THE BRIGHT FUTURE OF

fresh cheese

Consumers love cottage cheese, feta, tvarog and other varieties of fresh cheese. And according to our research[1], there's a good chance they will continue to do so. So what's the outlook on consumption patterns and consumer habits? Here, we've compiled a number of insights. Enjoy!

People & fresh cheese

Let's combine

Fresh cheese is often consumed together with other ingredients.

- bread
- tomatoes
- stick bread / crackers
- eggs

Top **4** reasons for eating fresh cheese:

1. tasty
2. healthy
3. light
4. nutritious

Fresh cheese is associated with positive values such as

- Health
- Nutrition
- Proteins
- Freshness

The right size

The most frequently bought sizes of fresh cheese:

1. Between 100 and 300 grams
2. Between 300 and 500 grams
3. Less than 100 grams

... and larger sizes are an increasing trend.

How consumers' consumption of fresh cheese **changed last year ...**

- 29% increased
- 65% stayed the same
- 6% decreased

... and how consumers think their consumption of fresh cheese **will change in the future**

- 26% increase
- 71% stay the same
- 2% decrease

Top five markets

Germany · Netherlands · France · USA · Italy

The cheese market – a general outlook

The cheese market is mainly unbranded – consumers know the cheese type, but don't associate it with a specific brand.

85% say they have **always enjoyed** eating cheese

72% eat cheese **all year round** (with a small peak in winter)

Packed or unpacked?

60% buy **packed** cheese...

36% buy **unpacked** cheese...

...at least once a week

more future perspectives

In-home snacking is a growing trend – CHEESE IS INCREASINGLY CONSUMED

- as a snack in the morning or afternoon
- when enjoying a drink
- when watching TV

Eating **cheese by itself** is on the rise (+5% vs 2018)

Looking for new taste experiences

Consumers want to try cheese with:

- herbs
- spices
- mushrooms

Curious consumers

Where is the product made

Which ingredients

Where do ingredients come from

77% want to know more about CHEESE production

Local preferences

Germany	India	USA	Russia
Cheddar & semi-hard cheese	Fresh/white cheese	Cheddar & semi-hard cheese	Fresh/white cheese

Most popular cheese category

Popular cheese flavours: herbs, spices, pepper, mushrooms

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