

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



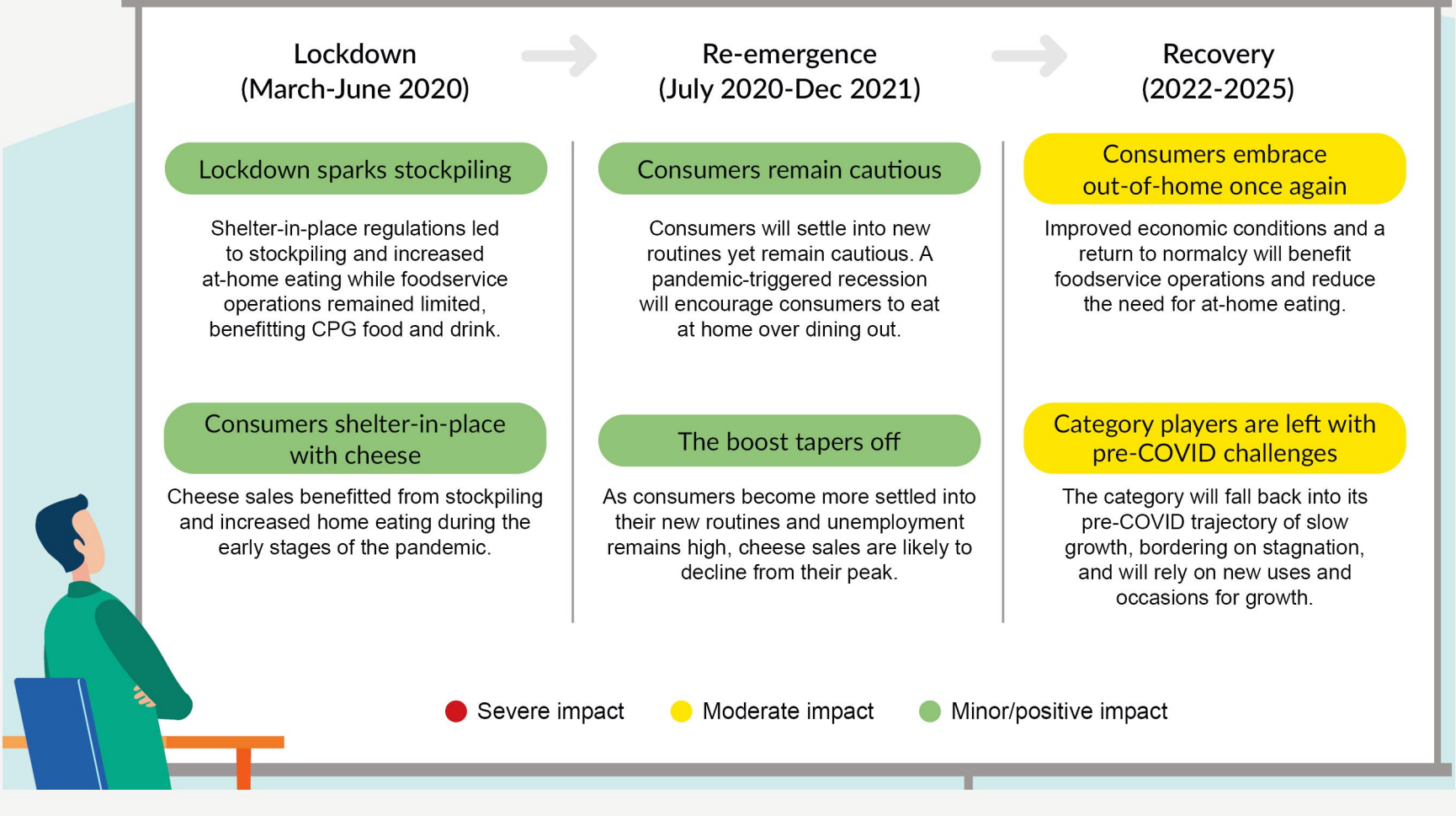
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CONSUMERS INCREASED CHEESE CONSUMPTION BOTH WITH MEALS AND AS A SNACK DURING THE PANDEMIC, REINFORCING THE IMPORTANCE OF VERSATILITY MOVING FORWARD. WHILE CATEGORY SALES ARE HOT, BRANDS WILL HAVE TO MAKE HEADWAY ON CHALLENGES INCLUDING CAPITALIZING 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

