

AHDB Consumer Insight Snapshot

Millennials and cheese

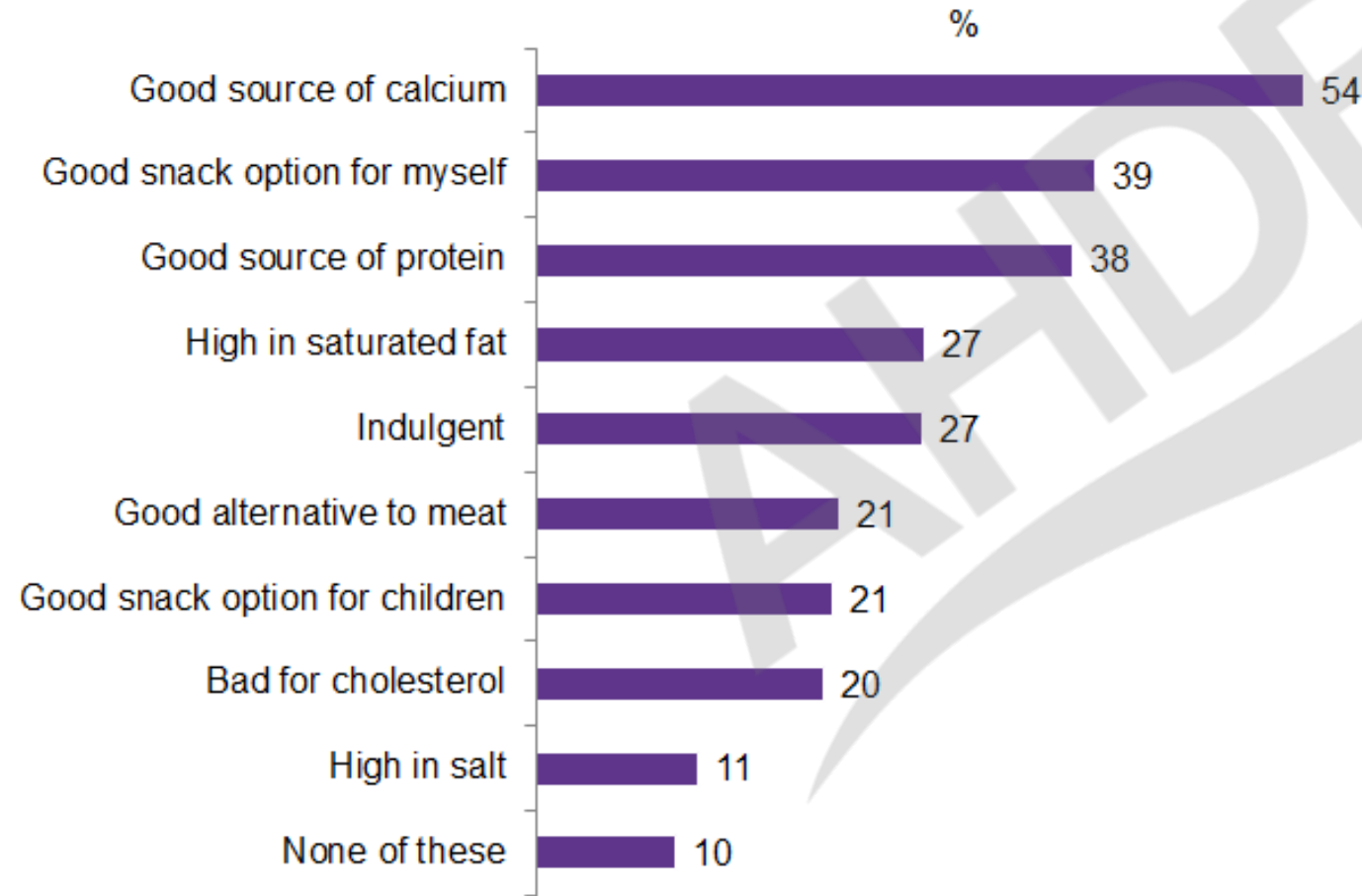
Susie Stannard, Senior Consumer Insight Analyst, AHDB

May 2018

Cheese is a much-loved food in the UK; 90% of households buy it and it is seen as a good source of important nutrients



“Which of the following do you most associate with cheese?”



