The Grocer

THE DAIRYMEN 2022

Focus On British Cheese By Patrick McGuigan

pat_mcguigan@yahoo.co.uk

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for print, digital and sponsorship opportunities contact **sam.dack@wrbm.com**

From vintage cheddar to Wensleydale, British cheese is holding its own in the mults. After a lockdown-driven boom, the category has, inevitably and like most areas of grocery, seen sales decline. But a 5% fall in value isn't too shabby given the reopening of hospitality and the growing cost of living crisis – and the category is still many millions up on pre-Covid. So, can British cheese continue to hold its own – and maybe even grow value once again?

Key themes

Sales: Which varieties have had the most successful year of sales – and why? Which have struggled most? To what degree has punters' desire to buy British benefitted the category?

Looking ahead: What's the outlook for the year to come? Can British cheese maintain its value?

Price: Which cheeses are seeing prices rise fastest? What are the main factors pushing up prices in grocery stores?

Own label versus brands: Brands have slipped considerably more overall than private label, which is of course considerably cheaper. As shopper tighten their purse strings, how likely is it that the gulf between own label and brands will widen? And by how much?

Ranging: How are supermarkets ranging as Brits pinch pennies? Which varieties or brands have been hit by delistings? And which are winning space in chillers?

Health: With renewed focus on health in supermarkets, will cheese sales suffer? Or could the category's immunity to the HFSS clampdown prove beneficial?

Dairy alternatives: Are they a genuine threat to sales of regular cheese? Is so, which ones are to be feared the most?
Sustainable packaging: What are the notable examples of the past year? Who's making the greenest moves?

Innovations: We will profile four new/relaunched products, packs or ranges. We need launch date, rsp, and a hi-res picture of each