

Cheese Market Report by Source (Cow Milk, Buffalo Milk, Goat Milk, and Others), Type (Natural, Processed), Product (Mozzarella, Cheddar, Feta, Parmesan, Roquefort, and Others), Format (Slices, Diced/Cubes, Shredded, Blocks, Spreads, Liquid, and Others), Distribution Channel (Supermarkets And Hypermarkets, Convenience Stores, Specialty Stores, Online, and Others), and Region 2024-2032

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Abstracts

The global cheese market size reached US\$ 88.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 143.5 Billion by 2032, exhibiting a growth rate (CAGR) of 5.3% during 2024-2032. The emerging technological advancement in cheese production, the significant expansion in the food service sector, and the widespread adoption of western dietary patterns among individuals are some of the major factors contributing to the market growth.

Cheese is a dairy product produced from coagulating milk proteins, primarily casein, by adding enzymes or acids. This process separates the curd, a solid component, from the liquid whey. The curd is processed further by draining, pressing, and sometimes aging, resulting in numerous types with distinct textures, flavors, and characteristics. It is a rich basis of essential nutrients such as calcium, protein, and vitamins. Some commonly known product types include cheddar, mozzarella, and brie. It is a versatile ingredient and enhances the taste and texture of numerous dishes, ranging from sandwiches to gourmet cuisine.

The market is primarily driven by the evolving dietary preferences of consumers toward

convenient and protein-rich foods. In addition, the increasing product use in the growing food service industry, including restaurants, cafes, and fast-food chains in various dishes, such as pizzas, burgers, and pasta, is influencing the market growth. Moreover, manufacturers are introducing several products, including artisanal, flavored, and plant-based options, catering to different consumer preferences and dietary requirements, representing another major growth-inducing factor. Besides this, the growing trend of snacking between meals is increasing the consumption of product as a convenient and flavorful option for snacks on its own and as an ingredient in packaged snacks, thus propelling the market growth. Furthermore, effective marketing campaigns, culinary shows, and social media are escalating the product demand for enhancing the taste and texture of numerous dishes, thus augmenting the market growth.

Cheese Market Trends/Drivers:

The emerging technological advancement in cheese production

The market is witnessing a transformational impact due to pioneering technological advancements in production. It optimizes traditional manufacturing processes and gives rise to new craftsmanship with the convergence of science and culinary artistry resulting in unparalleled enhancements in quality, efficiency, and diversity within the product offerings. Moreover, advanced techniques, notably precision fermentation and biotechnology represent another major growth-inducing factor. Also, precision fermentation is a method that harnesses microorganisms to create product components with pinpoint accuracy, and has unlocked the ability to customize flavors, textures, and nutritional attributes resulting in the birth of novel product options that appeal to a broader consumer base, thus augmenting the market growth. Along with this, genetic modifications and engineering are paving the way for products with extended shelf lives, improved nutritional value, and reduced environmental impact which resonate with consumers' growing preference for sustainable, health-conscious choices, thereby propelling the market growth.

The significant expansion in the food service sector

The growing food service sector is driven by the changing modern lifestyles of consumers. In addition, the escalating product demand for quick, delectable meals including numerous flavors is influencing the market growth. Moreover, the food service sector includes everything from gourmet restaurants to cozy cafes and bustling fast-food chains representing another major growth-inducing factor. Also, the widespread consumer appeal of cheese-laden dishes, integrated into numerous cuisines, traditional and contemporary is augmenting the market growth. Besides this, the escalating

product use in various menus reflects its adaptability and universality as an ingredient, thus underlining its indispensable role in enriching the sensory experiences of consumers which is propelling the market growth. Furthermore, the growing demand for product in the food service sector is fostering production and trade of product to meet the increasing needs of the industry and consumers, thus augmenting the market growth.

