# Cheese - UK - October 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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


"The ending of milk quotas post-2015 should bring challenges and opportunities for the market, particularly for British brands. Meanwhile, openness to new formats and trading consumers into territorials should help build category value."
– Richard Ford, Senior Food and Drink Analyst

## This report looks at the following areas:

- Leading brands look to grow usage of territorial cheese through snacking
- Marked openness to new formats of cheese
- Ending of EU milk quotas in 2015 does not bode well for British cheddar makers

Purchased by the vast majority of consumers, cheese remains a staple item in the nation's shopping basket. The retail cheese market is expected to see value growth accelerate in 2014, taking sales to over 2 billion. Volume is anticipated to continue to decline, falling faster than in 2013. While rising prices have propped up value growth, they have dampened volumes.

The nation's preference for cheddar continues, although the segment's market share is expected to fall in 2014, whilst the processed and recipe cheese segments grow.

Whilst advertising spend fell by a third in 2013, key operators continue to innovate, with Cathedral City launching into spreadable cheddar (January 2014) and Mondelēz launching a new format of cheese, Duo Cremoso (summer 2014). Recent price rises have, however, benefited own-label cheese, with brands losing share in the market in 2013/14.



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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