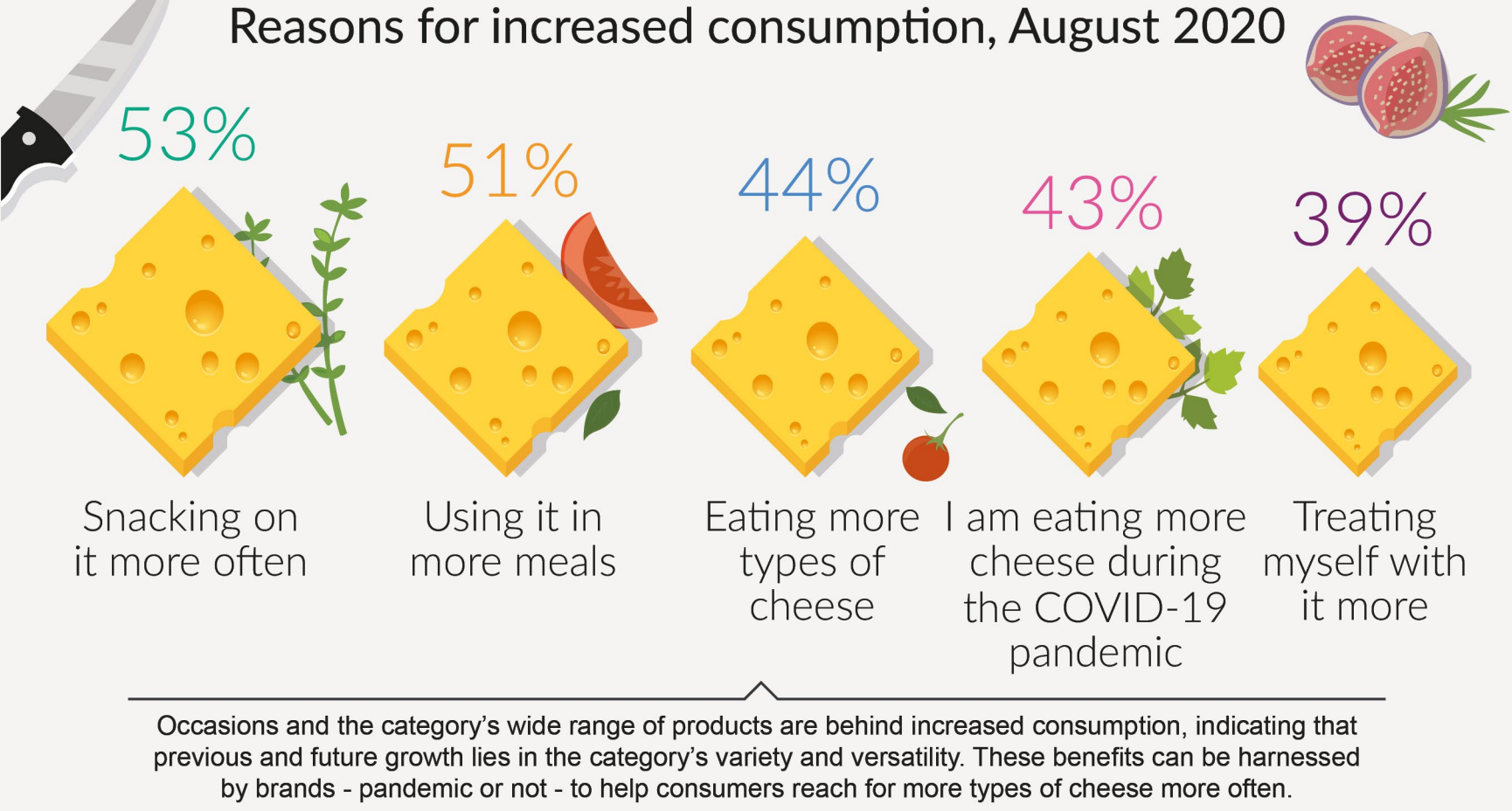
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SHORT, MEDIUM AND LONG TERM IMPACT OF COVID-19 ON CHEESE



