

# Cheese - Ireland - January 2013

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## This report looks at the following areas:

- Has cheese become a commoditised product?
- Is cheese a staple product within the Irish diet?
- What type of cheese is most consumed among Irish consumers?
- How are health trends impacting on the cheese market?

The cheese category enjoys success within the Irish marketplace, with sales expected to increase to €335 million in the 1st half by 2015. However, rising milk prices combined with negative health perceptions of cheese, as well as growing demand for lactose-free products, will continue to put pressure on the cheese category.

There are opportunities for cheese to expand its presence in both the snacking and meal solution category through positioning itself as a core ingredient. Looking at both the value-added and convenience categories will help to increase cheese usage within Irish households with opportunities presenting themselves for both healthy and indulgent products.



“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency.”

– Clare McCall, Senior Food Analyst

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