

## Cheese - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Strong interest in purchasing cheese from local producers in supermarkets creates scope for the grocers to tap into the allure of specialist cheese shops, while leveraging the overarching interest in buying British produce.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- Supermarkets can give a boost to local cheese producers
- The meat reduction trend could open up opportunities for cheese
- Plant-based cheese alternatives can make inroads in the market

Estimated at £2.6 billion in 2018, sales of cheese grew by a decidedly modest 2.7% over 2013-18, while volumes experienced a marginal decline of 0.3%. Cheese is a household staple, with 92% of UK (United Kingdom) adults eating it, and 67% doing so at least twice in a typical week. Cheddar continues to be the most popular type purchased, with older age groups being core users. Eating of all types of cheese drops among 16-24s; however, they show heightened interest in plant-based cheese alternatives, signalling an area to develop in order to drive interest in the category among this cohort.

The market's return to growth in 2018 has been driven by the recipe and continental cheese segments, tapping into consumers' interest in scratch cooking and 'foodie-ism', with these consumers looking for more adventurous flavours to try. The trend for consumers to cut back on their meat consumption should prove beneficial for the cheese market as cheese eaters show openness to replacing meat with cheese in cooked meals.

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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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### Issues and Insights

Supermarkets can give a boost to local cheese producers

The facts

The implications

The meat reduction trend could open up opportunities for cheese

The facts

The implications

Plant-based cheese alternatives can make inroads in the market

The facts

The implications

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Value sales are forecast to keep growing

Cheddar sees marginal loss in share of value sales

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Retailers overhauling dairy aisles sees brands lose shelf-space

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Vegan claims are on the up

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Cheese is a menu staple

Cheddar retains position as the big cheese

Supermarkets are the key channel for buying cheese

Sampling cheese is the key factor to encourage purchasing

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Four fifths of consumers could be encouraged to buy a new cheese

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