

Cheese in Western Europe

January 2022

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REGIONAL OVERVIEW

Western Europe the top region for sales and per capita consumption

Further growth expected for cheese over the forecast period

Turkey sees dynamic growth over 2016-2021

Packaged hard cheese and soft cheese drive growth in Western Europe

Packaged hard cheese accounts for most new sales in 2016-2021

Growth slows in 2021 after the sales spike seen in 2020

Modern grocery retailers dominate cheese sales in Western Europe

E-commerce remains a minor distribution channel

LEADING COMPANIES AND BRANDS

Private label continues gaining share during the pandemic

Groupe Lactalis continues to lead regional cheese sales

Arla most heavily present in the Scandinavian markets

No changes in the brand rankings for cheese across 2016-2021

FORECAST PROJECTIONS

Further growth expected for cheese in Western Europe

Organic and free-from products to see dynamic growth

Turkey to continue seeing dynamic growth in sales of cheese

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