



**Euromonitor
International**

Cheese in the US

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Cheese continues to grow with consumers favouring unprocessed options
- Kraft Heinz Co loses ground to private label
- Consumption of artisanal cheese boosts online sales

PROSPECTS AND OPPORTUNITIES

- Private label set to win over price-sensitive consumers
- Health and wellness trend will boost premium innovations
- Consumers will continue to favour traditional cheese over plant-based options

CATEGORY DATA

- Table 1 - Sales of Cheese by Category: Volume 2020-2025
- Table 2 - Sales of Cheese by Category: Value 2020-2025
- Table 3 - Sales of Cheese by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Cheese by Category: % Value Growth 2020-2025
- Table 5 - Sales of Spreadable Cheese by Type: % Value 2020-2025
- Table 6 - Sales of Soft Cheese by Type: % Value 2020-2025
- Table 7 - Sales of Hard Cheese by Type: % Value 2020-2025
- Table 8 - NBO Company Shares of Cheese: % Value 2021-2025
- Table 9 - LBN Brand Shares of Cheese: % Value 2022-2025
- Table 10 - Distribution of Cheese by Format: % Value 2020-2025
- Table 11 - Forecast Sales of Cheese by Category: Volume 2025-2030
- Table 12 - Forecast Sales of Cheese by Category: Value 2025-2030
- Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
- Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in the US - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2025: The big picture
- Key trends in 2025
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 19 - Penetration of Private Label by Category: % Value 2020-2025
- Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cheese-in-the-us/report.