

The Grocer

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Focus On: Continental Cheeses by Maddy Maynard

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The Story

As UK consumers continue to develop more adventurous taste when it comes to cheese, what are the latest trends in continental? Are there any new big players in the market? And what do we predict will be the next big cheese?

Types of cheese: What types of cheese people have been buying in the past year and what the factors driving changes in consumption? What types of cheese are losing sales and why?

Prices / promotions: What influence is the global milk surplus having on Continental cheese prices? Are consumers still willing to pay a premium for something a little bit different? How have promotional strategies on Continental cheese changed?

Own label v brands: Are Continental brands still losing sales to own-label? How have the supermarkets developed their own-label ranges? Are brands falling victim to range rationalisation? What are brands doing to fight back?

British Continental: A separate panel exploring the Continental cheeses we make in Britain