The widespread adoption of Western dietary patterns

The growing popularity of Western dietary patterns is influencing the market growth. In addition, the increasing consumption of cheese-rich culinary offerings is witnessing the intricate interplay between cultural influences and evolving palates, thus augmenting the market growth. Moreover, the increasing product use in Western-inspired fast-food delicacies, such as pizzas, burgers, macaroni and cheese, and grilled sandwiches represents another major growth-inducing factor. Besides this, the escalating product demand in local and international markets due to the increasing product consumption is augmenting the market growth. Along with this, the increasing focus on imports and exports, and cross-border trade relationship that transforms geographical constraints is accelerating the sales demand.

Cheese Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global cheese market report, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on source, type, product, format, and distribution channel.

Breakup by Source:

- Cow Milk
- Buffalo Milk
- Goat Milk
- Others

A detailed breakup and analysis of the market based on the source has also been provided in the report. This includes cow milk, buffalo milk, goat milk, and others.

Cow milk, being the most common and widely utilized source is driving the market growth. It is known for its rich flavor and versatility, making it a key ingredient in

numerous varieties, including cheddar, mozzarella, and Swiss cheese. Along with this, the easy availability of product, its mild flavor, and its versatile applications are contributing to the market growth.

Buffalo milk is known for producing product with a unique taste profile, often creamier and richer in texture, taste compared to cow milk-based product which appeals to consumers seeking distinctive flavors and unique types, particularly in regions where buffalo milk is easily accessible, thus accelerating the market growth.

Goat milk is gaining attention due to its perceived health benefits and distinct taste. Also, goat milk offerings cater to those who prefer a tangier and sometimes nuttier flavor profile thus propelling the market growth.

Breakup by Type:

Natural

Processed

Natural cheese holds the largest share of the market

A detailed breakup and analysis of the market based on the type has also been provided in the report. This includes natural and processed. According to the report, natural cheese accounted for the largest market share.

Natural product, produced from simple ingredients without additives or preservatives, is gaining immense traction due to its authenticity and perceived health benefits. It offers a rich range of flavors, textures, and styles, catering to various consumer preferences is escalating the demand for natural product, thus augmenting market growth.

Moreover, the growing awareness of health-conscious choices and a shift toward clean-label products represent another major growth-inducing factor. Consumers are seeking products that align with their preferences for wholesome, minimally processed foods encouraging manufacturers to focus on innovating and expanding their natural product offerings to cater to this demand.

Breakup by Product:

Mozzarella

Cheddar

Feta
Parmesan
Roquefort
Others

Mozzarella represents the most popular product

The report has provided a detailed breakup and analysis of the market based on the product. This includes mozzarella, cheddar, feta, parmesan, roquefort, and others. According to the report, mozzarella accounted for the largest market share.

The market is driven by the popularity of mozzarella. In addition, the changing consumer preferences for its mild, creamy taste and appealing meltability are influencing the market growth. In addition, the increasing demand for convenience foods is contributing to the increasing consumption of Mozzarella, thus augmenting the market growth. It is widely adopted in various cuisines, including Italian, American, and fusion dishes, making it a versatile ingredient for traditional and modern recipes.

Furthermore, the expanding quick-service restaurant (QSR) industry is significantly escalating the demand for Mozzarella. It is a key ingredient in popular items such as pizzas, burgers, and sandwiches, thus driving its market share. Also, the growing trend of home cooking and the proliferation of cooking shows are also contributing to the rising demand for mozzarella cheese, thus propelling the market growth.

Breakup by Format:

Slices
Diced/Cubes
Shredded
Blocks
Spreads
Liquid
Others

A detailed breakup and analysis of the market based on the format has also been provided in the report. This includes slices, diced/cubes, shredded, blocks, spreads, liquid, and others.

Sliced cheese offers convenience for sandwiches and burgers, making it a popular

choice. In addition, the increasing use of diced or cubed products in salads and snacking options, providing bite-sized portions is influencing the market growth.

Moreover, shredded cheese is commonly used in cooking and baking, adding flavor and texture to dishes, while blocks of cheese are versatile and can be sliced or grated as needed, often used for entertaining or culinary purposes representing another major growth factor.

Along with this, cheese spreads provide a creamy texture and are often enjoyed on crackers or as sandwich fillings. Additionally, liquid cheese, commonly known as cheese sauce, serves as a dipping option for snacks and a topping for various dishes such as nachos, chips, and fries, thus propelling the market growth.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, specialty stores, online, and others.

