



# DAIRY FARMERS OF CANADA

## MILK & CHEESE USAGE & ATTITUDES STUDIES



July 17<sup>th</sup> 2018

Ipsos Marketing<sup>1</sup>

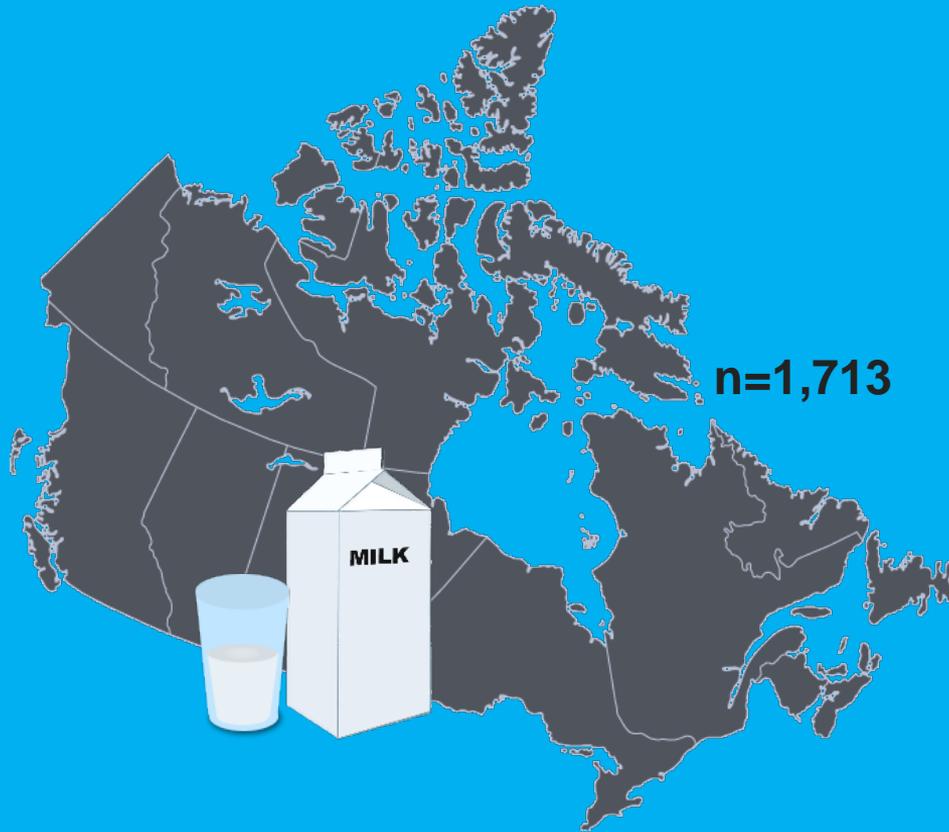
# MILK



Ipsos Marketing <sup>2</sup>



# RESEARCH DESIGN



**Online survey**  
November 2017



**ADULTS**  
18-64 y/o  
(n=1512)

**TEENAGERS**  
14-17 y/o  
(n=201)



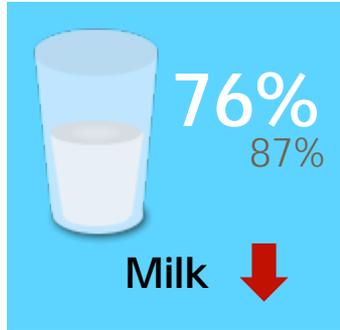
# CATEGORY USAGE

Past-Month



ADULTS

2017  
2011

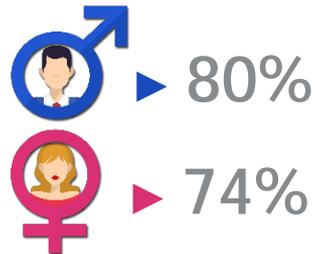
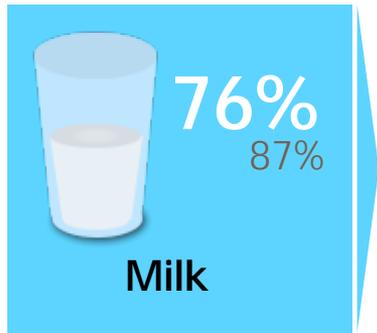


