

2018-2023 Global Mozzarella Cheese Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Mozzarella Cheese market for 2018-2023.

Mozzarella cheese is a soft, unripened cheese variety of the Pasta-filata family which had its origin in the Battipaglia region of Italy. Mozzarella cheese was traditionally made from buffalo milk. It is made all over Italy, in other European countries and USA from cow milk, however the process needs to be modified accordingly. The finished cheese, lightly salted, is white, soft with a very lively surface sheen and has unique property of stretchability. Mozzarella cheese owes its characteristics mainly to the action of lactic acid on dicalcium-para-caseinate.

Mozzarella cheese is used as a topping on pizza pie owing to its inherent stretching qualities. The popularity of pizza parlour, especially amongst youngsters has boosted the production of Mozzarella cheese.

According to the statistical data, currently Mozzarella Cheese market has a certain potential in USA, Europe and Asia Market. These areas demand are rapidly growth. As more and more intense competition within the industry, the price of Mozzarella Cheese was increase in past few years. The market has long been stable, a major challenge affecting the market growth is the limitation of downstream market. As large demand of food products at home and fast-food stores, many companies began to enter the field.

Each of the Mozzarella Cheese manufacturers has its own mature sales networks. Through retail stores, their authorized distributors or their partners, those Mozzarella Cheese manufacturers keep keen on expanding their Mozzarella Cheese sales. To achieve better sales businesses, Mozzarella Cheese manufacturers usually invest on

their marketing channel infrastructure every year.

Over the next five years, LPI(LP Information) projects that Mozzarella Cheese will register a 5.3% CAGR in terms of revenue, reach US\$ 13800 million by 2023, from US\$ 10100 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Mozzarella Cheese market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Fresh Mozzarella Cheese

Processed Mozzarella Cheese

Segmentation by application:

Residential Use

Commercial Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Arla Food Inc.

Bel Group

Trevisanalat

Granarolo

Saputo Inc.

Groupe Lactalis S.A

Emmi

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In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Mozzarella Cheese consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Mozzarella Cheese market by identifying its various subsegments.

Focuses on the key global Mozzarella Cheese manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Mozzarella Cheese with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Mozzarella Cheese submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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