

## Getting started

To start using your Oxygen account, log in here with your username and password

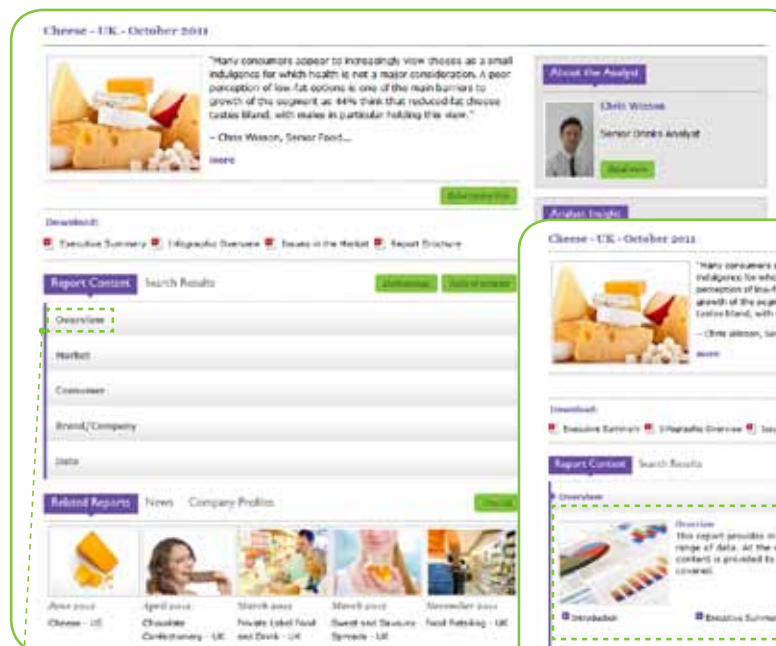


Click here to find subscription information on your chosen report

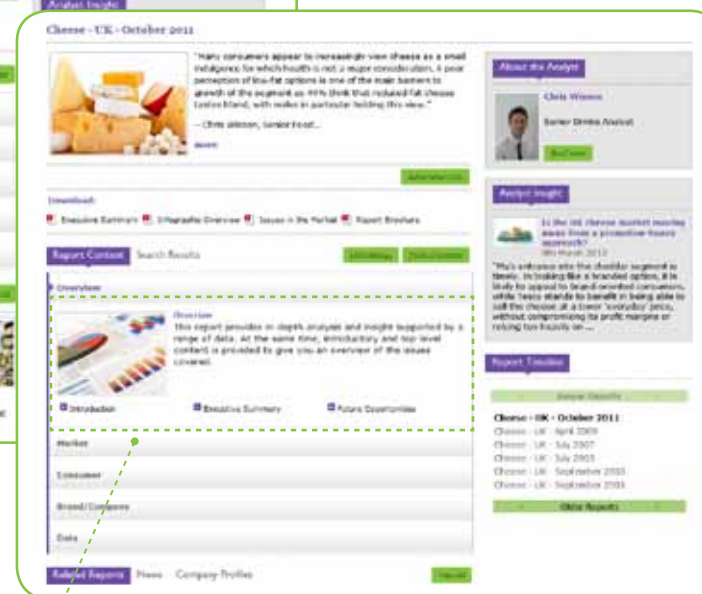
## How to find report sections

Our report content is now accessible in two ways: you can find individual report sections within topline groups, or through a traditional table of contents.

Report content groups:

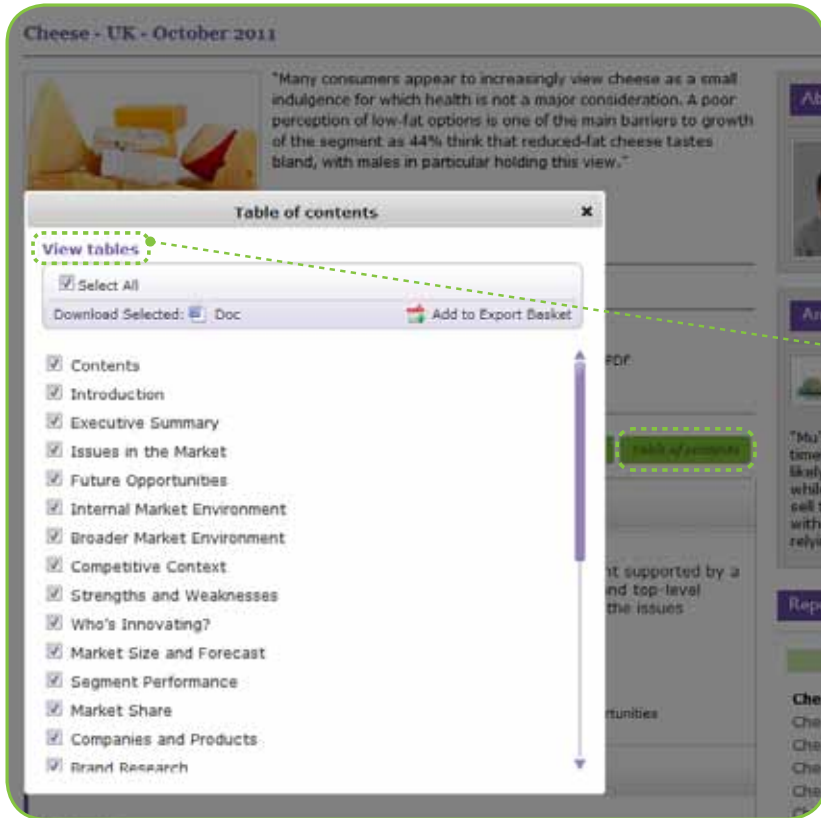


Clicking on the report content headings will show you which sections make up these groups



Once clicked, the group will allow you to navigate to relevant report sections

# Table of contents



View tables

Select All  
Download Selected: Doc Add to Export Basket

'Follow you'  
navigation bar

Table of contents  
drop down

Click here to view  
tables in the report

# Navigation

When you're in a report section there are numerous ways to navigate.  
The new 'follow you' navigation bar offers quick and easy jump-off points.

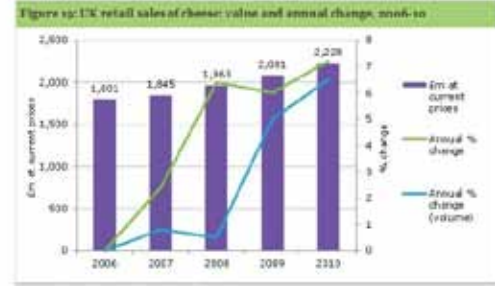


Cheese - UK - October 2011  
Market Size and Forecast  
Content Map

Strong promotional activity boosts volume sales  
The cheese market is mature and has historically been fairly stable and has tended to show only small change year on year in volume terms.  
However, in 2009, there was a jump ahead in value sales, strong growth continuing in 2010 with sales increasing 7.2% on the previous year. While volumes are also notably up, the downside of this growth is that it is largely attributable to aggressive but unsustainable promotional activity.

Figure 10: UK retail volume and value sales of cheese, at current and constant prices, 2006-11

	000 tonnes	Index (2006 = 100)	Annual % change	£m at current prices	Index (2006 = 100)	Annual % change	£m at 2006 price	Index (2006 = 100)	Annual % change
2006	295.8	100	n/a	1,601	100	n/a	1,601	100	n/a
2007	299.2	100.8	+0.8	1,845	102.4	+2.4	1,764	97.9	-2.1
2008	300.9	101.4	+0.3	1,563	109.0	+6.4	1,718	95.4	-2.6
2009	315.9	106.4	+3.0	2,081	115.6	+6.0	1,729	96.0	+0.7
2010	335.4	113.3	+6.5	2,728	123.7	+7.2	1,795	99.7	+3.8
2011 (est)	349.0	117.5	+3.7	2,368	131.5	+6.3	1,800	99.9	+0.3



For more information contact your subject librarian.