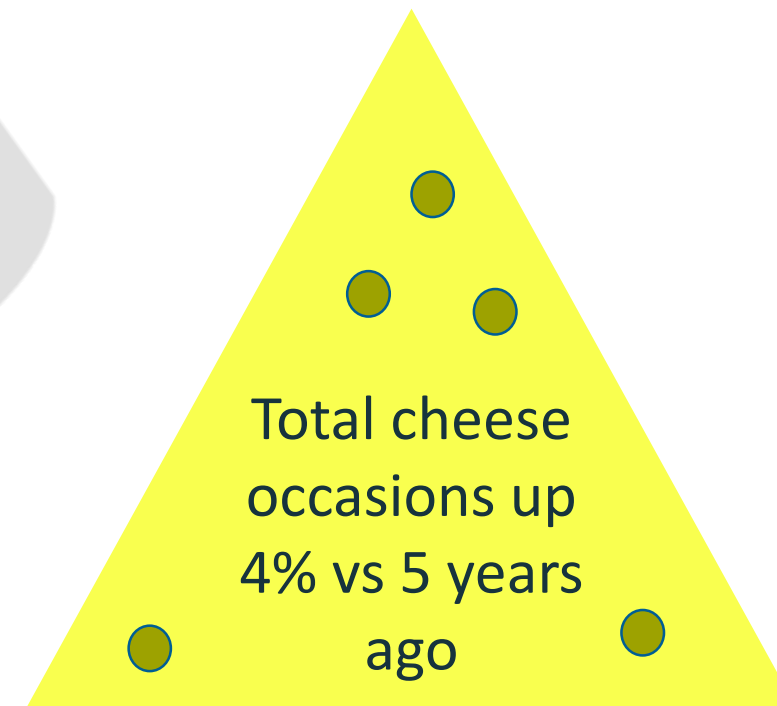
“For me to cut down my dairy they must invent a decent variety of dairy-free cheeses that actually taste as good as the real thing.”
Male, 20, White British, ABC1

“Losing cheese would be **DEVASTATING!**”
Male, 28, White British, C2DE

Source: AHDB/Mintel/Lightspeed Oct 2017

• Source: 2CV/AHDB's Young Consumers research Feb 2018

Most of the dairy category doing well in value terms, but cheese the only one growing in number of usage occasions



Source: Kantar Usage

Whilst the rest of dairy has been under some pressure, cheese bucks the trend...

Cheese used as an ingredient in meals has featured at 5% more occasions than last year

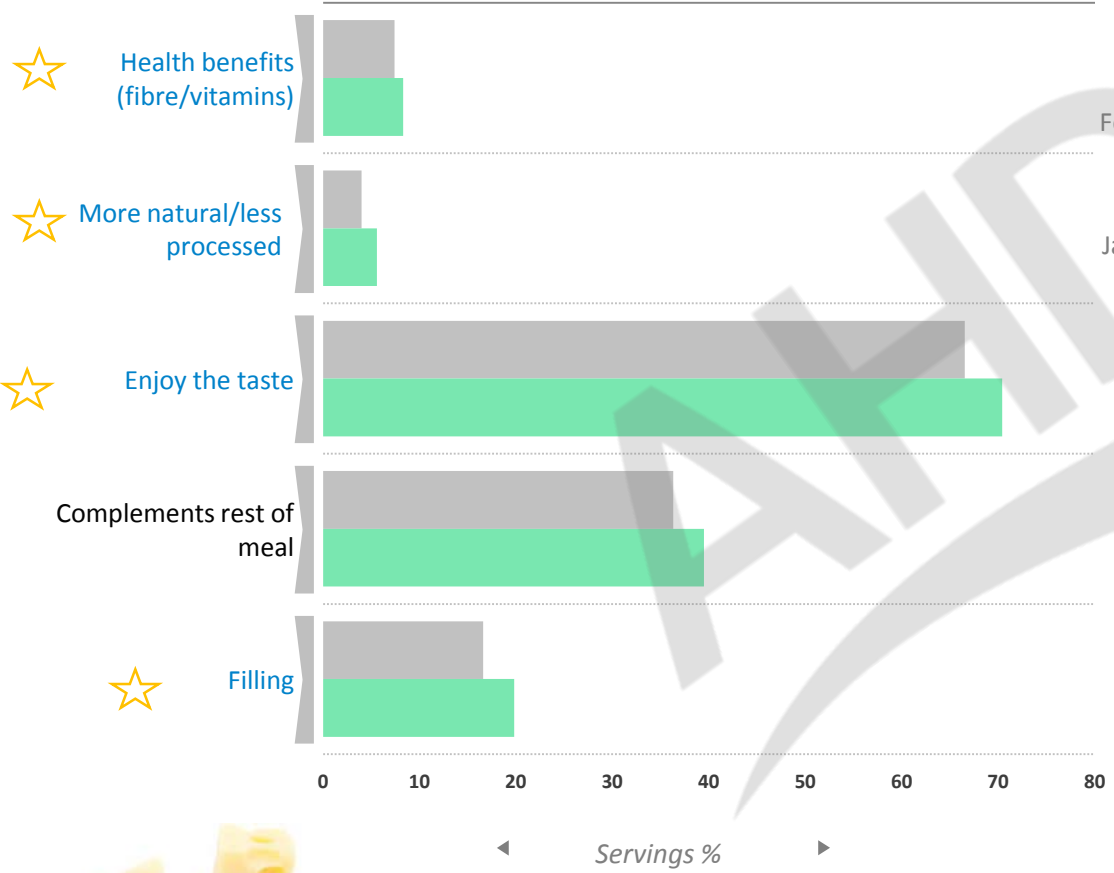
Italian food, Vegetarian dishes, Baked potato meals, Mexican food, Salads, all featuring more cheese. (Sandwiches also up!)



