

Cheese - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the cheese market
- Key trends in recent launch activity and opportunities going forward
- Cheese usage and types of cheese eaten
- Cheese occasions
- Consumer behaviours and attitudes related to cheese

36% of those who eat and buy cheese would be interested in trying a vegan/plant-based cheese alternative from their favourite cheese brand. Despite vegan options being currently much less well-established in cheese than other categories such as meat, this openness and brand trust holds considerable potential going forward given the increased consumer focus on the environment.

Cheese's versatility and affordability has held it in good stead given the many more at-home occasions brought about by COVID-19. The long-term increase in working from home will lend some support for the market going forward, but an increased focus on health will see some limit their cheese consumption.

Environmental concerns have caused 28% of those who eat and buy cheese to limit/reduce the amount that they eat in the 12 months to July 2021. Improving sustainability credentials and exploring vegan/plant-based innovation can help the market respond to increased focus on the environment long term.

40% of those who eat and buy cheese say they eat it as an alternative to meat in meals. Given how the meat reduction trend is only predicted to grow further, positioning cheese as a main meal component rather than just a tasty topping can help the category tap into an increasingly significant movement.



"COVID-19 has provided a considerable boost to cheese thanks to its affordability, versatility and the increased cooking from scratch trend. Whilst an increased consumer focus on health and the environment poses a threat to the market, openness to vegan/plant-based alternatives offers a way to keep people engaged."

– Alice Pilkington, Food and Drink Analyst

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