31%  
14%

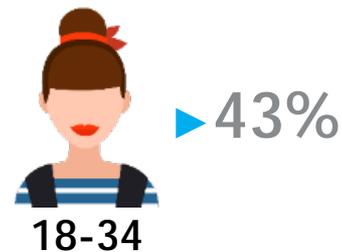
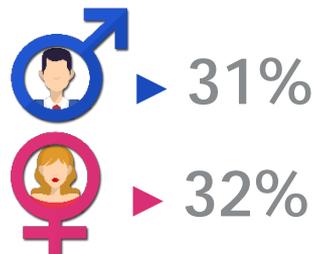
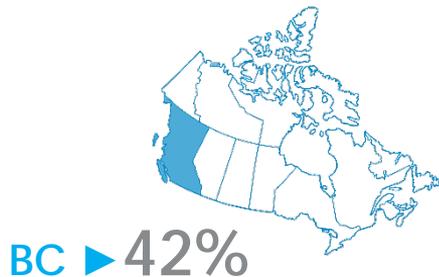
Plant-based bev. ↑

# CATEGORY USAGE

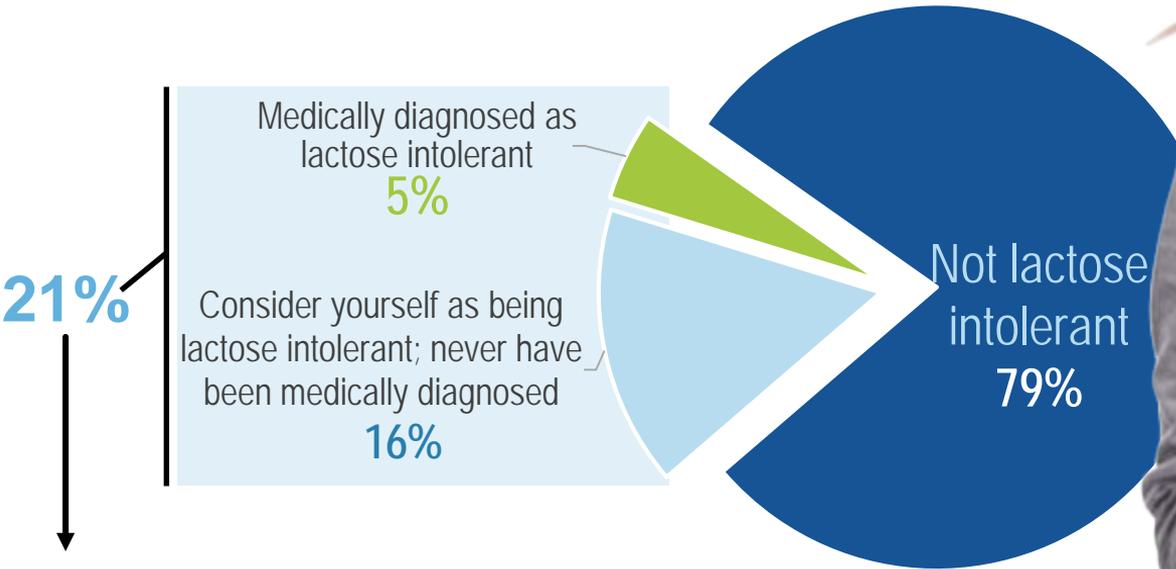
Past-Month



Plant-based bev.



