

The Grocer

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Focus On: British Cheese

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A cheaper cheddar

As inflation continues to bite, the price of British cheeses in supermarkets are soaring. They're up by an average of 20% per kilo, Kantar data shows. While this is keeping most varieties in value growth, volume sales are plunging for all – with one exception. Cheddar, Britain's most popular cheese, has kept its volumes in the black thanks to a double-digit surge in own label, as shoppers trade down to save cash. So, how are the mults capitalising? And how are brands responding?

Cheddar sales: How have they been over the past year? Which types have performed the best amid the recessionary climate? How have average prices changed? What's driving price changes? And how have brands performed versus own label?

Ranging: What's going on in the nation's dairy aisles? How is cheddar ranging changing in the mults? Are brands being delisted? If so, who's lost out? Is more chiller space being given to own label options? What types of cheddar and what formats are receiving most attention from retailers?

Brands: How are they responding to the current environment, in terms of innovation, marketing, formats, etc? What's their strategy for coping with the ongoing cost of living crisis?

Plant-based: What's the appetite for vegan 'cheddar' among retailers and shoppers alike? How does its pricing compare against regular cheddar?

Other cheeses: How do their performances compare with cheddar? Which varieties and brands are flagging most? Are any bucking the downward trend? What's informing sales changes? How might volumes be recouped?

Snacking: Popular cheese snacking brands have been rebranding and innovating of late. Who's been doing what – and why? How are shoppers responding?

Innovations: Four British cheese innovations, including launch month, rsp, pack weight and hi-res image.