

Cheese - US - October 2017

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"The cheese category is expected to continue on its course of slow, steady growth. Natural cheese continues to set the pace for the category, boosted by consumer interest in natural foods, increased snacking occasions, and the perception that natural cheese can be part of a healthy diet."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Slow, steady growth expected to continue**
- **Natural cheese outstrips other types in consumption rates and frequency**
- **Taste drives consumption, other factors important but secondary**

This Report covers four main segments of cheese:

- Natural cheese:

includes all forms (slices, blocks, chunks, cubes, crumbles, shredded), string cheese, and ricotta cheese. Cheeses in this segment are produced directly from milk or whey that has been coagulated, heated, drained, and pressed. It can include the addition of salt and/or flavorings.

- Processed cheese:

includes cheese spreads in aerosol cans, squeezable tubes, cheese balls, cheese loafs and other forms, and imitation cheese. Cheeses in this segment are typically a blend of cheeses that have been mixed and cooked and include additional ingredients such as cream, milk, water, or cheese whey.

- Cream cheese/cream cheese spreads:

includes brick, soft, whipped, balls, and other forms; may be plain or flavored.

- Cottage cheese.

While most cheese is made from cow's milk, cheeses made from goat's milk and other dairy products, as well as non-dairy sources, such as soy milk, also are included.

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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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