# LACTOSE INTOLERANCE



**18-34**

Medically diagnosed = 7%

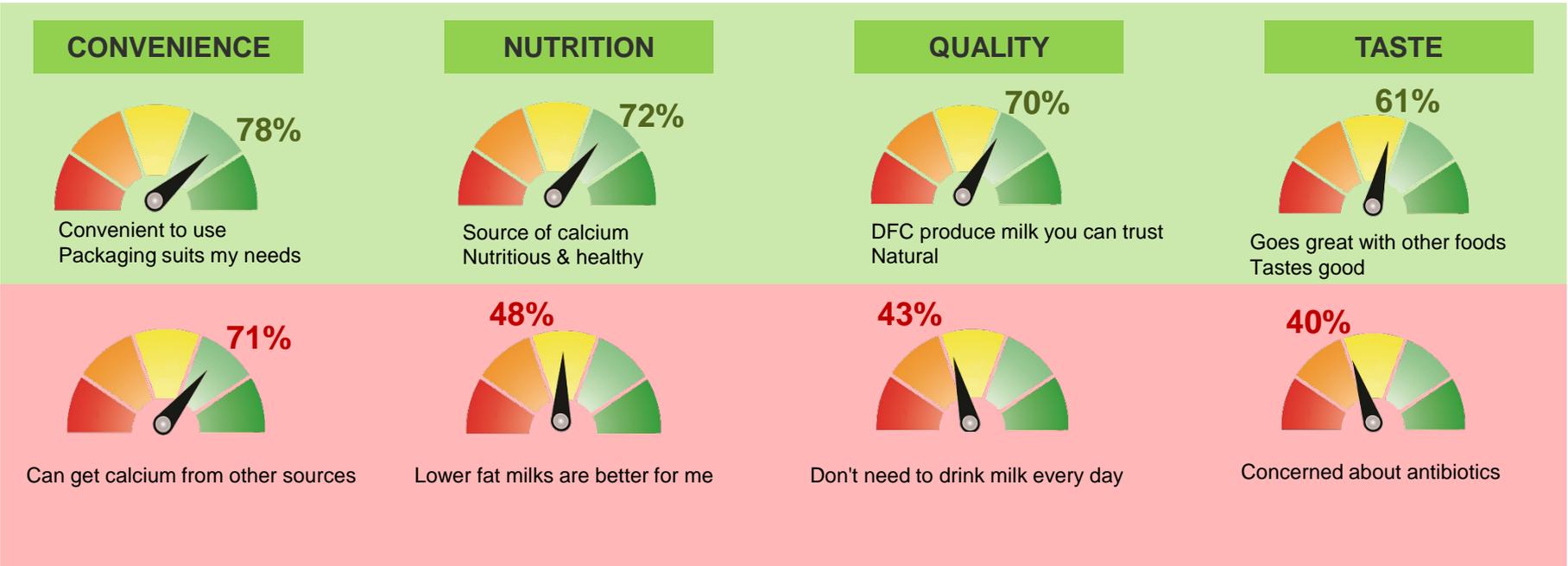
Consider being intolerant = 21%



# MILK CATEGORY PERCEPTIONS

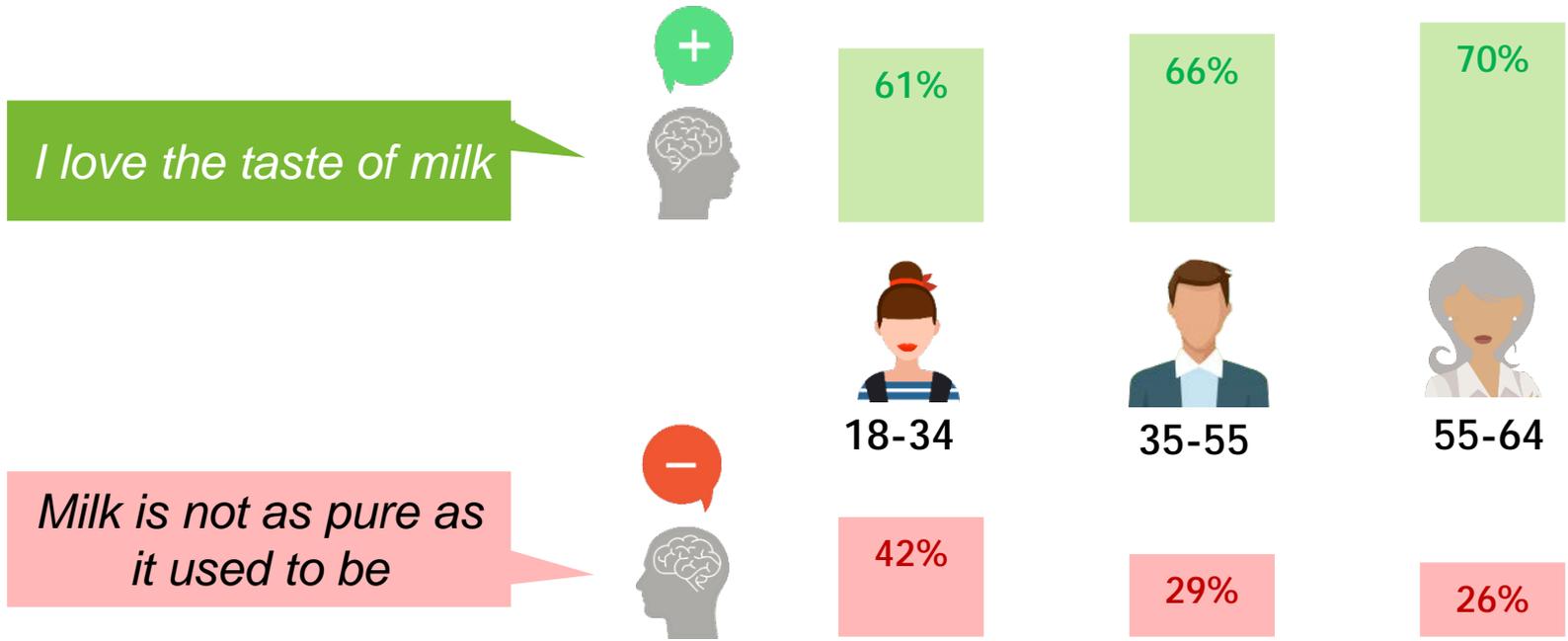


