

Cheese - UK - October 2019

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

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This report looks at the following areas:

- Meat replacement trend poses an opportunity for cheese
- Highlight health benefits to prevent switching away from cheese
- Freshness resonates more than environmentally friendly packaging in cheese
- In-store guidance would help shoppers to navigate the cheese fixture

“Reminding consumers of the nutritional benefits of cheese such as its protein and calcium content remains pertinent to boost the category’s healthy image and promote more frequent usage. This should also help the market to capitalise on the flexitarian trend, which presents an opportunity for cheese to play a more important nutritional role in consumers’ diets.”
– Amy Price, Senior Food & Drink Analyst

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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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Saputo's Cathedral City focuses on health and snacking

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With bread is the most popular way to eat cheese; a third snack on it

Cheese type is the top purchasing factor

Meat replacement trend poses an opportunity; promotions still popular

Health benefits such as protein content resonate widely

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91% of UK adults eat cheese

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