Supermarkets and hypermarkets are driving the market growth. They provide extensive shelf space for numerous ranges of products, catering to the preferences of diverse customer segments, which is influencing the market growth. Convenience stores, renowned for their accessibility and quick purchases, also contribute to distribution by offering a convenient option for consumers seeking on-the-go cheese products.

Moreover, specialty stores are essential in catering to connoisseurs and enthusiasts who curate artisanal and premium products options, attracting discerning consumers who value unique flavors and textures, thus propelling market growth.

Furthermore, the rise of online stores is transforming the distribution channels, enabling consumers to explore and purchase products from the comfort of their homes, transcending geographical boundaries, thus augmenting market growth.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Argentina

Colombia

Chile

Peru

Others

Middle East and Africa

Turkey

Saudi Arabia

Iran

United Arab Emirates

Others

Europe exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major

regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, Argentina, Colombia, Chile, Peru, and others); and the Middle East and Africa (Turkey, Saudi Arabia, Iran, United Arab Emirates, and others). According to the report, Europe accounted for the largest market share.

The Europe market is driven by the easy availability of numerous cheese options, each representing unique flavors and textures thus appealing to numerous consumer preferences. Additionally, the cultural significance of products in European cuisines is escalating the product demand domestically and internationally.

Moreover, Europe's well-developed infrastructure for dairy production, stringent quality standards, and technological advancements are supporting the consistent supply of premium products to cater to local demand enabling successful exportation to various regions, thus representing another major growth-inducing factor.

Furthermore, European countries, such as France, Italy, and the Netherlands, are shaping the market growth with their expertise, innovation, and commitment to traditional techniques elevating the region's reputation as industry leader, are propelling the market growth.

Competitive Landscape:

At present, key players in the market are implementing various strategies to solidify their positions. They are expanding their range of products to cater to diverse consumer preferences and introducing new flavors, textures, and packaging sizes to capture a wider market share. Moreover, companies are embracing sustainability by adopting eco-friendly production methods, reducing waste, and implementing responsible sourcing of ingredients that resonate with environmentally-conscious consumers. Besides this, they are using digital platforms and social media to create engaging campaigns that resonate with their target audience and use visually appealing content and storytelling to enhance their brand image. Along with this, key players are establishing and maintaining high-quality standards and investing in quality control processes to ensure consistent taste, texture, and safety across their products, thus propelling market growth.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Arla Foods amla
Dairy Farmers of America Inc.
Fonterra Co-operative Group Limited
FrieslandCampina
Lactalis (The Kraft Heinz Company)
Savencia SA

Recent Developments:

In August 2021, Dairy Farmers of America, Inc. launched a new cheddar cheese curd flavor namely, green onion that helps the company to target squeaky cheese lovers in the market.

In October 2020, Fonterra Co-operative Group Limited signed a sales and marketing agreement with Land O'Lakes, Inc., one of U.S.'s leading daily cooperatives to expand its U.S. food service business which allowed Fonterra's foodservice products to be distributed in the additional U.S. foodservice outlets.

In June 2023, FrieslandCampina unveiled new Royal Hollandia flavors (Garden Herb Gouda, Black Garlic Gouda, Walnut Gouda, and Very Berry Goat Cheese) and showcasing a range of specialty cheese brands, including Royal Hollandia, A Dutch Masterpiece, Gayo Azul, and Parrano with its own unique story, flavor, and heritage.

Key Questions Answered in This Report

1. What was the size of the global cheese market in 2023?
2. What is the expected growth rate of the global cheese market during 2024-2032?
3. What are the key factors driving the global cheese market?
4. What has been the impact of COVID-19 on the global cheese market?
5. What is the breakup of the global cheese market based on the source?
6. What is the breakup of the global cheese market based on the type?
7. What is the breakup of the global cheese market based on the product?
8. What is the breakup of the global cheese market based on the format?
9. What is the breakup of the global cheese market based on the distribution channel?
10. What are the key regions in the global cheese market?
11. Who are the key players/companies in the global cheese market?

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