

# Cheese in Western Europe

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## Abstracts

Cheese sales, after receiving significant impetus in 2020 due to Coronavirus (COVID-19), continued to grow in real value terms in 2021. Sales remain above pre-pandemic levels as consumers were still cooking and eating more at home than usual as lockdowns and foodservice closures continued into 2021. Trends towards HW products like organic or free-from cheese or consumers looking for local provenance in their cheese products will continue to be seen over the forecast period in Western Europe.

Euromonitor International's Cheese in Western Europe global briefing provides a comprehensive overview of the Dairy Products and Alternatives market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2026, clearly indicating how the market is expected to change.

**Product coverage:** Baby Food, Dairy.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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