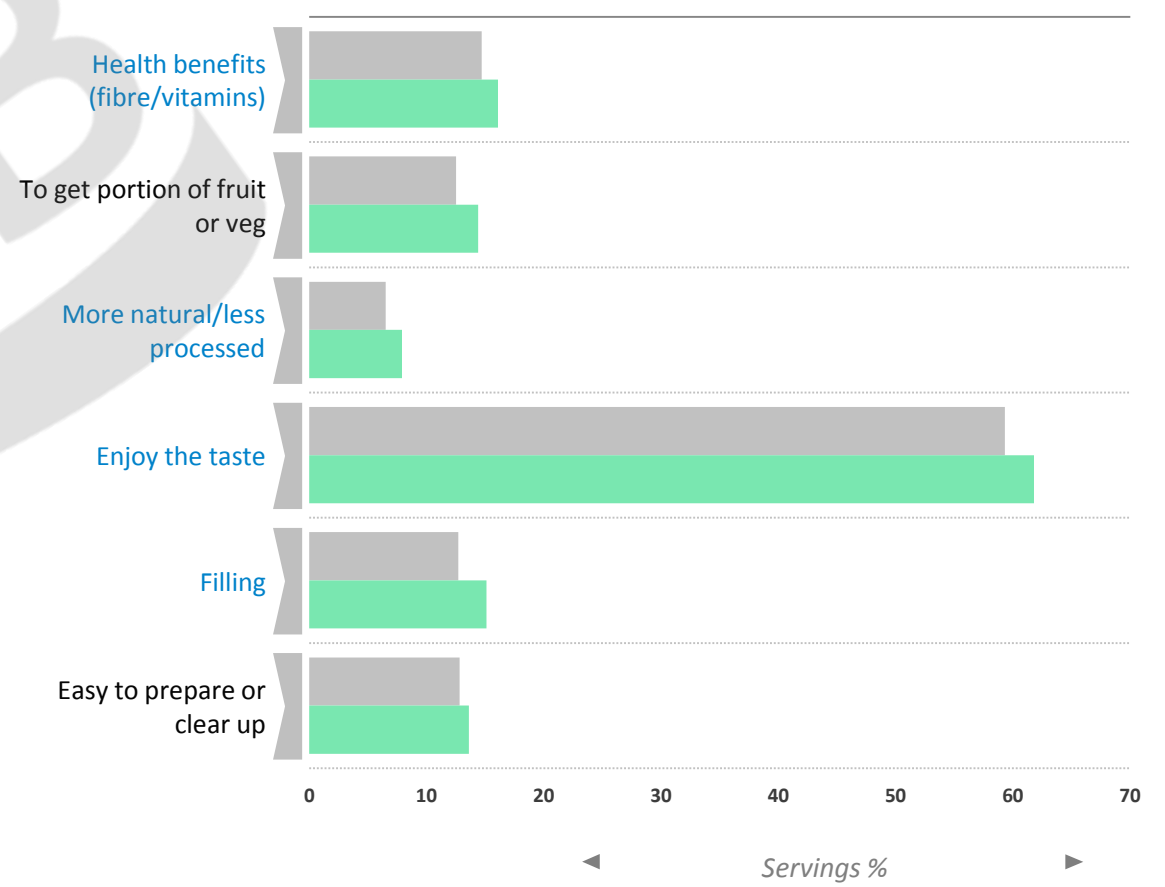
Cheese is fulfilling the needs that we are increasingly looking for within our general food choices



