

Cheese – US – 2022

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This report looks at the following areas:

- Cheese consumption
- Varieties of cheeses eaten
- Cheese purchase factors
- Consumption occasions for cheese
- Behaviors and attitudes toward cheese

The cheese category has managed to maintain much of the sizable sales gains picked up over the course of the pandemic, and its sales have held steady in the era of higher prices. Widespread consumption rates (fully 95% of consumers eat cheese of some form) are proving to be something of a double-edged sword: sales levels are generally in positive territory but also so widespread that significant growth for the category is extremely unlikely.

Natural cheeses continue to maintain their dominance in terms of market share despite a number of high-profile introductions of non-dairy cheese. While there may be indications that the environmental impact of dairy and cheese production is weighing on consumers, cheese has proven time and again that it simply is not a category where plant-based wins. Plant-based cheeses remain largely a niche segment of the cheese category, possibly the consequence of typically higher prices but also a reflection of general consumer contentment with the cheeses they enjoy. Indeed, cheese can be a healthy or an indulgent snack, depending on individual consumer perception and dietary trends.

Indeed, the strong role of snacking among consumers points to significant opportunities for cheese brands to capitalize more than just on their healthy content, specifically in terms of calcium and protein content. In fact, there may well be room for brands to better communicate exactly what the benefits of those healthful attributes are, specifically in the areas of bone health, gut health and reduced inflammation.



“The cheese category has grown 19% since 2017, owing in no small part to significant gains made during the course of the pandemic. More importantly, the category has yet to relinquish much of those gains as consumers continue to embrace the category and its versatile, flavorful range of offerings.”

– Billy Roberts, Sr. Analyst –
Food and Drink

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