

Cheese: Inc Impact of COVID-19 - Ireland - April 2020

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“Cheese continues to be one of the most innovative and dynamic categories in the Irish food and drink sector – making it a staple good in most consumers’ weekly shopping basket. In the wake of COVID-19, the increase in online shopping and cooking at home is likely to see greater usage of cheese at the retail level – at least in the short term.”

– **Emma McGeown, Research Analyst, 30th April**

This report looks at the following areas:

- **The impact of COVID-19 on consumer behaviour and market dynamics in the Cheese sector.**
- **Cheese is well-positioned to tap into meat reduction trends.**
- **The vegan movement shows no sign of slowing down in 2020, how can cheese brands react?**
- **Opportunities exist in snacking.**
- **The green movement sheds light on unsustainable farming.**

Cheese remains a staple in most Irish households, with eight in 10 consumers eating cheese at least once a week in 2020. Its diversification and versatility has enabled cheese to adapt to consumer trends, in particularly the growing interest in flexitarian diets which is seeing consumers turning to meat alternatives. While cheese is a robust industry, the impact of COVID-19 has presented supply chain challenges but also short term opportunities as more consumers are forced to cook at-home.

The inevitable economic slowdown that will follow the outbreak will put real pressure on many consumers’ budgets, particularly as unemployment will rise sharply, but as a store cupboard essential, cheese should be at least slightly insulated from the worst of the slowdown.

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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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