

# The Grocer

## THE DAIRYMEN 2023

Focus On: Continental Cheese

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### The Italian job

The average price per kilo for parmesan and mozzarella are surging in the supermarkets – and that’s bad news for the many cash-strapped shoppers turning to affordable at-home pasta meals to limit spending. What’s driving the price increases? And how are retailers and shoppers responding?

**Prices:** How significant are the price rises across parmesan and mozzarella? What’s causing them? Which lines and brands are up the most? How are they impacting sales in the multis?

**Choice:** How is choice changing in the dairy aisles? Are there fewer SKUs? Brands being delisted? More shelf space for own label lines?

**Future:** How do suppliers of parmesan and mozzarella see the next 12 months playing out in terms of sales, pricing and ranging in the leading grocers?