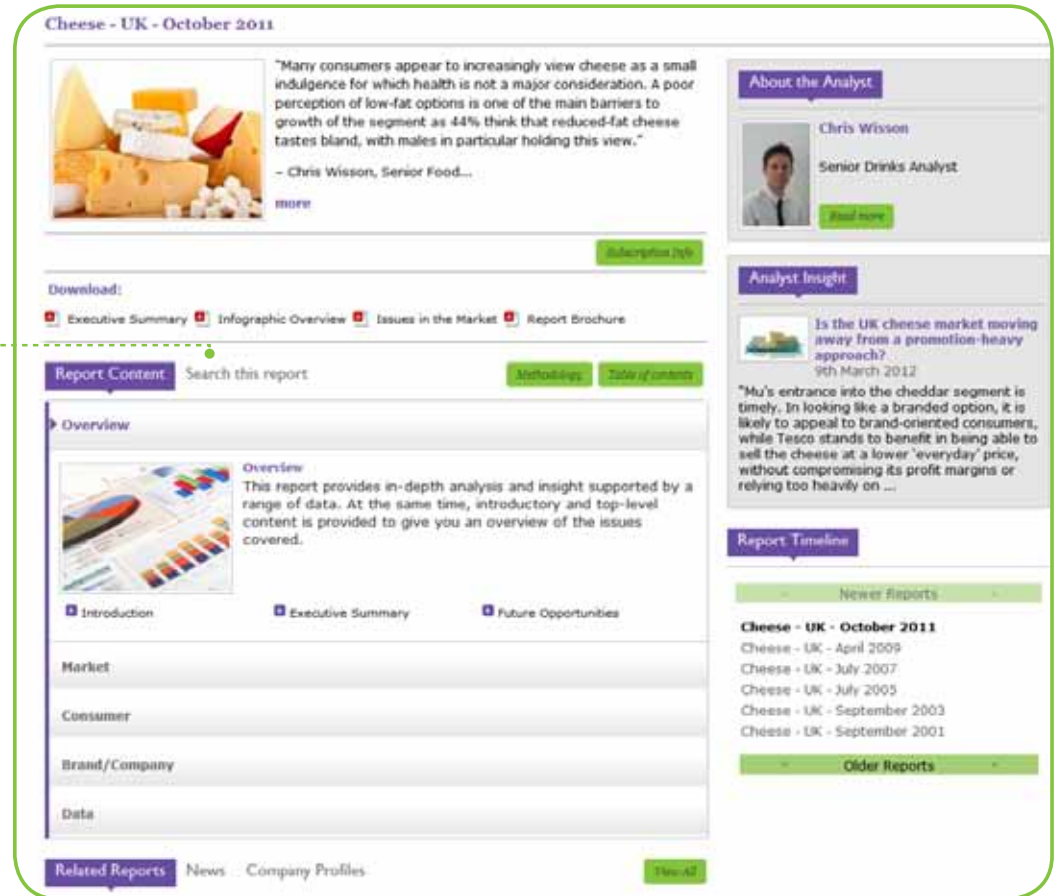
# Content map

The content map allows you to quickly find specific report sections within the content groups.



# Search

Instead of searching in the top right of the page, the inter-report search bar now appears next to the report contents menu on the report homepage.



Click here to start your search

For more information contact your subject librarian.

# Search continued

Cheddar - UK - October 2011

Now consumers appear to increasingly view cheddar as a small indulgence for which health is not a major consideration. A poor perception of low fat options is one of the main barriers to growth of the segment as 44% think that reduced-fat cheese tastes bland, with males in particular holding this view.

Chris Watson, Senior Food...

About the Analyst  
Chris Watson  
Senior Drinks Analyst

Analyst Insight  
Is the UK cheddar market moving away from a premium-heavy approach?

Download:  
Executive Summary | Strategic Overview | Issues in the Market | Report Brochure

Report Content  
Search this report

Search within report

Related Reports: News Company Profiles

Year 2011 April 2011 March 2011 March 2011 November 2011  
Cheese - US Chocolate Confectionery - UK Private Label Food and Drink - UK Sweet and Savoury Sweets - UK Food Retailing - UK

Report Timeline  
Annual Reports

Cheddar - UK - October 2011  
Cheese - UK - April 2009  
Cheese - UK - July 2007  
Cheese - UK - July 2005  
Cheese - UK - September 2003  
Cheese - UK - September 2001

Other Reports

Type your search terms here and hit enter, or click on the 'Search within report' button

Search Results

Search within report

Results for "cheddar"

Overview

- Introduction
- Executive Summary
- Future Opportunities

Market

- Issues in the Market
- Competitive Context
- Segment Performance
- Internal Market Environment
- Strengths and Weaknesses
- Market Share
- Broader Market Environment
- Market Size and Forecast
- Channels to Market

Consumer

- Consumer - Trends in Usage
- Consumer - Choice Factors
- Consumer - Target Groups
- Consumer - Attitudes towards Cheese

Brand/Company

- Who's Innovating?
- Brand Research
- Brand Communication and Promotion
- Companies and Products

Data

- Appendix - Internal Market Environment
- Appendix - Consumer - Trends in Usage
- Appendix - Consumer - Choice Factors
- Appendix - Market Size and Forecast
- Appendix - Consumer - Usage of Cheese by Occasion
- Appendix - Consumer - Target Groups
- Appendix - Brand Research
- Appendix - Consumer - Attitudes towards Cheese

Report Timeline  
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Cheddar - UK - October 2011  
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Cheese - UK - July 2005  
Cheese - UK - September 2003  
Cheese - UK - September 2001

Other Reports

Your search result will appear here

Run a search within the report from any section

Search

Cheddar - UK - October 2011

Search within report

Your search results will appear in a lightbox

Search Within Report

Search within report

Results for "cheddar"

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## Related content

The reports are supported by related content from across Oxygen. You can find the related content either on the report homepage or within individual report sections.

On the report homepage:

Related content at a glance with a 'View All' link showing you the full amount

In individual report sections:

Click here to see links to related content from across Oxygen

### Other useful features

Oxygen is designed to be easy to use, providing you with the information you need when you need it. Other features that will help meet these goals include:

- Exporting report sections and subsections to your Export Basket;
- Downloading report summaries, presentations and infographics quickly and easily.

If you would like to arrange a training session or if you have any questions or comments please get in touch with your subject librarian.

For more information contact your subject librarian.