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US Collection

Cheese: United States

May 2018



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About This Report

Scope & Method

This report forecasts to 2022 US natural cheese consumption in pounds. Total consumption is segmented by product in terms of:

- Mozzarella
- Cheddar
- other American-type
- other Italian-type
- cream and Neufchâtel
- Swiss-type
- all other natural cheese such as Hispanic, Muenster, and Blue

To illustrate historical trends, total consumption and the various segments are provided in annual series from 2007 to 2017.

Processed cheese, processed cheese foods and spreads, cold pack cheese and cheese foods, and imitation cheeses are excluded from the scope of this report.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Cheese: United States (FF10030) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

About This Report

- national, regional, and international non-governmental organizations
- trade associations and their publications
- syndicated retail sales-tracking data through selected US retail outlets
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | Industry Codes Related to Natural Cheese

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
311511	Fluid Milk Manufacturing	2022	Natural, Processed, and Imitation Cheese
311513	Cheese Manufacturing	2026	Fluid Milk

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Food Containers in the US, April 2018

Food Safety Products in the US, April 2018

Global Industrial Enzymes Market, January 2018

Protective Packaging Market in the US, November 2017

Global Food Processing Machinery, September 2017

Stretch & Shrink Film Market in the US, September 2017

Food & Beverage Natural Colors Market in the US, September 2017

Packaging Films Market in the US, July 2017

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Dairy Products: United States

Food Processing Machinery: United States

Nuts & Seeds: United States

Processed Food: United States

Snack Foods: United States

Wine: United States

Yogurt: United States

Freedonia Custom Research

Trade Publications

Dairy Foods

Dairy Reporter

Food Business Review

Food Technology

Progressive Grocer

Supermarket News

Agencies & Associations

American Cheese Society

American Dairy Products Institute

Experian Marketing Services

International Dairy Federation

Simmons National Consumer Survey

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

About This Report

United States International Trade Commission
Wisconsin Milk Marketing Board
Wisconsin Specialty Cheese Institute