

THE FUTURE OF CHEESE: 2022

Brands have a unique opportunity to cash in on consumers' craving for cheese, turning pandemic-induced cooking and eating habits into new routines.



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Report Content



- Meet Mintel's global cheese expert
- The now, the next and beyond

WHERE ARE WE NOW

- Cheese provides comfort in troubled times
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Entertain with fun cooking techniques

- Create hacks that make cooking a comforting and relaxing pastime
- Leverage the familiar flavour of cheese
- Put on a cheese show

Nurture cheese's health credentials

- Cheese is still associated with strong health credentials
- Cheese brands can credibly describe their products as healthier than most snacks
- Vegan cheese needs to improve its nutritional value to compete with dairy cheese

Be accountable at every production stage

- Young consumers are wary of the environmental impact of cheese production
- Focus on farming practices that help lower the environmental impact of making milk
- Manage local water supply and tangibly lower water usage at every production stage

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Consumers will be incentivised to cut down on animal-based products, including cheese
- Lab-grown cheese is scaling up
- In China, cheese consumption will grow fast

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