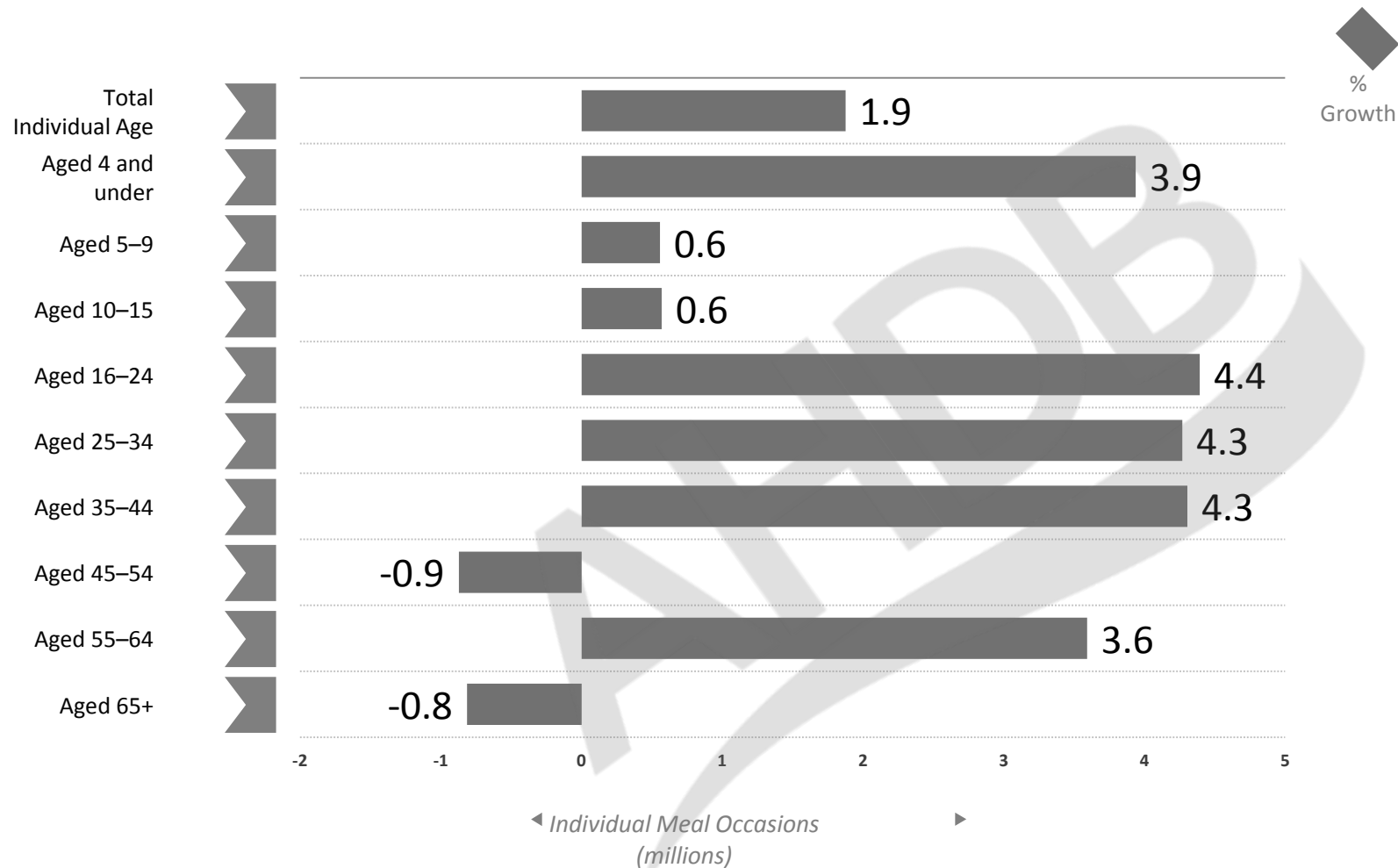
Fastest-growing needs – Cheese



Fastest-growing needs – total food



Cheese has grown in popularity across most age groups, but particularly younger adults

