

Cheese - US - October 2014

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“The cheese category continues to experience moderate growth due to interest in natural cheeses and its high-quality ingredients, affordability, and variety. The nutritional value of processed cheeses remain an issue, though sales are not declining drastically. Increased snacking occasions, interest in protein, and natural and gourmet cheeses should continue to drive market growth.”
 – Amanda Topper, Food Analyst

This report looks at the following areas:

- What are consumer perceptions of processed cheese?
- What do consumers value when purchasing cheese?
- What innovation opportunities are there?

Growth continues to stem from natural cheese, which represents nearly three quarters of the category and grew more than 7% from 2012-14. Despite an already high household penetration, there is still room for innovation. Manufacturers should focus on ingredients, nutritional benefits, product origin, and smaller formats for trying new varieties of cheeses, and snacking.

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

- Consumers' perceptions of cheese as part of a healthy diet, or as a viable protein source, and other reasons they are motivated to buy cheese, such as for cooking or snacking.
- Health and nutrition concerns related to processed cheeses, and other factors impacting purchase.
- The key consumer behaviors related to buying cheese, and the most important factors consumers consider when purchasing natural cheeses.
- Consumer attitudes and perceptions of natural cheese related to nutrition, price, brand, and product origin.

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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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