

Cheese - US - October 2013

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"Growing concerns about the poor nutritional profile of processed cheese can be neutralized by emphasizing the positive benefits of cheese consumption. There is an opportunity for manufacturers to market the high-protein content of a variety of cheeses, as well as their versatile flavors, origins, and greater retail availability."
— Amanda Topper, Food Analyst

This report looks at the following areas:

- How will health concerns related to fat and sodium impact the category?
- How can cheese usage be increased?
- Will protein prove itself as a positive selling point?

The \$21.7 billion cheese category, fueled by strong interest in the natural cheese segment, is well-positioned for growth as consumer interest in a variety of cheeses increase. Although consumers have negative opinions about processed cheeses, sales are still going strong due to a greater variety of flavors and convenient formats. As consumer purchase preferences are increasingly dictated by their health-related concerns, the category is innovating in order to offer low-fat, low-sodium, and more-natural options.

After several years of steady sales, the category is expected to increase 25% from 2013-18. A focus on the protein benefits of cheese, expanded usage occasions, and interest in local and artisan cheese varieties are all opportunities for fueling future category growth.

Mintel here provides a comprehensive analysis of the following factors that have the greatest potential to impact the category's performance:

- Rates of cheese usage, and cheese-related habits
- Reasons for purchasing cheese
- Attributes that are most important to consumers when purchasing cheese
- Attitudes and perceptions related to cheese
- Trends in the marketing of cheese
- Competition from foodservice options
- The changing cheese-shopping experience
- Consumer perceptions of cheese's health-related attributes

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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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