

Cheese - Ireland - May 2017

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“Cheese continues to remain important to the Irish diet, with only 5% of NI and 4% of RoI consumers not eating cheese in the last three months. While Brexit has dampened the NI market, interest in specialty cheese in RoI has helped drive value. Moving forward, protein will continue to be a key driver within the market.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- Fresh cheese and cream cheese
- Hard cheese and semi-hard cheese
- Processed cheese
- Soft cheese and semi-soft cheese

2017 continues to see a strong focus on the impact of Brexit on the dairy industry, with fears that high tariffs on cheese imports/exports across the NI/RoI border may take their toll on the cheese industry.

Elsewhere, the protein trend continues to gain momentum, with Irish consumers heavily interested in using cheese as a source of protein. At the same time, low-fat cheeses may face an uphill battle after a study claimed full-fat cheese is no more harmful to a person’s health compared to low-fat cheese.

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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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Abbreviations

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