

# THE FUTURE OF CHEESE: 2024

Innovation will be a major contributor to generate cheese sales growth in the next two years.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Excite with exploration

- Buyers are open to new and premium cheeses
  - Graph 1: changes to favoured cheese buying if had more money, 2023
- Leverage consumers' appetite for new cheese types
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- Help consumers use cheese in 'fusion dishes'
- Rejuvenate old staples by pushing versatility and convenience

### Reassure on nutrition

- Consumers eating less cheese are driven by health, and to a lesser extent by concerns around high price
  - Graph 2: reasons for eating less cheese, 2023
- Make cheese permissible with low-fat formulations
- Cheese must defend its image as a great source of protein
- In China, cheese brands need to put adult consumers at the heart of their innovation
  - Graph 3: new dairy cheese\*, by children (5-12) and babies/toddlers claims, 2019-23

### Moral comfort

- Due to environmental concerns, consumers in large markets limit their cheese intake
- Cheese brands will be rewarded for the moments of joy they deliver to overwhelmed consumers
  - Graph 4: % of agreement with 'Eating cheese boosts your mood', 2022
- Convey comfort and reassurance by catering to local pride and rejuvenation of the old, picturesque ways of milk farming
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- Cheese made from protein via precision fermentation promises a comforting taste

## IN FIVE YEARS AND BEYOND

- Mintel's perspective

## The Future of Cheese: 2024

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- Rennet will come under scrutiny
- AI will help create a new generation of tasty vegan cheeses
- Local companies and domestic demand will contribute to making India a major cheese market

### KEY TAKEAWAYS

- Key takeaways

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