

Cheese: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- Conservative spending and lost occasions will stifle sustained growth
- Connect value and versatility
- Show some love to adults, non-parents
- Target grown-up palates with premium, flavorful innovation

Slow and steady growth is a hallmark of the cheese category that was positively disrupted in 2020 by COVID-19. Increased time spent at home and meal and snack occasions created a shift in food dollar spend that has benefitted most food and drink categories, including cheese in 2020, although not entirely equally. Sustaining the positivity for the long-term will rely on innovating and positioning products for increased consumption, with adults in mind, expanding the snacking occasion and widening the audience for dairy-free varieties.



“COVID-19 has provided a tailwind to previously slow growth in the cheese category, resulting in significant sales increases across each segment and for players both big and small. Consumers have used more cheese both at meals and as a snack during the pandemic, pointing to the importance of cheese’s inherent versatility during these uncertain times and moving forward.”

– Kaitlin Kamp, Food and

Drink Analyst

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