

# Cheese in Western Europe

January 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## 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

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cheese-in-western-europe/report](http://www.euromonitor.com/cheese-in-western-europe/report).