

The Grocer

THE DAIRYMEN 2022

Focus on Continental Cheese By Nick Hughes

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Publishing: 17 September 2022

Editorial submissions: 2 August 2022

Advertising bookings: mid August

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After last year's lockdown-driven explosion in sales, continental cheese's value has softened somewhat, with big hitters such as parmesan and mozzarella seeing value declines. Meanwhile, however, some less know varieties are rising fast. Who are they – and what's driving sales? What occasions are they being used for?

Which suppliers are benefiting? And which supermarkets, given own-label enjoys the lion's share of continental cheese sales? As health and money become key concerns for many shoppers, how can the category best avoid a further value decline