A CHEESE FOR ALL OCCASIONS

Reasons for increased consumption, August 2020

- Snacking at home more
  53%
- Using in meals
  51%
- Eating more of it
  44%
- Checking it as a snack during the COVID-19 pandemic
  43%
- Treating myself more
  39%

IT’S ALL ABOUT SNACKING

Cheese occasions, August 2020

- When snacking
  57% of 18-35 and 62% of 36-54
- As a TV snack
  44% of 18-35 and 41% of 36-54
- As a snack before a meal or as a meal
  36% of 18-35 and 30% of 36-54
- As an afternoon snack
  45% of 18-35 and 33% of 36-54
- As a morning snack
  31% of 18-35 and 25% of 36-54

DAIRY-FREE CHEESE HAS SOME WORK TO DO

Cheese attitudes, any age, August 2020

- 76% say it is part of a healthy diet
- 36% say it is healthier than regular cheese
- 32% say dairy-free cheese is just as good as regular cheese
- 32% say dairy-free cheese is a better price

THANKS, GET IN TOUCH

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