

Plant-based cheese

A category with expanding opportunities for product innovation

The U.S. retail market¹



\$233 MM

Retail dollar sales (2022 U.S. market)



47 MM

Retail unit sales (2022 U.S. market)



-2%

Retail dollar sales growth vs 2021



-5%

Retail unit sales growth vs 2021



51%

Retail dollar sales growth vs 2019



5%

Household penetration



1.1%

Market share of overall category



50%

Repeat buyers

Consumer insights

18%

of U.S. consumers have tried plant-based cheese.

43%

of those who have tried plant-based cheese like or love it.

4.5%

of menus have a plant-based cheese item.²

Top reasons for following a dairy-free diet according to consumers³:

1. Digestive health
2. To feel healthier
3. Environmental concerns
4. Animal rights

Common ingredients⁴

- Almond
- Cashew
- Pea
- Soy
- Canola
- Coconut
- Potato
- Tapioca

Competitive landscape¹

40	Brands with >\$10k in 2022 retail dollar sales (not including private label)
200+	Total number of products with 2022 retail dollar sales >\$10k
Top 10 Brands	Top 10 brands by 2022 U.S. retail dollar sales (not including private label) in alphabetical order <ul style="list-style-type: none"> • Daiya • Follow Your Heart • Go Veggie • GOOD PLANeT FOODS • Lisanatti • Miyoko's Creamery • So Delicious Dairy Free • The Field Roast Grain Meat Co. • Vevan • Violife

Areas of opportunity³

Cost parity	<ul style="list-style-type: none"> • Scaling up production
Nutrition	<ul style="list-style-type: none"> • Dairy cheese equivalence • Protein content • Calcium content • Emerging protein sources • Saturated fat reduction
Diversity	<ul style="list-style-type: none"> • Expand beyond mozzarella and cheddar to other cheese types like Camembert, parmesan, Roquefort, brie, bleu, etc.
Flavor	<ul style="list-style-type: none"> • Dairy flavor
Performance	<ul style="list-style-type: none"> • Reduce base off-notes • Melting • Browning • Grating

More information on common ingredients and areas of opportunity for plant-based cheese can be found in GFI's [Plant Protein Primer](#).

References

¹SPINS retail POS and HH panel data ending 1-1-2023

²Datassential, [2022 Plant-Forward Opportunity](#)

³Euromonitor, [Trends to Watch in Plant-Based Milk](#).

⁴The Good Food Institute, [Plant Protein Primer](#).

About GFI

The Good Food Institute is a nonprofit think tank working to make the global food system better for the planet, people, and animals. Alongside scientists, businesses, and policymakers, GFI's teams focus on making plant-based and cultivated meat delicious, affordable, and accessible. Powered by philanthropy, GFI is an international network of organizations advancing alternative proteins as an essential solution needed to meet the world's climate, global health, food security, and biodiversity goals.