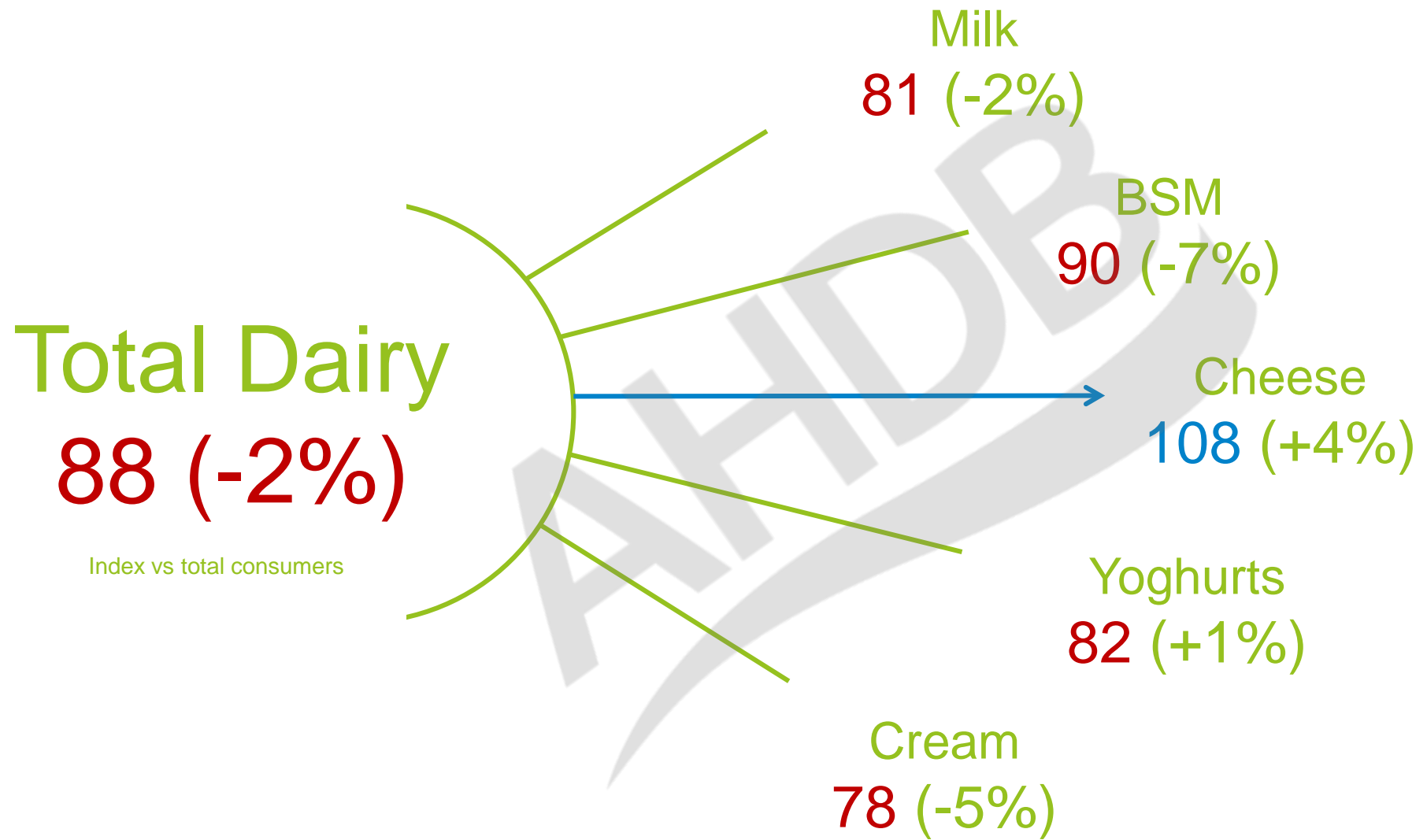


We are eating cheese more at our core meals... but not snacking on it

In-home lunches +1%
 Carried-out lunches +2%
 Teatime +4%
 Evening Meal +4%
 Snacking -4%



What dairy categories are millennials having?

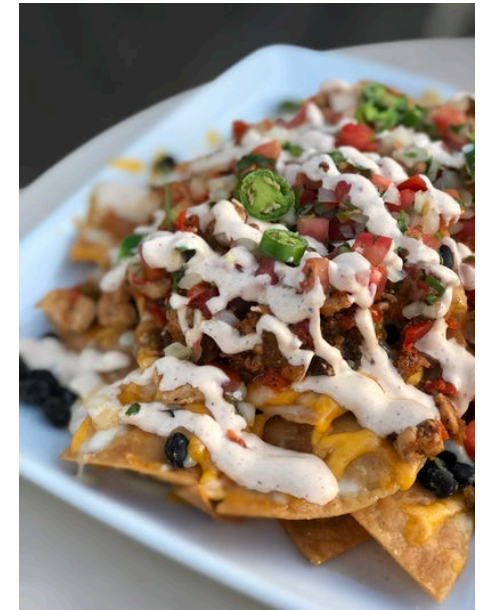


While, generally, millennials tend to eat less dairy than most consumers, they eat MUCH more cheese – and this is growing over time

