

## Cheese - China - October 2014

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“Educating consumers on knowledge about cheese and changing their perception of cheese as being fatty are the top two issues to be tackled by cheese brands. Product innovation and marketing campaigns are key for brands to remain competitive, engage with a wider group of Chinese consumers and increase consumption frequency.”

– Hao Qiu, Research Analyst

### This report looks at the following areas:

- How could brands encourage cheese usage among the young generation?
- Cheese for adult snacking has great growth potential
- Marketing cheese for children to parents and leverage children's influences

China's cheese market has enjoyed a rapid growth from a very small base over the previous five years. Looking ahead, China's cheese retail market will continue to grow - mainly driven by Chinese consumers' growing knowledge about cheese products and a greater availability of cheese products beyond tier-one cities.

Educating consumers on knowledge about cheese and changing their perception of cheese as being fatty are the top two issues to be tackled by cheese brands. Product innovation and marketing campaigns are key for brands to remain competitive, engage with a wider group of Chinese consumers and increase consumption frequency.

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Cheese for adult snacking has great growth potential

Marketing cheese for children to parents and leverage children's influences

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How could brands encourage cheese usage among the young generation?

The facts

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Bongrain SA

Products

Fonterra Co-operative Group

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Products

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