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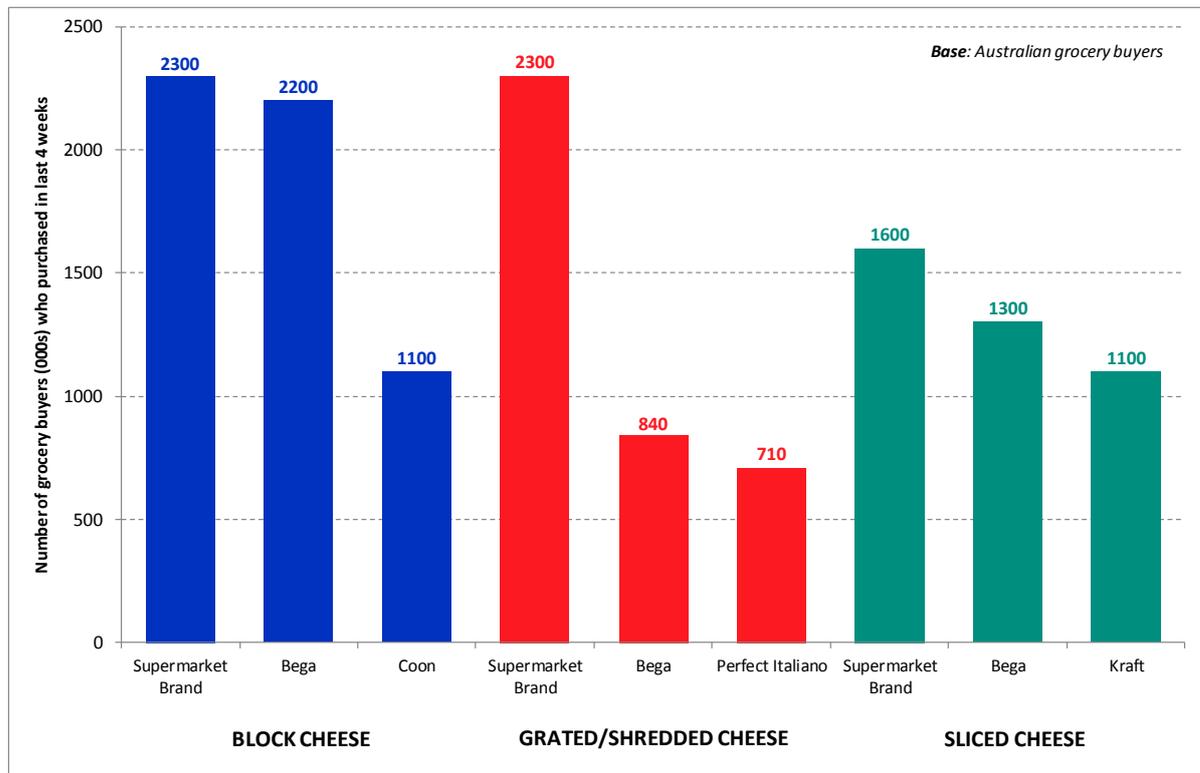
Grated, sliced and block: home brands the Big Cheese

Like milk, bread and eggs, cheese is one of those staples that finds its way into just about everyone's supermarket trolley on a regular basis. In fact, the latest findings from Roy Morgan Research reveal that 84% of Australian grocery buyers (or 11.8 million people) purchase some kind of cheese in an average four weeks: primarily block, grated/shredded and sliced. And for all three categories, home brands are the most popular choice.

Block cheese is the most popular kind of cheese by far, purchased by 9.4 million Aussie grocery buyers in an average four-week period. Some 2.3 million of them buy supermarket-brand blocks, edging out Bega blocks (2.2 million buyers) and well ahead of Coon blocks (1.1 million).

Just over 6.3 million Aussies buy grated/shredded cheese in an average four weeks, and once again, 2.3 million of them buy supermarket brands – almost triple the number who buy second-most popular brand, Bega (837,000 people). Purchased by 712,000 grocery buyers in any given four weeks, Perfect Italiano is the third-most popular choice in this category.

Supermarket sweep: Australia's most popular block, grated and sliced cheese



Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 (n=11,514).

Meanwhile, 5.4 million grocery buyers purchase sliced cheese in any given four weeks, with 1.6 million opting for supermarket brands. Again, Bega comes in second (1.3 million buyers), followed by Kraft (1.1 million).

Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:

“As we reported recently, Australian grocery buyers are not, on the whole, becoming more open to supermarket-brand products. Cheese, however, is a striking exception, with home-brands being the top choice in the block, grated/shredded and sliced categories.

“Driving the home-brand movement are grocery buyers from the 35-49 age bracket, who are consistently more likely than those from any other age group to buy supermarket-branded cheeses across all three categories. Living in a household with children under-16 also increases a grocery buyer’s likelihood of buying supermarket brand cheese (of course, many of these shoppers would fall within the 35-49 age range).

“With Australia’s supermarkets currently at ‘war’, jostling for greater market share, home brands are one of the key battlegrounds. Attracting consumers with a quality, affordable range of own-brand products is a positive way for supermarkets to prosper in this challenging climate – and though this is easier said than done, the popularity of home-brand cheese is cause for optimism...”

For comments or more information about Roy Morgan Research’s consumer goods data, please contact:**Vaishali Nagaratnam**

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View our extensive range of [Cheese Block buyer profiles](#), [Grated/Shredded Cheese buyer profiles](#) and [Sliced Cheese buyer profiles](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2