

Cheese - Ireland - January 2013

Report Price: £1495 | \$1995 | €1800

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

This report looks at the following areas:

- Has cheese become a commoditised product?
- Is cheese a staple product within the Irish diet?
- What type of cheese is most consumed among Irish consumers?
- How are health trends impacting on the cheese market?

The cheese category enjoys success within the Irish marketplace, with sales expected to increase to €335 million in the 1st half by 2015. However, rising milk prices combined with negative health perceptions of cheese, as well as growing demand for lactose-free products, will continue to put pressure on the cheese category.

There are opportunities for cheese to expand its presence in both the snacking and meal solution category through positioning itself as a core ingredient. Looking at both the value-added and convenience categories will help to increase cheese usage within Irish households with opportunities presenting themselves for both healthy and indulgent products.



“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency.”

– Clare McCall, Senior Food Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.