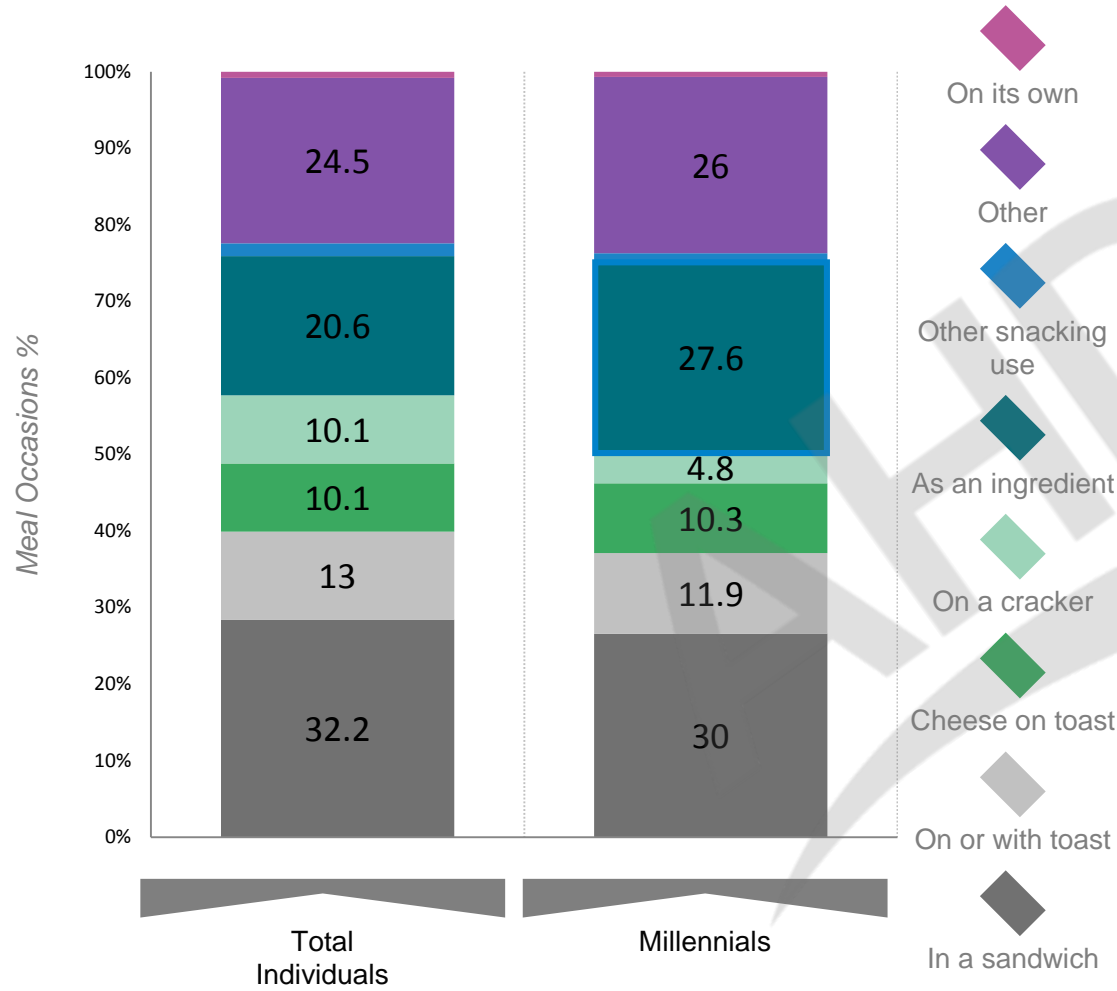
Key opportunities for millennials are in Italian foods, pizza and Mexican food

Top meal choices: Total food Index millennials vs total consumers

Sandwiches	93
Italian Food	136
Pizza	135
Indian Food	147
Roast Dinners	105
Pies/Pasties/Puds & Sav Pastries	96
Oriental Food (incl. Thai)	113
Vegetarian Dishes	142
Mexican Food	143
Toast Meals	82
Salad	75
Wet Fish & Shellfish	82



