

# Halloumi Cheese Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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## Abstracts

The Global Halloumi Cheese Market reached USD 446.51 million in 2023 and will witness a CAGR of 11.1% between 2024 and 2032, spurred by heightened health awareness and an increasing appreciation for the Mediterranean diet. As consumers become more health-conscious, they are seeking nutritious and flavorful food options that align with wellness trends. Halloumi cheese, known for its unique texture and high protein content, fits well within the Mediterranean lifestyle, which emphasizes fresh ingredients and balanced nutrition. This growing demand for healthier dietary choices, in line with the rising popularity of Mediterranean cuisine, will propel the halloumi cheese industry forward.

The halloumi cheese market is divided based on type, form, end-user, distribution channel, and region. The unflavored halloumi segment captured USD 328.48 million in 2023 and will expand at 11.2% CAGR during 2024-2032 due to its versatility and broad culinary appeal. Unflavored halloumi serves as a neutral base that can be easily incorporated into a variety of dishes, from salads to grilled entrees. Its ability to absorb flavors from accompanying ingredients makes it a popular choice among home cooks and chefs.

Besides, the growing trend of incorporating halloumi in health-conscious diets further boosts the demand for unflavored varieties, driving market growth. The slice segment was worth USD 197.36 million in 2023 and will exhibit 11.7% CAGR from 2024 to 2032, driven by its convenience and versatility for consumers. Pre-sliced halloumi cheese offers a ready-to-use option that simplifies meal preparation, making it ideal for quick snacks, sandwiches, and salads. Its popularity in restaurants and cafes, where consistent portion sizes are essential, further contributes to its demand.

As consumers increasingly seek convenient and time-saving food solutions, the sliced halloumi segment is well-positioned for substantial growth within the overall market. North America halloumi cheese industry achieved USD 94.66 million in 2023 and will

grow at an 11.1% CAGR through 2032, driven by the growing popularity of Mediterranean cuisine and increasing health consciousness among consumers. As more people seek diverse and flavorful options, halloumi cheese has gained traction due to its unique texture and versatility in various dishes. Additionally, the rising trend of plant-based and high-protein diets boosts the appeal of halloumi as a nutritious choice. This combination of culinary interest and health awareness positions North America as a key contributor to the halloumi cheese market.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
  - 3.1.1 Key manufacturers
  - 3.1.2 Distributors
  - 3.1.3 Profit margins across the industry
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
  - 3.2.2 Market challenges
  - 3.2.3 Market opportunity
    - 3.2.3.1 New opportunities
    - 3.2.3.2 Growth potential analysis
- 3.3 Raw material landscape
  - 3.3.1 Manufacturing trends
  - 3.3.2 Technology evolution
    - 3.3.2.1 Sustainable manufacturing
      - 3.3.2.1.1 Green practices
      - 3.3.2.1.2 Decarbonization
  - 3.3.3 Sustainability in raw materials
  - 3.3.4 Pricing trends (USD/Ton), 2021 - 2032

- 3.3.4.1 North America
- 3.3.4.2 Europe
- 3.3.4.3 Asia Pacific
- 3.3.4.4 Latin America
- 3.3.4.5 Middle East & Africa
- 3.4 Regulations & market impact
- 3.5 Porter's analysis
- 3.6 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Company market share analysis
- 4.2 Competitive positioning matrix
- 4.3 Strategic outlook matrix

## **CHAPTER 5 MARKET SIZE AND FORECAST, BY TYPE, 2021-2032 (USD MILLION, TONS)**

- 5.1 Key trends
- 5.2 Flavored halloumi
- 5.3 Unflavored halloumi

## **CHAPTER 6 MARKET SIZE AND FORECAST, BY FORM, 2021-2032 (USD MILLION, TONS)**

- 6.1 Key trends
- 6.2 Slices
- 6.3 Blocks
- 6.4 Grated

## **CHAPTER 7 MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION, TONS)**

- 7.1 Key trends
- 7.2 Supermarkets and Hypermarkets
- 7.3 Convenience stores
- 7.4 Online stores
- 7.5 Specialty stores
- 7.6 Food service channels

## **CHAPTER 8 MARKET SIZE AND FORECAST, BY END-USER, 2021-2032 (USD MILLION, TONS)**

- 8.1 Key trends
- 8.2 Household
- 8.3 Foodservice industry
- 8.4 Retailers

## **CHAPTER 9 MARKET SIZE AND FORECAST, BY REGION, 2021-2032 (USD MILLION, TONS)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 France
  - 9.3.4 Italy
  - 9.3.5 Spain
  - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 India
  - 9.4.3 Japan
  - 9.4.4 South Korea
  - 9.4.5 Australia
  - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
  - 9.5.1 Brazil
  - 9.5.2 Mexico
  - 9.5.3 Argentina
  - 9.5.4 Rest of Latin America
- 9.6 MEA
  - 9.6.1 Saudi Arabia
  - 9.6.2 UAE
  - 9.6.3 South Africa

#### 9.6.4 Rest of MEA

## **CHAPTER 10 COMPANY PROFILES**

10.1 Petrou Bros Dairy Products

10.2 Almarai

10.3 Arla Foods Inc

10.4 Charalambides Christis

10.5 Dodoni

10.6 GFB Dairy Products

10.7 Lefkonitziatitis

10.8 MacLeod Organics

10.9 Redhead Creamery

10.10 Zita Dairies Ltd

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