

The Grocer

Dairymen 2021 - Focus On: British Cheese

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It's been an incredible year for British Cheese. It's added £134.1m in grocery – and every variety has benefited. By absolute total value, Cheddar is still at the top of the pile. But the fastest growers include blue cheese, including stilton. That's in spite of being markedly pricier on average than any cheddar or territorial. Only vintage cheddar comes close – and it's grown its value by 14.2%. What driven this growth in premium cheese? And can it be maintained as the recession tightens?

KEY THEMES

Premium options: how well did they fare – and why? Which varieties and suppliers won biggest? And which lost out? Can posh cheeses maintain momentum? How are suppliers preparing for the reopening of the UK?

Cheddar stranglehold: it's counted for 84.1% of cheese sales this year. As one of the cheapest cheeses on the market, will its dominance only grow as shoppers' purse strings are tightened? Which brand and retailers are set to win biggest?

Territorials: how did the likes of red Leicester and double Gloucester fare? What was their appeal to shoppers? Which smaller brands stood out? How? Did any fall by the wayside? Why?

Health: Benecol this year added a 'guilt free' spreadable range. Cathedral City last year axed its reduced calorie variant, in part due to low sales. So, is healthier cheese a winner or not?

Marketing: what interesting and/or big budget campaigns have been launched or are set to launch?

Plant-based: Is it getting closer to the real thing in terms of taste and texture? Which suppliers are closest to solving the riddle of verisimilitude?

Innovations: We highlight four recent or impending launches or revamps in British cheese and cheese snacking