



# Cheese - China - 2022

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## This report looks at the following areas:

- The growth potential of the cheese market
- Novel cheese products outlook
- How and when consumers eat cheese
- Consumers' purchase interest in cheese nutrition and functional claims
- Opportunities in the format of kids' cheese and cheese targeting specialised consumer groups

Whether it's kids' cheese or normal cheese, more than 40% of consumers have it from 17:00 to 22:00, making it the most mentioned time to eat cheese, surpassing the classic breakfast consumption occasion (before 9:00), and suggesting opportunities in new marketing occasions.

China suffered the impact of a massive resurgence of COVID-19 cases in many cities in 2022, affecting food service and the tourism sector severely, thus dragging down brands and products that have a strong relationship with these channels. In addition, consumer confidence in the future economic outlook has declined. This will impact sales of cheese, which is a more expensive dairy product compared to milk and yogurt.

The challenge for cheese, on the one hand, is that the food pairing occasion is currently more limited to breakfast. Brands need to develop more meal options and product formats beyond breakfast to show Chinese consumers that there is not just one way to eat cheese. On the other hand, consumers still do not have much awareness of the nutritional benefits of cheese, which is an issue that needs to be addressed in the future to highlight to differentiate from other foods.

The policy support and the popularity of the Western style of baking and cooking at home will make the cheese market more promising in the future. In terms of consumption occasions, the family table is still the focus in the short term. Evening snacking is also worth investing in and exploring. The advantage



"The cheese market has shown a slowed growth rate due to consumers' financial outlook with market offerings moving away from the price war of discounts that discouraged the total sales volume. Opportunities lie in innovative formats, alternative snacking occasions and more market education about cheeses' integrated natural nutritional value."

– Pepper Peng, Senior Research Analyst

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of cheese in terms of its nutritional density also leaves room for brands to do market education and functional segmentation (eg bone health).

### What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

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