
Description:

Americans can't get enough cheese, and neither can the rest of the world! Outside of the U.S. overall demand for dairy products continues to grow, with most growth coming from developing countries where growing populations, rising incomes and expansion of the middle class, urbanization, and greater adoption of western diets is driving consumption. New product development around the world, similar to the U.S., is focused on healthier cheese as well as more indulgent products that deliver more intense or unique flavor experiences. Products for snacking remain important and messages promoting cheese and dairy as good sources of nutrition resonate with consumers in developing, fast-growing markets like India and China.

Scope of Report

This report presents a detailed analysis of the U.S. consumer market for natural and specialty cheese sold directly to consumers through retail outlets including “bricks and mortar” stores as well as catalogues, Internet sites and others. It outlines key issues and trends affecting the overall market and analyzes all product categories and segments of natural and specialty cheeses. The report also discusses major players and brands, and analyzes their key activities and performance. Market size data are provided for 2011–2015 and projections for 2015–2020. Retail channels that sell consumer natural and specialty cheese are covered and considered in arriving at market size and trends, and competitive analysis. Information and insight is provided for processed cheese, and non-dairy cheese products, as well as the foodservice and global cheese markets, to add context and perspective. Data from these markets is not included for market sizing/projections, marketer/brand and retail channel shares of the core U.S. consumer natural and specialty cheese market.

Methodology

The information in this report was obtained from both primary and secondary research. Primary research included consultation with industry sources and on-site visits of retail stores. Secondary research entailed gathering data from relevant trade, business and government sources, as well as company promotional literature and annual reports. Our estimates of market size and company performance are based on various sources including reported revenues of product manufacturers and retailers; IRI, which tracks data in mass retail outlets; publications and other market research sources.

Our analysis of consumer trends relies on data from various sources including a national online consumer usage survey conducted in February/March 2016, and Simmons National Consumer Surveys for Fall 2005 through Fall 2015 from Experian Marketing Services. The national online consumer surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household, and household income. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

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