

Global Halloumi Cheese Market Size Study, By Nature (Organic, Conventional), By Flavor (Plain, Flavored), By Product Form (Slices, Blocks), By End Use (B2B, B2C), By Distribution Channel (Direct Sales, Hypermarkets/Supermarkets, Convenience Stores, Discount Stores, Dairy Stores, Online Retail, Others), and Regional Forecasts 2022-2032

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Abstracts

The Global Halloumi Cheese Market was valued at USD 467.7 million in 2023 and is projected to expand at a CAGR of 8.5% from 2024 to 2032. Halloumi cheese, a distinctive dairy product crafted from cow, goat, or sheep milk, is highly regarded for its semi-hard texture, high melting point, and briny, savory flavor. The increasing consumer inclination toward healthier, protein-rich diets and the global rise in urbanization are fueling market expansion. The growing demand for premium dairy products, coupled with increasing disposable incomes, has bolstered the widespread acceptance of halloumi cheese in households and foodservice establishments worldwide.

The burgeoning preference for plant-based and organic food products has also prompted manufacturers to innovate with organic halloumi cheese variants, ensuring adherence to consumer preferences for natural, non-GMO ingredients. Moreover, the increasing awareness of cardiovascular health benefits associated with halloumi cheese—owing to its relatively low cholesterol content compared to other cheeses—has significantly contributed to its demand. Additionally, advancements in cheese processing technology and sustainable dairy farming practices are propelling industry growth.

The market is experiencing dynamic expansion, primarily driven by the rise of ready-to-

eat and convenience food consumption. Halloumi cheese is now a staple in fast-food chains, high-end restaurants, and home cooking applications such as grilling and frying, owing to its unique texture and resistance to melting. The emergence of e-commerce and direct-to-consumer (DTC) retail models has further amplified market penetration, allowing manufacturers to broaden their reach beyond traditional brick-and-mortar stores.

Regionally, Europe dominates the global halloumi cheese market, with Cyprus being the largest producer and exporter. European consumers have long embraced halloumi as a staple in Mediterranean cuisine, and the cheese enjoys Protected Designation of Origin (PDO) status in the EU. Meanwhile, North America and the Asia-Pacific region are witnessing robust demand growth, driven by increasing consumer awareness and the rapid expansion of international dairy brands in these markets. Rising health consciousness, particularly in the U.S. and China, is fostering a notable shift toward high-protein, low-carb food options.

Major Market Players Included in This Report Are:

Danone S.A.

Nestlé S.A.

The Kraft Heinz Company

Land O' Lakes, Inc.

GMMF (Amul)

Kerry Group

ADM

Lactosan A/S

Petrou Bros Dairy Products

Akg?l Ltd.

GRILLIES, INC.

Routhier Mediterranean Products GmbH

N.TH. Kouroushis LTD.

Lemnos Foods

Farm Land General Trading Co., W.L.L.

The Detailed Segments and Sub-segments of the Market Are Explained Below:

By Nature:

Organic

Conventional

By Flavor:

Plain

Flavored

By Product Form:

Slices

Blocks

By End Use:

B2B

B2C

By Distribution Channel:

Direct Sales

Hypermarkets/Supermarkets

Convenience Stores

Discount Stores

Dairy Stores

Online Retail

Others

By Region:**North America:**

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of MEA

Years Considered for the Study Are as Follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032)

Annualized revenues and regional-level analysis for each market segment.

Competitive landscape analysis, including major industry players.

Key business strategies and market recommendations.

Supply-side and demand-side analysis of the market.

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