## STRONGEST PERCEPTIONS – POSITIVE AND NEGATIVE

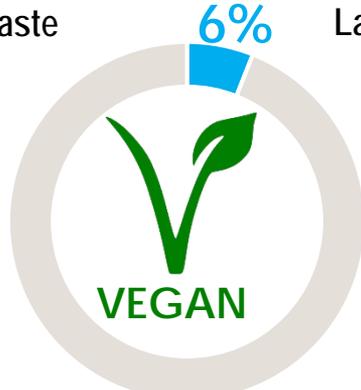
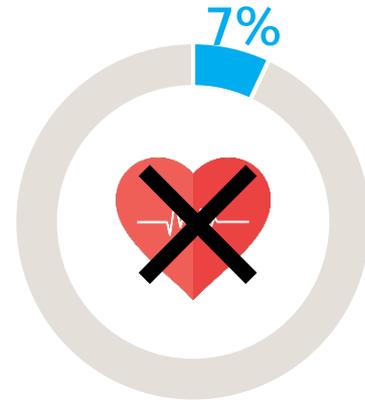
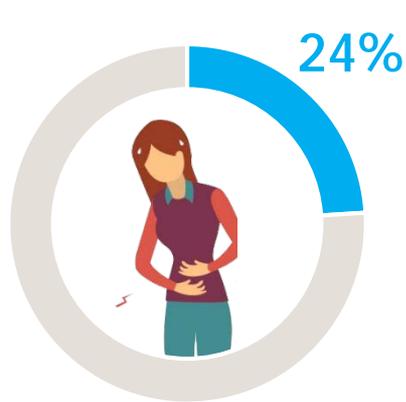
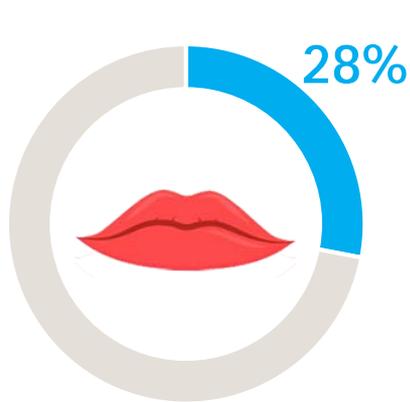
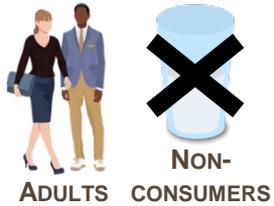




