

Cheese - Ireland - May 2015

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“With the cost of cheese for NI and ROI consumers continuing to decline in 2015 on the back of the abolition of the EU milk quotas, we will continue to see the value of the cheese sector decline. Moving forward cheese companies will need to look more closely at innovations in packaging, flavours and functional benefits to help boost value sales.”

– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- What types of cheese are the most used by Irish consumers?
- In what ways are Irish consumers most likely to eat cheese?
- What impact has the growing usage of discounters had on the way that consumers buy cheese?
- What innovations in cheese products would appeal to Irish consumers?

The cheese sector in Ireland has seen its value wane somewhat between 2013 and 2015 – with strong price competition seeing consumers paying less for cheese, while the increasing level of consumers shopping via hard discounters has further stifled growth within the Irish cheese sector.

Moving forward, it is becoming increasingly important for cheese companies to do more to differentiate themselves from private-label offerings.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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