

# CASE STUDY

CHEESE

FOR U.S. MARKET



## MARKET GROWTH AND SIZE

**2023 Market Value:** \$40.5 billion USD

**Projected CAGR:** 4.5%

**Forecasted 2031 Market Value:** \$55 billion USD

## Key Growth Drivers

Health & Wellness Trends

Product Innovation

Retail & E-commerce Growth

Rising Foodservice Demand



## »»» SEGMENTATION BY PRODUCT

Cheddar, Mozzarella, Processed, Plant-based

## »»» BY DISTRIBUTION CHANNELS

Supermarkets, Specialty Stores, Online Platforms

## »»» BY DEMOGRAPHIC

Adults, Families, Health-conscious consumers

## »»» TOP PLAYERS (2023 MARKET SHARE)

Kraft Heinz (30%)

Lactalis (20%)

Dairy Farmers of America (15%)

Others (35%)





## **SALES PROJECTION (2023-2030)**

Steady 4.5% CAGR



## **GROWTH FACTORS**

Innovation, sustainability, and personalization



## **CHALLENGES**

Price Volatility, Regulatory Compliance, Competition from Plant-based Alternatives



## **CONCLUSION**

The U.S. cheese market is set for consistent growth, driven by consumer demand for quality and innovation.



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# **SALES PLAN**



- 
- Increase revenue by 10-12% annually
  - Expand client base in the U.S. cheese market through B2B partnerships
  - Improve sales conversion rates by 15% over three years
  - Strengthen brand visibility through LinkedIn and targeted industry events

- »» **Demographics:** Health-conscious consumers, food enthusiasts, high-income individuals.
- »» **Geographic Focus:** Urban areas with high demand for premium food products (New York, San Francisco, Chicago).
- »» **Consumer Preferences:** Demand for organic, artisanal, and specialty cheeses.
- »» **Distribution Channels:** Retail (supermarkets, gourmet stores), foodservice (restaurants, catering), and e-commerce.



## »»» DIRECT SALES APPROACH

Equip sales reps with updated CRM tools and sales scripts

## »»» RETAIL PARTNERSHIPS

Strengthen collaborations with large retailers and foodservice distributors

## »»» E-COMMERCE FOCUS

Expand presence on platforms like Amazon and direct-to-consumer website

## »»» SUBSCRIPTION MODEL

Introduce bulk cheese delivery for restaurants and catering businesses

## »»» SOCIAL MEDIA & DIGITAL ADS

Targeted LinkedIn outreach, industry webinars, and influencer partnerships



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

\*Estimated VendorMatch sales activities projections; customizable per client's goal

- »» **Sales Volume:** Units sold per quarter.
- »» **Revenue Growth:** Percentage increase in sales year-over-year.
- »» **Market Share:** Percentage of premium cheese market captured.
- »» **Customer Acquisition Cost:** Cost of acquiring new customers through marketing.
- »» **Retail & Foodservice Partnerships:** Number of new retail stores and restaurant clients onboarded.

# RISK MITIGATION AND CONTINGENCY PLAN

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- ▶▶▶ **Regulatory Compliance:** Maintain strict adherence to FDA and USDA import guidelines.
- ▶▶▶ **Market Competition:** Differentiate through superior product quality and brand storytelling.
- ▶▶▶ **Supply Chain Resilience:** Establish multiple supplier relationships to prevent disruptions.
- ▶▶▶ **Consumer Adoption:** Educate customers via content marketing and promotional campaigns.
- ▶▶▶ **Economic Fluctuations:** Adjust pricing and distribution strategies based on market trends.



CONSULTARE INC. GROUP  
A Compliance Co.

**VENDORMATCH**.pro

# Build Your Brand! Grow With Us!

info@vendormatch.pro  
csuccess@consultareinc.com  
1-202-982-3002

