

# **U.S. Cheese Market by Type (Parmesan, Swiss, Asiago, Fontina, Romano, Mascarpone, Gorgonzola, Feta, Cheddar, and Others (Pepper Jack, Mozzarella, and Colby) and Distribution Channel [Retail Distribution (Supermarket/Hypermarket, Convenience Stores, E-commerce, and Others) Club, Food Service Outlets, and Food Processing Companies]: Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Cheese is one of the most consumed food products, owing to its high nutritious value along with the presence of necessary vitamins, proteins, and other nutrients. In addition, it serves as a rich source of calcium, which helps to maintain strong teeth and increases bone strength. Furthermore, it contains linoleic acid and sphingolipids, which help to prevent cancer. Moreover, vitamin B present in cheese can reduce blood pressure, provided the sodium content is low in cheese. Preparation of cheese involves standardization, pasteurization, addition of desired starter cultures, and other processes leading to the formation of its different varieties. Advancements in cheese processing, such as the use of nanoliposomes in micro-encapsulation, have resulted in increased vitamin and mineral content of cheese.

The growth of the U.S. cheese market is driven by increase in consumption of fast food items, such as pasta, pizza, and burger, in quick-service restaurants (QSRs). Moreover, longer shelf life of cheese products, rise in disposable income, and surge in demand for food products rich in protein content boost the market growth. However, alarming obesity rates coupled with rise in health consciousness among adults, unhealthy

additives & ingredients in processed cheese, and perishable nature of cheese products act as major restraints of the market. On the contrary, cheese with low-fat content is gaining significant popularity. This is achieved by manipulation of its rheological & chemical properties. This leads to desirable characteristics and a longer shelf life to cheese products, providing numerous opportunities for market expansion during the forecast period

The U.S. cheese market is segmented into type, and distribution channel. On the basis of type, the market is classified into parmesan, swiss, asiago, fontina, romano, mascarpone, gorgonzola, feta, cheddar, others (pepper jack, mozzarella, and colby). Depending on distribution channel, the U.S. cheese market is fragmented into retail distribution (supermarket/hypermarket, convenience stores, e-commerce, and others), club, food service outlets, and food processing companies.

#### Key market benefits for stakeholders

The report provides an extensive analysis of the current & emerging trends and opportunities in the U.S. cheese market.

It provides detailed qualitative and quantitative analyses of current trends and future estimations, which help understand the prevailing market opportunities.

A comprehensive analysis of factors that drive and restrict the growth of the U.S. cheese market is highlighted in the study.

An extensive analysis of the U.S. cheese market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential & niche segments as well as states exhibiting favorable growth.

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