

# CHEESE – INDIAN CONSUMER – 2019

Enhance the role of cheese as an ingredient through customisation. Add value through flavours, formats and health benefits, and introduce cheese as a snack.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Increase exposure to cheese through flavours, formats and added benefits
- APAC retail market overview: cheese, 2018
- India's cheese market is dominated by processed cheese
  - Graph 1: % of launches of various cheese types, 2016-18
- Overall cheese consumption is low
- Cheese is a taste enhancer and ingredient
  - Graph 2: Top five modes of cheese consumption at home or outside, Aug 2018
- Localise cheese as an ingredient for Indian dishes
- Increase consumption through fun flavours and formats
- What this means

## KEY TRENDS

- What you need to know

### Key drivers

- Influencers for cheese as an ingredient or taste enhancer
- The rise of artisanal cheese

### Global trends and how they are playing out in India

- Make cheese snacking a healthy habit
- Cheese meets Mintel Trends

## CONSUMER INSIGHTS

- What you need to know

### Consumption of cheese

- Overall consumption of cheese is low
  - Graph 3: Consumption of cheese in the past six months, by age group, Aug 2018
- Encourage consumption in lower tiers
  - Graph 4: Consumers who have had cheese in the past six months, by region and city tier, Aug 2018
- Cheese is a taste enhancer
  - Graph 5: Modes of cheese consumption at home or outside, Aug 2018

- Tap into the higher socio-economic classes
  - Graph 6: Consumers who have not had cheese in the past six months, by socio-economic group, Aug 2018
- Offer cheese to different regions
  - Graph 7: Cheese types bought for consumption at home, by region, Aug 2018
- Tier-1 cities are potential opportunities
  - Graph 8: Types of cheese bought for consumption at home, by city tier, Aug 2018
- Look at newer cheese types
  - Graph 9: % of cheese launches by sub-category, 2018
- Introduce new cheese types through grated formats in the South
  - Graph 10: Consumption of different cheese formats, by region, August 2018
- Innovate in formats to appeal to a larger consumer base
  - Graph 11: % of cheese launches, by format, 2018

### Barriers to cheese consumption and opportunities for upgrade

- Show added value through recipes, flavours or formats
  - Graph 12: Agreement with the statement "Cheese is expensive", by user types, August 2018
- Target non-consumers
  - Graph 13: Agreement with selected statements about cheese, by user type, Aug 2018
- Encourage swapping of processed cheese with other cheese
  - Graph 14: Agreement with selected statements about cheese, by user type, Aug 2018
- Address the lack of familiarity
  - Graph 15: Agreement with statements about cheese, by city tier, Aug 2018
- Play up the health benefits of cheese
- Take inspiration from global launches
  - Graph 16: % of launches with functional and added claims, 2018

## MARKET APPLICATIONS

- What you need to know

### Opportunities

- Customise cheese for different dishes
- Make cheese fun with new flavours
- Add novelty through formats
- Highlight health in a fun way for children
- Inculcate cheese snacking as a habit
- Expand into snack bars
- Promote the health benefits of cheese
- Leverage gourmet cheese in food delivery and QSRs

### Who's innovating

- Indian innovations

### Global innovations

- Asian cheese snacks adapt to local tastes
- Cheese for children
- Expertly paired and seasoned cheese

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