This report looks at the following areas:

- The impact of the cost of living crisis on the cheese market
- The growth of the Irish cheese industry
- Opportunities for improved sustainability practices
- The impact of the conflict in Ukraine
- Inspiration of social media trends on consumers’ cheese use.

The IoI cheese market has remained stable throughout the turbulence of the COVID-19 pandemic, the conflict in Ukraine and the cost of living crisis, and as a result growth in expansion and sustainability efforts has ensued. Consumers are purchasing cheese as often as they did pre-pandemic but have been impacted by the higher prices between 2022 and thus far in 2023. However, affordable options have remained available as a result of private label retailers improving the quality and selection of their products. Also, brands are keeping up to date with the ways in which consumers are using cheese via social media trends and this is motivating them to innovate with flavours and textures.

“Despite the stressful events of recent years, the popularity of cheese has persevered as the market has remained accessible and affordable to consumers. The past year has seen opportunities for private label retailers to grow and improve the value of their products, which has resulted in increased consumer engagement.”

– Rebecca Blenman,
Research Analyst

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Did you know?
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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About Mintel

Mintel is the expert in what consumers want and why. As the world’s leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

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