

# **Australia Cheese Market, By Source (Cow Milk, Buffalo Milk, Goat Milk, Others), By Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), By Product Type (Mozzarella, Cheddar, Feta, Parmesan, Roquefort, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Australia cheese market was valued at USD 2.36 Billion in 2024 and is expected to reach USD 3.13 Billion by 2030 with a CAGR of 4.8% during the forecast period. The Australian cheese market is experiencing steady growth, driven by rising consumer demand for diverse and premium dairy products, along with increasing consumption in foodservice and retail sectors. A key growth factor is the shift toward artisanal and specialty cheeses, as consumers seek high-quality, unique flavors, supporting local producers like King Island Dairy and Bruny Island Cheese Co. The market is also benefiting from health-conscious trends, with growing interest in organic, lactose-free, and probiotic-rich cheeses.

### Key Market Drivers

#### Rising Demand for Premium and Artisanal Cheeses

The Australian cheese market is witnessing a surge in demand for premium, specialty, and artisanal cheeses, driven by evolving consumer preferences for high-quality, unique, and locally produced dairy products. Consumers are increasingly willing to pay

a premium for cheeses with distinct flavors, organic certifications, and sustainable production methods. This trend benefits small-scale producers like King Island Dairy and Bruny Island Cheese Co., which focus on handcrafted, gourmet varieties such as aged cheddars, blue cheeses, and soft bries. Additionally, the influence of global culinary trends and multicultural demographics has expanded the popularity of European-style cheeses like Parmesan, Roquefort, and Gouda. The growth of farmers' markets, specialty delis, and online gourmet stores further supports this segment, making artisanal cheeses more accessible. As disposable incomes rise and consumers seek indulgent, high-end food experiences, the premium cheese market is expected to grow steadily, encouraging both domestic production and imports of luxury cheese brands.

## Key Market Challenges

### Volatile Milk Prices and Rising Production Costs

One of the most pressing challenges for the Australian cheese market is the volatility in milk prices, which directly impacts production costs and profit margins for cheese manufacturers. Dairy farmers face fluctuating feed costs, water scarcity, and climate variability, all of which influence milk supply stability. Additionally, global dairy price shifts—driven by geopolitical factors, trade policies, and competition from major exporters like New Zealand and the EU—create uncertainty for local producers. Rising energy, labor, and packaging expenses further strain profitability, particularly for small and mid-sized cheesemakers. These cost pressures force companies to either increase retail prices (risking consumer pushback) or absorb losses, making long-term planning difficult. While larger players like Saputo and Fonterra can leverage economies of scale, smaller artisanal producers often struggle to remain competitive, potentially stifling innovation and diversity in the market.

## Key Market Trends

### Growth of Plant-Based and Alternative Cheese Products

The Australian cheese market is experiencing a notable shift with the rapid expansion of plant-based and dairy-free cheese alternatives, driven by increasing vegan, flexitarian, and lactose-intolerant consumer segments. Brands like BioCheese, Sheese, and Made With Plants are gaining traction, offering almond-, coconut-, and soy-based cheeses that mimic the texture and flavor of traditional dairy cheese. This trend is fueled by heightened health and environmental consciousness, as consumers seek lower-

cholesterol, sustainable options with a smaller carbon footprint compared to conventional dairy. Supermarkets and specialty stores are dedicating more shelf space to these products, while foodservice providers incorporate them into menus to cater to diverse dietary preferences. However, challenges remain in replicating the taste and meltability of dairy cheese, prompting ongoing innovation in fermentation and protein-blending technologies. While still a niche segment, plant-based cheese is projected to grow at a double-digit CAGR, pressuring traditional producers to either diversify their portfolios or enhance their sustainability credentials to retain market share.

### Key Market Players

Saputo Dairy Australia Pty Ltd

Bega Cheese Limited

Fonterra Australia Pty Ltd

Lion Dairy & Drinks Pty Ltd

Warrnambool Cheese and Butter Factory Company Holdings Limited (WCB)

Brownes Dairy Pty Ltd

King Island Dairy Pty Ltd

Bruny Island Cheese Co. Pty Ltd

Jalna Dairy Foods Pty Ltd

Mondelez Australia Pty Ltd

### Report Scope:

In this report, the Australia Cheese market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Cheese Market, By Source:

Cow Milk

Buffalo Milk

Goat Milk

Others

#### Australia Cheese Market, By Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

#### Australia Cheese Market, By Product Type:

Mozzarella

Cheddar

Feta

Parmesan

Roquefort

Others

#### Australia Cheese Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies presents in the Australia Cheese market.

### Available Customizations:

Australia Cheese market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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