

## Cheese - UK - October 2013

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*"There clearly is scope for brands to more effectively capitalise on cheese's inherent health benefits, such as its high protein content, given that almost two thirds of cheese users think that eating cheese is a good way to get more protein in their diets."*

– Heidi Lanschützer, Food and Drink Analyst

### This report looks at the following areas:

- How can cheese capitalise on its inherent health benefits?
- How can manufacturers mine variety to maintain users' engagement with the market?
- What further steps can help to drive usage of cheese as a snack?
- How can brands capitalise on younger consumers' high usage frequency?

Cheese enjoys almost universal appeal among Brits: penetration stands at 92% and 43% of users eat cheese at least most days, demonstrating its role as a household staple. Given the maturity of the market, product innovation is rife, making this a dynamic and highly competitive market.

Sales of cheese have achieved growth from 2012-13, while volumes have only grown by less than 1%, reflecting the pressure the market is facing from cost inflation. Continuing investment in NPD (New Product Development) and ongoing above-the-line advertising support from major players, such as Mondelez and Bel UK, will play a key role in keeping the category front of mind with consumers going forward, and maintaining their engagement with the market.

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