

## Cheese - US - October 2019

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

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"The mature cheese market continues to manage modest sales growth. Cheese benefits from a generally healthy reputation, and for the category's most ardent users, it manages to merge those healthy notes with a degree of indulgence."

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- Category edges toward commoditization
- Health challenges impact virtually entire category
- Dairy-free options of particular interest to younger consumers

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### 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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The gut health trend is a growing opportunity  
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Snack sizes could introduce novel flavors/varieties  
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#### Abbreviations

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