Millennials are far more likely to eat cheese as an ingredient



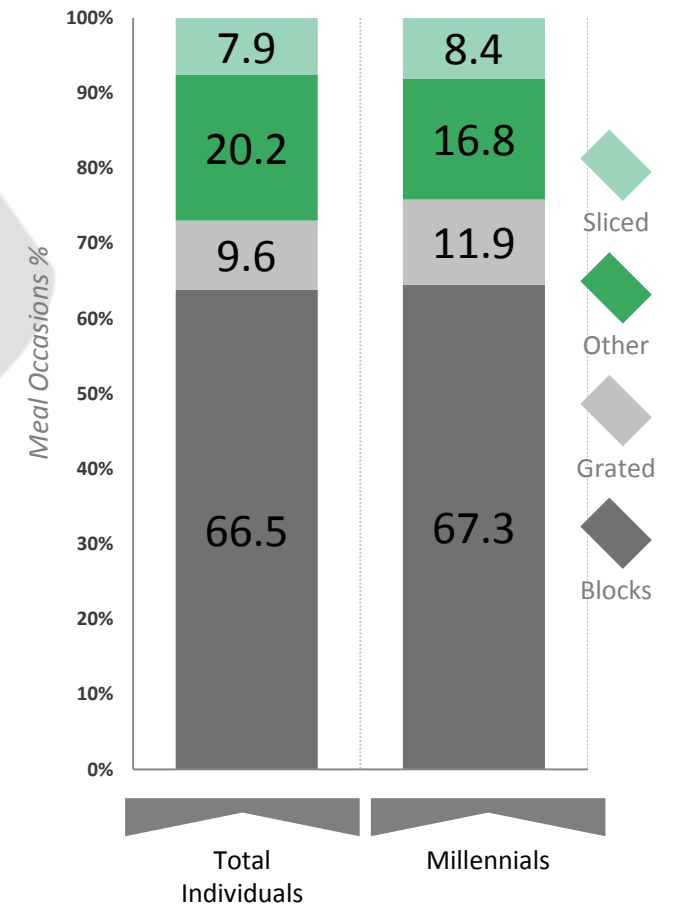
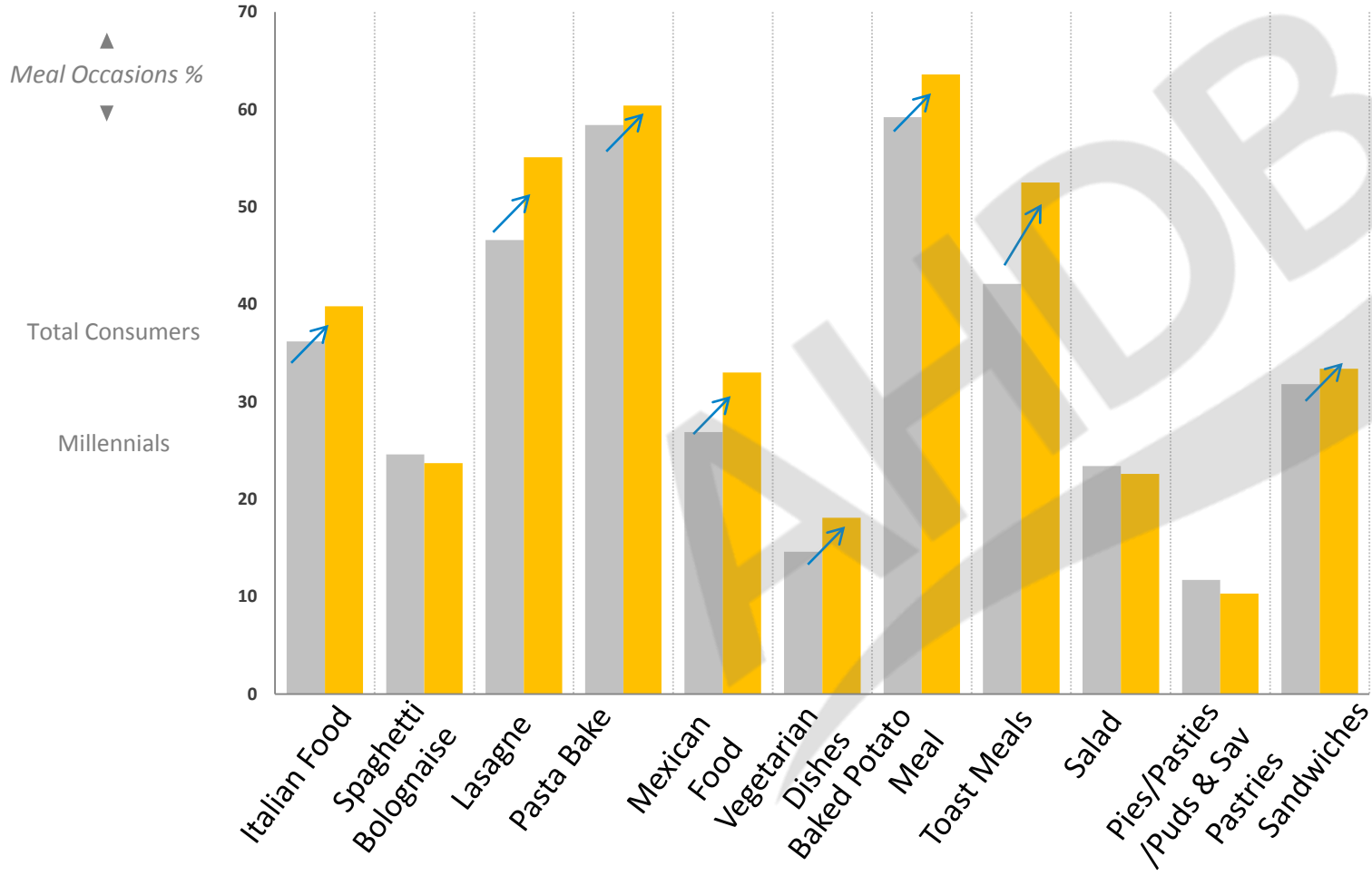
20% of all cheese occasions had by millennials feature in/with **Italian Food** (146 vs total consumers)

Lasagne (163), Spaghetti bolognaise (129), Pasta bake (144)



Other key foods that millennials are more likely to eat cheese with include:
Baked potato (116), Mexican food (171), Vegetarian dishes (168)

Millennials are generally adding more cheese to their top dishes rather than simply favouring dishes which feature more cheese



Millennials love cheese

- Widely cited as the part of dairy they'd be least likely to give up
- Alternatives not seen as viable for most
- They add it to many of their meals

