

## Cheese - Ireland - May 2018

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“Cheese remains a key diet component of Irish consumers, though their eating habits are influenced by European food cultures. Free-from cheeses, cheese-based meat alternatives options and nutrient-rich product ranges are growing in popularity as consumers become more concerned about environment, animal welfare as well as their own health and wellbeing.”

– **Joanna Kempniak, Market Research Analyst**

### This report looks at the following areas:

The retail sales of cheese in Ireland keep growing, however economic and political uncertainty and volatility surrounding Brexit affects the market and will continue to do so in years to come.

Moreover, high-quality produce and food provenance are increasingly important, thus the appeal of artisan products is also rising, while flavoured cheese options draw the attention of consumers seeking new food experiences. When looking at the cheese buying behaviour across IoI (Island of Ireland), Irish consumers prefer cheddar over other types of cheese. In terms of the format, block/wedge is most commonly bought, however sliced and grated cheese attract consumers due to their convenience. NI (Northern Ireland) and RoI (Republic of Ireland) consumers alike eat cheese most frequently in sandwiches or on toast. Consumers perceive cheese as a good source of protein and often eat it as snacks to keep fuller for longer.

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Data sources  
Generational cohort definitions  
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