

Cheese - China - December 2020

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Differentiate in children's cheese snacks with added functions
- Using foodservice channels to increase knowledge of cheese consumption
- Adapting 'light' ready-to-cook cheese snacks to suit demand of young females

The cheese market has experienced high-velocity growth in the past five years and will continue the growth trajectory as the fastest-growing dairy category.

Thanks to more cheese offerings as an ingredient in other snack categories and foodservice, consumers are starting to accept the unique flavours but remain conflicted on the nutritional value of cheese. Cheese snacks are still more strongly associated with being sweet, and most offerings are targeted at children.

To reach more consumption occasions and convince consumers that it is also suitable for adults, brands may use foodservice as touchpoints to educate consumers on different ways of eating or using cheese. Brands may also use new technologies to process cheese into more snack formats and compete in the widening scope of the snack market instead of against other dairy products.



"The cheese market will continue its growth trajectory as the fastest growing dairy category, albeit from a smaller base. Brands can expand the formats of cheese to place it in competition with the broadening snack category and target more adult consumers, rather than focusing purely on its nutritional value." – Annie Jiang, Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report
- Excluded

EXECUTIVE SUMMARY

- The market
- Cheese market will continue double-digit growth in the next five years

Figure 1: Total China retail value sales and forecast of cheese, 2015-25

Figure 2: Total China retail volume sales and forecast of cheese, 2015-25

- Increased cooking and baking habits will benefit packaged cheese
- Impact of COVID-19 on cheese

Figure 3: Short, medium and long-term impact of COVID-19 on retail sales of cheese, December 2020

- Companies and brands
- Mengniu and Arla’s synergy creates robust growth

Figure 4: Leading companies’ value share of the cheese market, China, 2019-20

- International and domestic players alike expanding cheese snack offerings
- Kiri collaborations introduce consumption methods
- The consumer
- Top popular types of cheese remain the same as 2018

Figure 5: Consumption frequency, October 2020

- Growing opportunities in sweet cheese dishes

Figure 6: Consumption occasion, October 2020

- Besides traditional retail channels, leverage the power of foodservice channels to educate consumers and stimulate purchase

Figure 7: Purchase channels, October 2020

- Avoid direct competition with dairy heavyweights and differentiate with bold brand motifs

Figure 8: Brands purchased, October 2020

- Barriers to consumption differ for consumers and non-consumers

Figure 9: Barriers to consumption, by consumption frequency, October 2020

- Consumers are conflicted on the nutrition cheese provides

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 10: Attitudes towards cheese, October 2020

- **What we think**

ISSUES AND INSIGHTS

- **Differentiate in children’s cheese snacks with added functions**

- **The facts**

- **The implications**

Figure 11: Examples of cheese chips, USA, 2020

- **Use foodservice channels to increase knowledge of cheese consumption**

- **The facts**

- **The implications**

Figure 12: Alimentari packaged cheese selection, Shanghai

Figure 13: Green & Safe ready-to-cook meal section, Shanghai

- **Adapt ‘light’ ready-to-cook cheese snacks to suit demand of young females**

- **The facts**

- **The implications**

Figure 14: Examples of ready-to-cook/semi-finished meal solutions feature cheese ingredients, Taiwan, China, Japan and Qatar, 2020

THE MARKET – WHAT YOU NEED TO KNOW

- **Cheese will continue trajectory as the fastest-growing dairy category**

- **Increasing demand for healthy snacking will benefit the cheese market**

- **Uncertainty in imports present opportunity to local producers**

MARKET SIZE AND FORECAST

- **Cheese steadily grows influence in Chinese diet**

Figure 15: Retail market value and volume of cheese, China, 2015-20

- **Cheese will be the fastest-growing dairy category**

Figure 16: Total China retail value sales and forecast of cheese, 2015-25

Figure 17: Total China retail volume sales and forecast of cheese, 2015-25

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MARKET FACTORS

- **Success in localising cheese snack for children spurs market growth in the short run**
- **Increased cooking and baking habits at home**
- **Incentive to develop local cheese production**

Figure 18: % share of imported cheese from each country, China, 2019

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Foreign players lead the market, but domestic brands quickly gain**
- **Mengniu and Arla partnership off to a strong start**
- **Further expansions in snackable cheese**

MARKET SHARE

- **Cheese lollipops drive growth for Savencia and Milkground**
Figure 19: Leading companies’ value share of the cheese market, China, 2019–20
- **Collaboration with Arla Foods has helped Mengniu strengthen its market position**

COMPETITIVE STRATEGIES

- **Increasing formats of snackable cheese**
Figure 20: Yili Drinkable Cheese Original Flavoured Processed Cheese, China, 2020
Figure 21: Dr.Cheese product examples
Figure 22: Milkana Yi Bei Zhi Shi
Figure 23: Arla ASCX cheese dessert
- **Collaborations to highlight cooking and baking occasions**
Figure 24: Kiri x EVERNAKED double berry cheesecake
Figure 25: Advertisement of Kiri x Hema collaboration
- **Leading brands team up**

WHO’S INNOVATING?