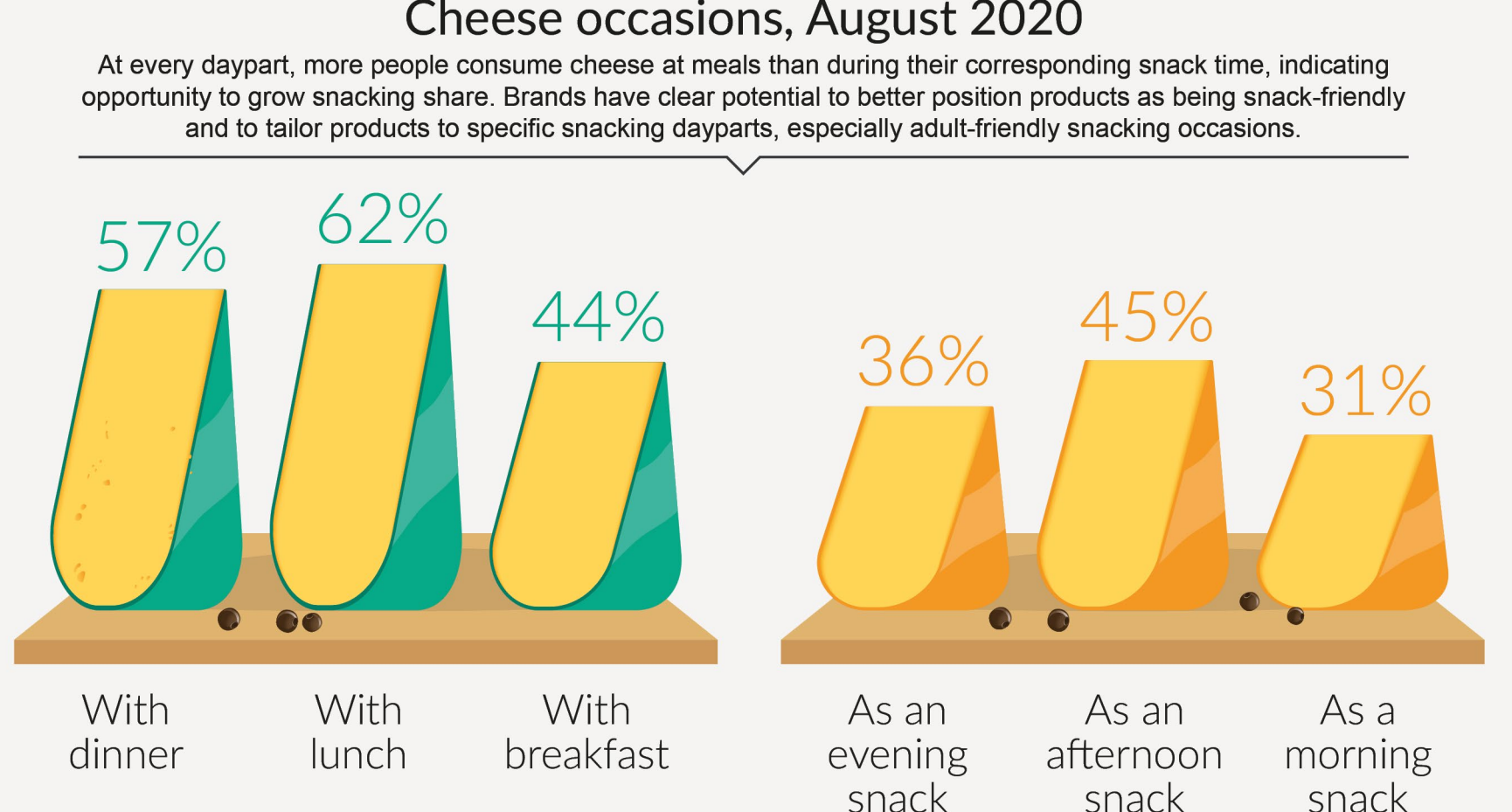
Source: Mintel

A CHEESE FOR ALL OCCASIONS



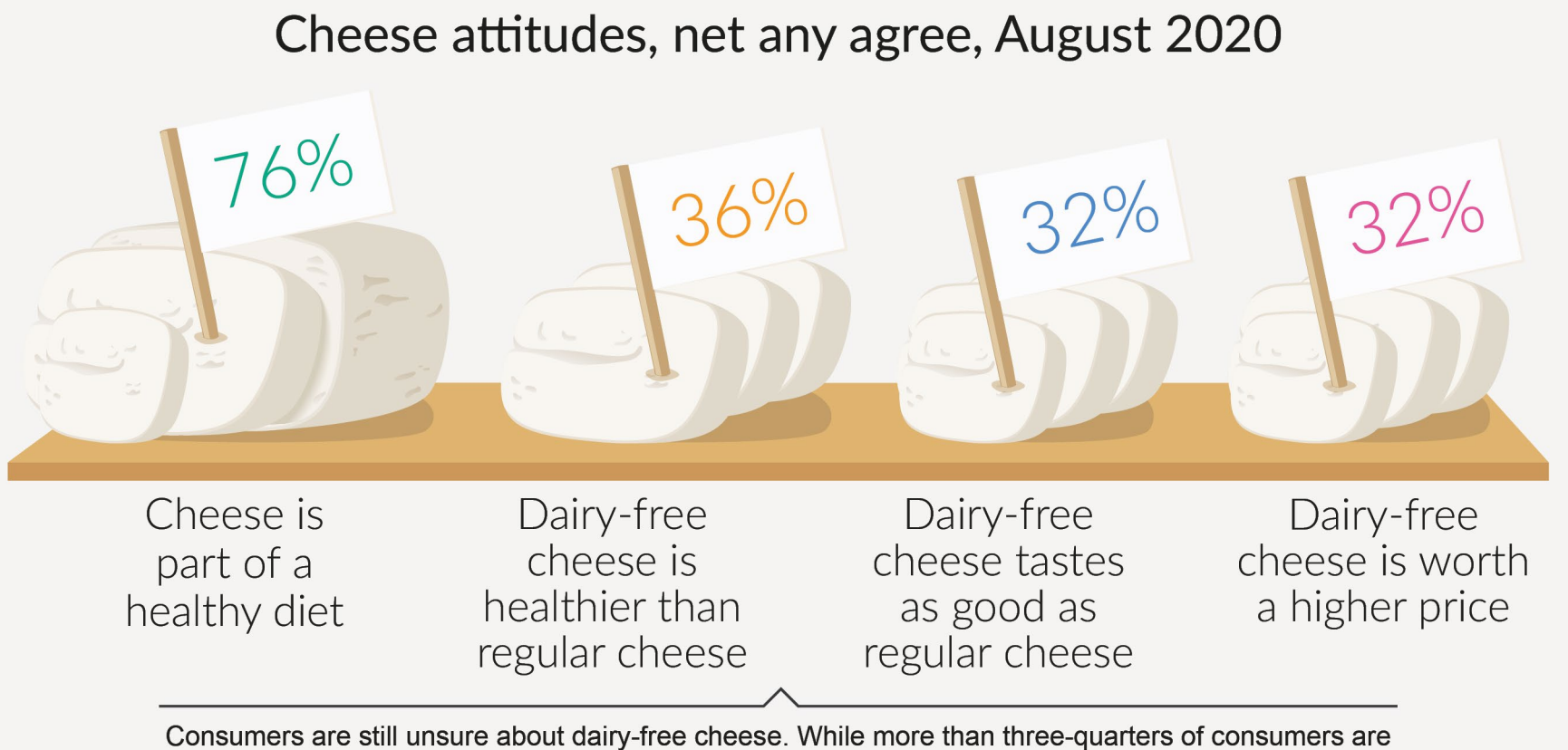
Note: "Why are you eating cheese more often than a year ago? Please select all that apply. I am..." | Base: 479 internet users aged 18+ who are eating more cheese than a year ago | Source: Lightspeed/Mintel

IT'S ALL ABOUT SNACKING



Note: "When have you or someone in your household eaten/used cheese in the past three months? Please select all that apply." | Base: 1,897 internet users aged 18+ whose household has eaten any cheese in the past three months | Source: Lightspeed/Mintel

