

# Value-Added Cheese: Illustrating the Scale of Opportunity Part II

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## Abstracts

Although cheese shows a positive outlook globally, there is a wide range of opportunities to accelerate the growth of the category over the coming years, particularly in Western Europe. This report delves into ways to create value-added cheese to reach the market potential. It explores opportunities around more targeted cheese products, evolving consumption occasions and innovative formats to increase brand appeal, as well as how to create a connection with the consumer from a personal angle.

Euromonitor International's Value-Added Cheese: Illustrating the Scale of Opportunity Part II global briefing offers an insight into the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

## Why buy this report?

Get a detailed picture of the Packaged Food 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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