twist on established behaviours

Figure 45: Interest in cheese innovation, July 2018

Figure 46: Oscar Mayer P3 Turkey almond, Monterey Jack & Yogurt Covered Blueberries Portable Protein Pack (US, July 2017)

Figure 47: Oscar Mayer P3 Ham, Cashews, Cheddar and Dark Chocolate Covered Cranberries Portable Protein Pack (US, July 2017)

Young adults appear particularly receptive to category innovation

Figure 48: Interest in cheese innovation, by age, July 2018

Figure 49: Specially Selected Parmesan Crisps (US, August 2017)

Fledgling demand for dairy-free cheese

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 - Canada - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 50: Interest in dairy-free cheese, by age and gender, July 2018

Figure 51: Attitudes towards dairy-free cheese (select), by age, July 2018

Child-friendly formats particularly appeal to parents of young children

Figure 52: Interest in cheese in child-friendly format – parents, by age of children, July 2018

Figure 53: Importance of protein and calcium content – parents, by age of children, July 2018

Figure 54: Interest in cheese in child-friendly format, moms vs dads, July 2018

Attitudes towards Cheese

Cheese is overwhelmingly seen to be part of a healthy diet

Figure 55: Agreement with health-related statements, July 2018

Focusing on cheese as a meat alternative an option to capitalize on flexitarian movement

Figure 56: Agreement with statements related to dairy-free cheese, July 2018

Canadians like exploring new cheeses

Figure 57: Agreement with statements related to sensory-related considerations, July 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

**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