# MILK CATEGORY PERCEPTIONS: A CHALLENGE WITH MILLENNIALS



# BARRIERS TO ANY CONSUMPTION: UNAIDED



# BARRIERS TO CONSUMPTION: AIDED – TOP 3



## Non-Consumers



46%

1



Don't like the taste

2



35%

Get my calcium from other sources

28%

3

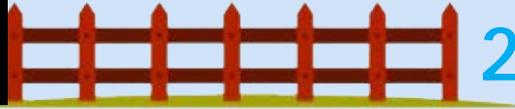


Prefer milk alternatives

## Users who could drink more milk



1



23%

Should drink more water and less milk



20%

2



Just don't think about drinking milk

3



19%

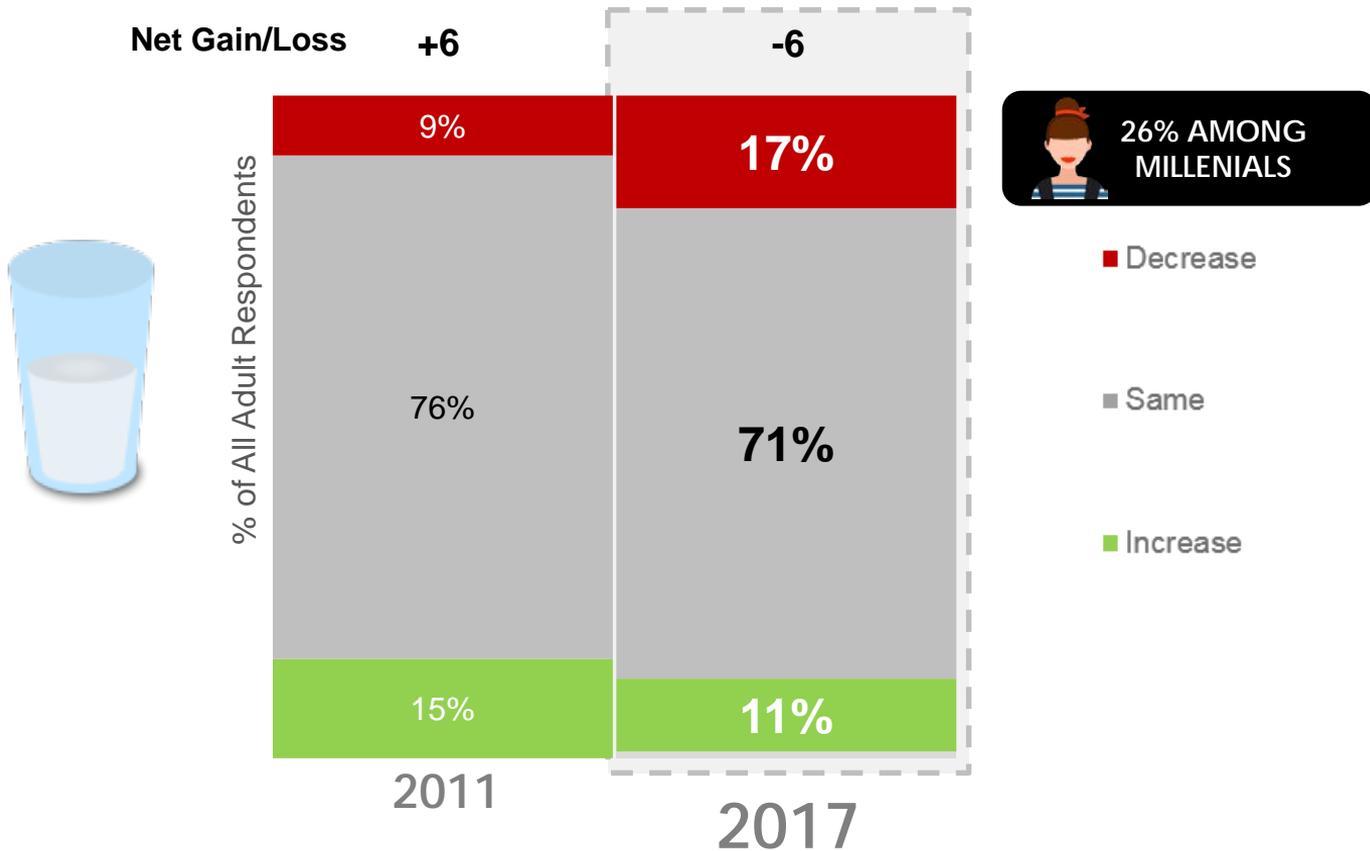
Prefer to consume cheese