- **Innovations focus on cheese as an ingredient, not an end product**
Figure 26: Top 10 sub-categories with cheese and cheese product ingredients, December 2018–November 2020
- **Format innovations**
Figure 27: Top 10 texture claims of new cheese product launches, China, 2018–20
- **Using REV technology to make cheese chips**
Figure 28: Moon Cheese Cheddar Believe It cheese snack, US

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Turn cheese into bite-sized candies**
 Figure 29: Cheese candy product examples, Taiwan, China and Japan, 2019-20
- Ready-to-cook cheese snacks offer convenience in the kitchen**
 Figure 30: Swift Smoked Mozzarella Cheese Skewer, Brazil, 2020
 Figure 31: Caseificio Longo Tomino Cheese and Speck Forest-Style Skewer, Italy, 2020
- Flavour innovations**
 Figure 32: Top 10 flavour components of new cheese product launches, China, 2018-20
- Partnering with popular children’s snacks**
 Figure 33: Philadelphia Cream Cheese Inspired by Cadbury Caramilk, Australia, 2020
 Figure 34: Natori Cheetara Pizza Potato Flavour Cheese & Fish Snack, Japan, 2020
- Plant-based cheese offerings for the lactose intolerant**
 Figure 35: Delishu Cultured Cashew Cheese Product with Sundried Tomato & Oregano, Romania, 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- Incidence of cheese consumption increases but popular formats remain unchanged**
- Females drive demand for cheese used in cooking and baking**
- Absolute barriers to consumption and barriers to frequent consumption differ**

CONSUMPTION FREQUENCY

- Cheese format consumption remains unchanged**
 Figure 36: Consumption frequency, October 2020
- Females more likely to frequently consume sliced and mini/snacking block cheese**
 Figure 37: Consumption frequency – Select formats, “once a week or more”, by gender and age, October 2020
- Market responds to rising ‘suitable for children’ claims**
 Figure 38: Consumption frequency – “Once a week or more”, by family structure, October 2020
 Figure 39: Top 10 claims of new hard cheese & semi-hard cheese, processed cheese, soft cheese & semi-soft cheese and fresh cheese & cream cheese product launches, China, 2018-20

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

CONSUMPTION OCCASION

- Cheese-inspired sweet dishes on the rise**
 Figure 40: Consumption occasion, October 2020
- Females of different ages have their sweet and savoury preferences**
 Figure 41: Consumption occasion – “As an ingredient in making a sweet dish (eg cheesecake, pastry)”, by gender and age, October 2020
 Figure 42: Homemade cheese snacks
 Figure 43: Consumption occasion – “As an ingredient in cooking a savoury dish”, by gender and age, October 2020
- High-personal-income consumers may be more demanding on flavour notes**
 Figure 44: Consumption occasion – Select occasions, by personal income level, October 2020
 Figure 45: Reflets de France Five Cheese Platter, France, 2020
 Figure 46: Infographic of S.Engine instant coffee pods
 Figure 47: Screenshots of KOL videos on cheese-related knowledge
- Frequent consumers pair cheese with salad, meat and alcohol**
 Figure 48: Consumption occasion, by consumption frequency (ranked in order of difference), October 2020

PURCHASE CHANNELS

- Drive sales through collaborations with foodservice channels**
 Figure 49: Purchase channels, October 2020
- Target singles in convenience stores/grocery stores**
 Figure 50: Purchase channels – “Convenience stores/grocery stores”, by family structure, October 2020
- High-frequency consumers strongly prefer gourmet stores and fresh grocery ecommerce**
 Figure 51: Purchase channels – By consumption frequency (ranked in order of difference), October 2020

BRANDS PURCHASED

- Three dairy giants lead in brand recognition**
 Figure 52: Brands purchased, October 2020
- Gender preferences in cheese brands**
 Figure 53: Brands purchased – Select brands, by gender, October 2020
- Switching between brands is common**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 54: Brands purchased – Select brands, by select brand users, October 2020

BARRIERS TO CONSUMPTION

- **Nutrition, instead of taste, is key barrier to frequent consumption**

Figure 55: Barriers to consumption, by consumption frequency, October 2020

- **Dietary preferences, taste and lactose intolerance are absolute barriers to consumption**

Figure 56: Barriers to consumption – Select statements, by consumption frequency, October 2020

Figure 57: Examples of regional cheese dishes

Figure 58: Mascarpone cheese tofu

- **Young females especially concerned about fat and cholesterol**

Figure 59: Barriers to consumption – Select statements, by gender and age, October 2020

ATTITUDES TOWARDS CHEESE

- **Consumers acknowledge both sides of the coin in terms of nutrition**

Figure 60: Attitudes towards cheese, October 2020

- **Children’s cheese can feature probiotics**
- **High-income consumers more likely to buy into health benefits of cheese**

Figure 61: Attitudes towards cheese – Select statements, by personal income level, October 2020

Figure 62: Average nutritional content of new cheese launches, China, December 2018–November 2020

- **Consumers of natural cheese more likely to be swayed by taste**

Figure 63: Agreement of select perceptions of cheese, by brands purchased, October 2020

APPENDIX – MARKET SIZE AND FORECAST

Figure 64: Total market value of cheese, China, 2015–25

Figure 65: Total market volume of cheese, China, 2015–25

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



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

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.