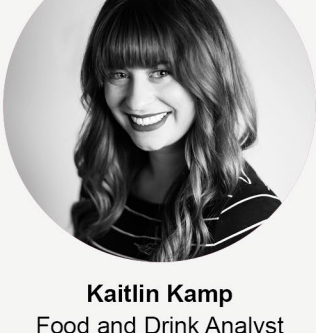
DAIRY-FREE CHEESE HAS SOME WORK TO DO



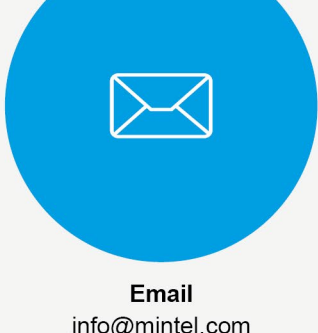
Consumers are still unsure about dairy-free cheese. While more than three-quarters of consumers are convinced of cheese's connection to health, dairy-free perceptions of health, price and taste are less impressive. Brands will need to change these attitudes if dairy-free market expansion is an objective.

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

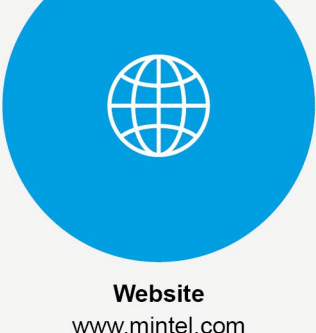
THANKS, GET IN TOUCH



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