CHEESE: INCL IMPACT OF COVID-19 US, NOVEMBER 2020



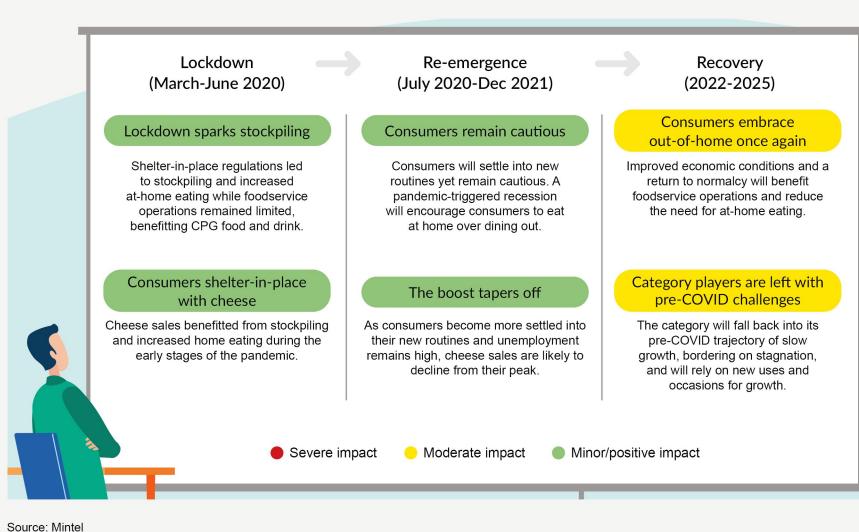


CONSUMERS INCREASED CHEESE CONSUMPTION BOTH WITH MEALS AND AS A SNACK DURING THE PANDEMIC, REINFORCING THE IMPORTANCE OF VERSATILITY MOVING FORWARD. WHILE CATEGORY SALES ARE HOT, BRANDS WILL HAVE TO MAKE HEADWAY ON CHALLENGES INCLUDING CAPITALIZING ON OCCASIONS, APPEALING TO ADULTS AND DISRUPTING PERCEPTIONS OF DAIRY-FREE CHEESE, TO MAINTAIN THE GROWTH FOUND IN 2020.

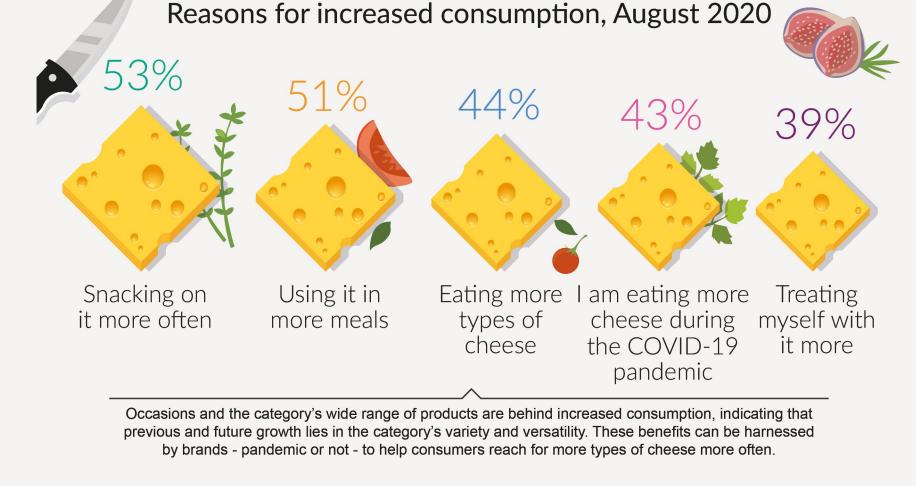
> Kaitlin Kamp, Food and Drink Analyst



SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON CHEESE



A CHEESE FOR ALL OCCASIONS



Note: "Why are you eating cheese more often than a year ago? Please select all that apply. I am..." | Base: 479 internet users aged 18+ who are eating more cheese than a year ago | Source: Lightspeed/Mintel

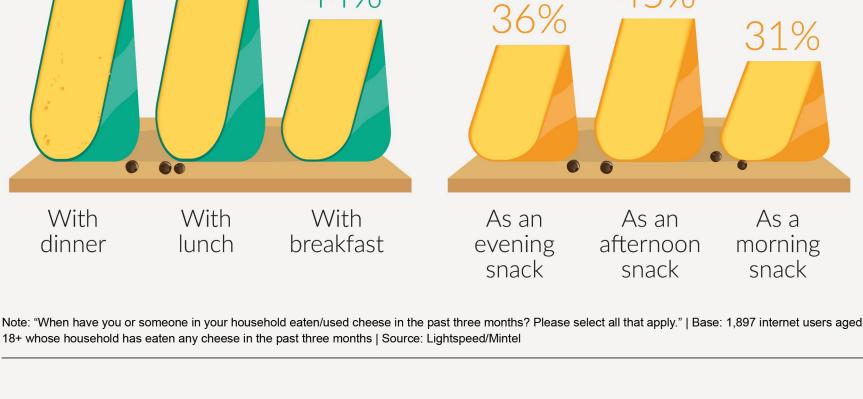
Cheese occasions, August 2020

IT'S ALL ABOUT SNACKING

62%

At every daypart, more people consume cheese at meals than during their corresponding snack time, indicating opportunity to grow snacking share. Brands have clear potential to better position products as being snack-friendly and to tailor products to specific snacking dayparts, especially adult-friendly snacking occasions.

57% 44%



DAIRY-FREE CHEESE HAS SOME WORK TO DO

Cheese attitudes, net any agree, August 2020

76%

Cheese is Dairy-free Dairy-free

Dairy-free cheese is part of a cheese tastes cheese is worth healthy diet healthier than as good as a higher price regular cheese regular cheese Consumers are still unsure about dairy-free cheese. While more than three-quarters of consumers are

Note: "How much do you agree or disagree with the following statements about cheese?" | Base: 1,897 internet users aged 18+ whose household has eaten any cheese in the past three months | Source: Lightspeed/Mintel

THANKS, GET IN TOUCH

convinced of cheese's connection to health, dairy-free perceptions of health, price and taste are less impressive. Brands will need to change these attitudes if dairy-free market expansion is an objective.



Kaitlin Kamp

Food and Drink Analyst