Fulfilling multiple need states

- Taps into the currently most sought-after attributes for food:
 - Enjoyable
 - Less processed
 - Filling
 - Contains necessary vitamins/minerals
- The artisan nature of many cheeses appeals to millennials in that they can be curated and Instagrammed, much like craft beer

Opportunities

- Italian meals and pizza are key for dairy consumption
- Indian food is very popular amongst this group – opportunities in both scratch cooking and prepared foods for yoghurt, butter (via ghee) and paneer, which would be particularly appealing to the vegetarian sector
- Adult snacking occasions are currently less exploited for dairy – NPD in this area, particularly around functional and health benefits of cheese (high protein, satiety, healthy fats), may prove fruitful

www.ahdb.org.uk/consumerinsight

New health report June 2017

CONSUMER FOCUS: HEALTH

AHDB's consumer insight team actively tracks, monitors and evaluates consumer behaviour, reporting on the latest consumer trends and picking out what they mean for the industry and agriculture. Health is one segment which is rising in importance for consumers and Mintel report that 25.3% of all new product launches in 2016 had a health claim.

Consumers' search for 'fresh' and 'natural' emerges in the backdrop of health. Looking at product synergies with those that have a stronger fresh and natural association could help raise additional usage. Health is also the perfect platform to talk to consumers about freshness and product benefits, giving consumers reasons to buy. The industry can further build on the desire to eat healthily with clear and concise messaging, educating and informing the consumer of associated health benefits. This report examines health through the eyes of the consumer and picks out the challenges and opportunities in meeting the health needs of the modern consumer.

UNDERSTANDING OF HEALTH THROUGH THE EYES OF CONSUMERS

How important is health to consumers?

Enjoyment and practicality remain a key focus of the majority of meal choices made by the consumer -but research from Kantar Worldpanel points towards a growth in health as a reason for choice. This movement is happening at the same time as Britain continues to face high levels of obesity. Over the past year, health as a reason for consumption has grown at a faster rate than that of taste and practicality. Currently, retail food sales associated with health are valued at \$22.7bn by Kantar Worldpanel.

Food needs states*

- Health 32%
- Enjoyment 78%
- Practicality 55%

*Proportion higher than 100% due to multi select option available.

Proportion of food servings in the home chosen for health reasons

2017 32%
+14% versus 5 years ago
Source: AHDB/Kantar Worldpanel Q2 week March 2017

Breakdown of servings chosen for health

- 5.5% Lighter / not filling
- 4.2% Varied diet
- 1.7% Healthier meal
- 35.0% Specific health benefits (eg. fibre / calcium)
- 27.8% Portion of fruit / veg
- 12.5% Lower fat / sugar / salt
- 14.3% More natural / less processed
- 2.7% Calorie control

Health can mean different things to consumers and subsequent behaviour can depend on the perspective taken. When prompted their reasons for a healthy choice were the clear health benefits, such as fibre/ calcium content. The strongest rise in the last 12 months came from those looking for 'more natural/less processed' products, providing an indication that consumers care greater control in what's going into meals.

Source: AHDB/Kantar Worldpanel Q2 week Feb 2017. We weighted to 100% of servings chosen for health.

If you would like more information, then please sign up to the consumer insight newsletter at the link above.

Web version | Update preferences | Unsubscribe | Tweet

Consumer Insights
September 2017

AHDB
AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD

Welcome to the latest edition of AHDB's Consumer Insights

Understanding consumers is essential to achieving success in any business and grocery retail is no exception. When UK shoppers buy food, price and quality are crucial factors but understanding other influences can add clarity on current market position and future opportunities.

The latest consumer focus report on 'young consumers' explores where the lifestyle choices of younger generations can differ from those before them and how age might not be the most significant factor influencing food decisions.

A wide range of food industry topics are examined in this newsletter. For example, price marked packs are reviewed, in particular the way in which clear price labelling has become more prominent in the time since promotion levels have dropped. Whether this approach has been successful with shoppers is considered. The food-to-go sector is in growth and our article describes how the offering has adapted to better meet the needs of the contemporary consumer.

The articles listed below cover themes from food packaging to eating out and provide an overview of some of our research during the past quarter.

Consumer Focus: Young Consumers

Consumers often retain the habits that they build up early on in life as they age. There is an argument that younger generations are living differently to the generations before them and it is therefore important that an understanding of young consumers' needs and attitudes is developed. They will form an increasingly important sector of the grocery market and will ultimately become the older generation of the future. According to ONS data young consumers between the ages of 18 and 34 account for approximately 22.5% of the total UK population. This report explores key areas in which young consumers' habits differ from the rest of the population and considers what challenges and opportunities this may pose for

Whilst we would love you to use our work, please contact us first so we can secure the relevant permissions

© Agriculture and Horticulture Development Board 2018 | All Rights Reserved