

Cheese in Eastern Europe

December 2021

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REGIONAL OVERVIEW

Eastern Europe recording strong growth over 2016-2021

Positive growth rates throughout 2016-2026 for Eastern Europe

Russia, Poland and the Czech Republic driving actual sales growth

Packaged hard cheese now outweighs unpackaged in Eastern Europe

Russian packaged hard cheese accounts for a third of new sales

Worsening performances seen in most countries in 2021

Modern grocery retailers continue to dominate cheese sales

E-commerce gains share, but remains a minor sales channel

LEADING COMPANIES AND BRANDS

Private label continues gaining share in the Czech Republic

Leader Lactalis continues gaining ground

Russia and Poland the major revenue generators in the region

Président continues cementing its leadership in cheese

FORECAST PROJECTIONS

Cheese to see continued growth in Eastern Europe over 2021-2026

HW cheese products will continue seeing the most dynamic growth

Habit persistence will be a major growth driver

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Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

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