# MILK CATEGORY MOMENTUM – PAST YEAR



ADULTS



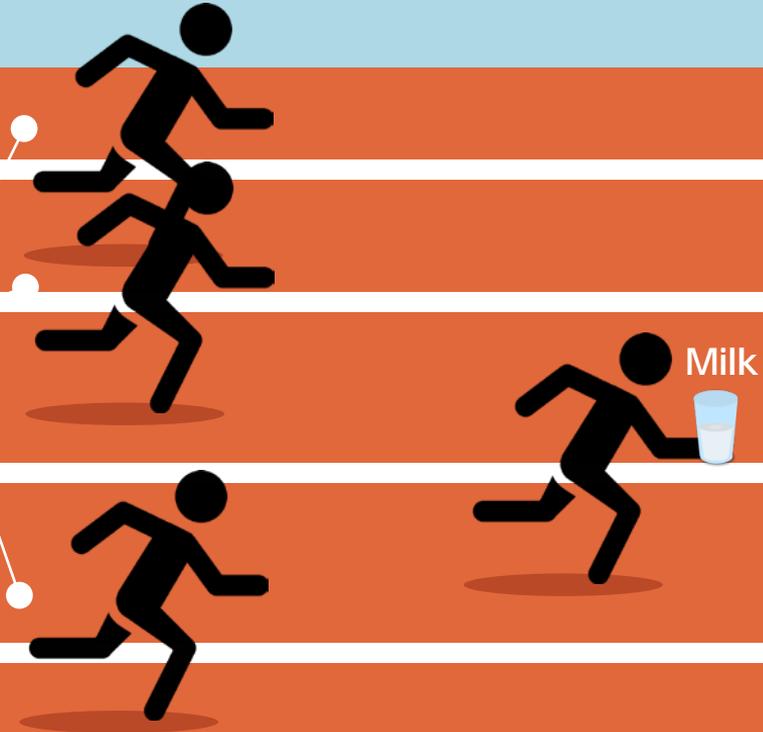
# MILK VS COMPETITION



Milk is **ahead** of other categories on....



- Soft drinks
- Plant based beverages
- Fruit juice
- Energy drinks
- Sport drinks
- Nutritional drinks



- Good source of calcium
- Wholesome
- Versatile/  
can be used in several different ways
- Healthy and good for me
- Good source of protein
- Full of vitamins and minerals

# MILK VS COMPETITION

Milk is **trailing** other categories on....



