

A YEAR OF INNOVATION IN CHEESE, 2023

Innovation reflects consumers' interest in convenient, snackable and better-for-you options.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: cheese brands are keen to showcase the versatility of cheese

- Consumers are eager for more convenient cheese formats
- Convenient cheese formats see a slight rebound
 - Graph 1: cheese launches, by format type, 2018-23
- Cheese brands explore grilled and toasted cheese options

Europe: the cheese category is ripe for more positive nutrition messaging

- Consumers are keen to see cheese options with added nutrition
- Plus claims remain niche in most cheese sub-categories
 - Graph 2: cheese launches, plus claims by sub-category, 2022-23
- Protein- and vitamin-rich cheese slices and spreads

The Middle East & Africa (MEA)

- New and locally produced cheese

ASIA PACIFIC (APAC)

Asia: more adventurous flavours arrive in the cheese category

- Consumers are on the lookout for new flavour experiences
- Cheese brands innovate with fruit flavours
- Spicy, sweet and savoury flavours offer a novel twist to the category

Asia: cheese brands adapt to meet consumers' dietary requirements

- Consumers are mindful of the ingredients in cheese
- Vegetarian claims continue to grow among cheese launches in Asia
 - Graph 3: cheese launches, by vegetarian claim, 2018-23
- India accounts for the bulk of vegetarian cheese launches in Asia

Australia & New Zealand

- ANZ cheese launches reveal an innovative approach to plant-based options

THE AMERICAS

North America: animal welfare claims grow among cheese launches

- Producers are offering more sustainable and ethical cheeses
- Cheese producers highlight ethical and sustainable cheese production
 - Graph 4: cheese launches, by select ethical and environmental claims, 2018-23
- Local production, organic and certified sustainable production
- Brand renovation/innovation: Kraft launches thick and thin variants of its iconic Singles

North America: innovation in cheese targets consumers' nutritional needs

- Consumers are looking for more nutritious cheeses
- Cheese brands are increasingly highlighting better-for-you attributes
 - Graph 5: cheese launches, by select plus claims, 2018-23
- Brands offer better-for-you cheese options in flavour-packed and snackable formats

Latin America: sustainable claims record a slight rise among cheese launches

- Consumers expect food companies to be communicative about sustainable production
- Ethical and environmental claims continue to see modest growth in cheese launches
 - Graph 6: cheese launches, by select ethical and environmental claims, 2018-23
- Cheese brands tout their eco and ethical credentials

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