

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 AND COMPETITIVE LANDSCAPE

»»» 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**

KEY PERFORMANCE INDICATORS

- »» **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

- »» **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.

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SERVICE DELIVERABLES



»»» **Market Entry & Regulatory Compliance**

- »»» U.S. FDA & USDA compliance guidance (labeling, GRAS, dairy-specific regs)
- »»» Foreign Supplier Verification Program (FSVP) setup
- »»» Customs and importation documentation support
- »»» Risk assessment and contingency planning

»»» **Sales & Distribution Strategy**

- »»» B2B customer segmentation & targeting (retail, foodservice, e-commerce)
- »»» Channel strategy development (direct, wholesale, digital)
- »»» Retail onboarding and account setup support
- »»» Sales pipeline creation and CRM setup

»»» **Marketing & Brand Development**

- »» U.S.-centric branding and packaging consulting
- »» Digital marketing campaign management (SEO, Meta, LinkedIn, YouTube)
- »» Influencer engagement strategy and implementation
- »» Trade show representation and product showcase management

»»» **Business Development & Lead Generation**

- »» Target buyer identification and outreach (retailers, distributors, chefs, brokers)
- »» Warm introductions and buyer meeting facilitation
- »» Sales pitch deck and capability statement creation
- »» Key account follow-up and negotiation support

»»» Specialized in Cheese & Dairy Market Entry

»» We specialize in helping international cheese producers enter and scale in the U.S. market—leveraging deep experience in dairy regulation, cold-chain logistics, and buyer trends.

»»» End-to-End Support

»» From USDA and FDA compliance to sales strategy, distribution planning, and retail onboarding—we offer a comprehensive solution tailored for cheese brands entering a competitive market.

»»» Expertise in U.S. Cheese Demand

»» We understand what U.S. buyers, distributors, and consumers are looking for—from artisanal and imported cheeses to mainstream and specialty formats, based on real consumption data and regional preferences.



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