

THE FUTURE OF CHEESE: 2023

In light of food inflation and the climate crisis, consumers are reappraising cheese as a staple food.



Caroline Roux, Consultant Analyst



Report Content



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

WHERE ARE WE NOW

- Post-pandemic retail sales of cheese are pushed by price increases
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Inflation-proof habits

- Help home cooks adapt and improvise in the face of increasing barriers to shopping and cooking
- Support consumers with cheaper cheese types and low-cost cooking methods
- Consumers are ready to step out of their comfort zone
- Cater for informal yet convivial occasions

New storytelling

- Cheese packaging: laser-focus on value drivers
- Tell stories that resonate with younger consumers
- Shift from traditional, over-used messages to focus on farming practices
- Brands need to define the role of vegan cheese in consumers' lives

Less but better cheese

- Consumers in major cheese markets are cutting down on cheese
- Cheese's high nutrient density, in particular its high protein content, delivers satiety benefits
- Locally made cheese has strong environmental credentials
 - Graph 1: preferred steps to reduce the environmental impact of personal cheese usage, 2022
- Win consumers over with a sustainable supply chain, without green-washing local provenance
- 'Big Cheese' must – and will – give animal-free dairy cheese a go
- Less but tastier: elevate indulgent moments
- Less but tastier: leverage the taste credentials of warm/melted cheese

IN FIVE YEARS AND BEYOND

- Mintel's perspective

The Future of Cheese: 2023

- Probiotics will help dial up cheese's health benefits
- Legislation and taxes will hinder cheese's competitiveness
- Chinese consumers will make cheese an everyday food

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email: store@mintel.com

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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
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