Soft drinks  
Plant based beverages  
Fruit juice  
Energy drinks  
Sport drinks  
Nutritional drinks



Refreshing

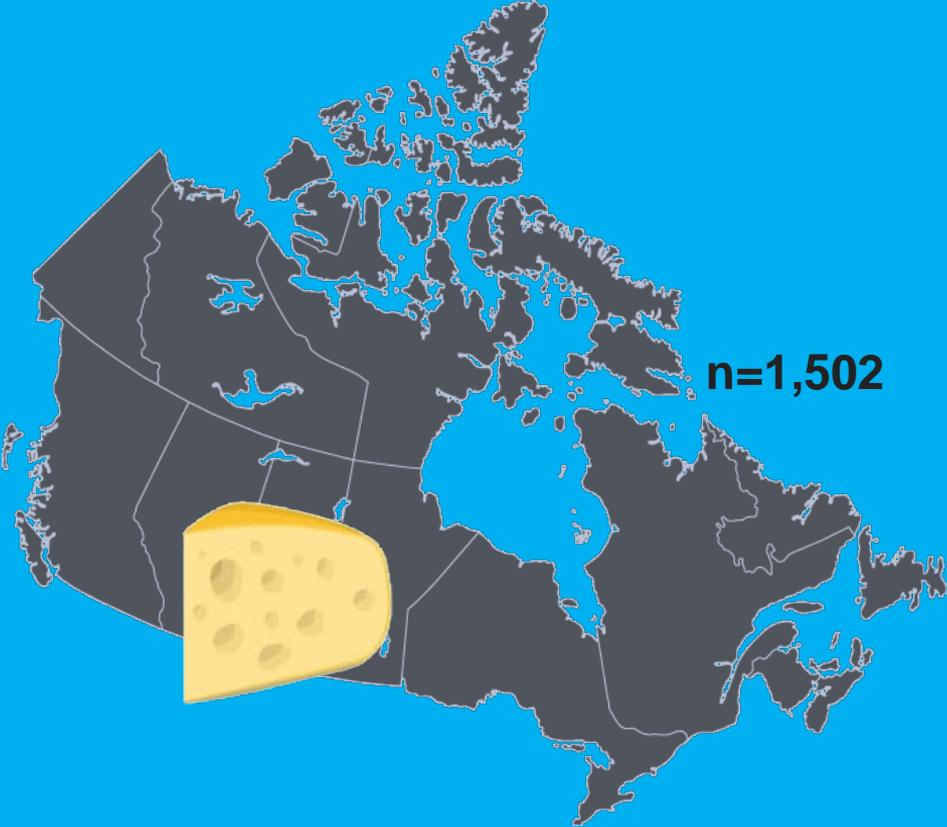
Drink it to rehydrate after exercise

Treat / indulgence

# CHEESE



# RESEARCH DESIGN



n=1,502

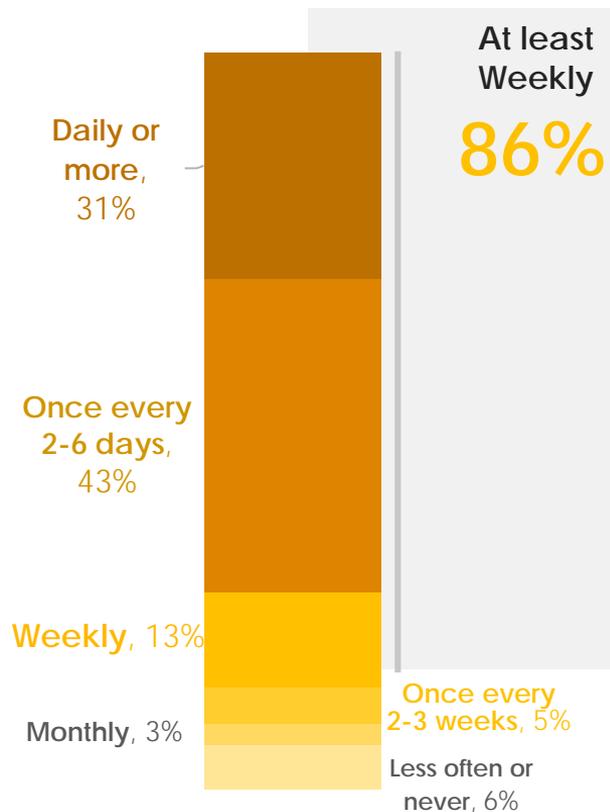


**Online survey**  
November 2017

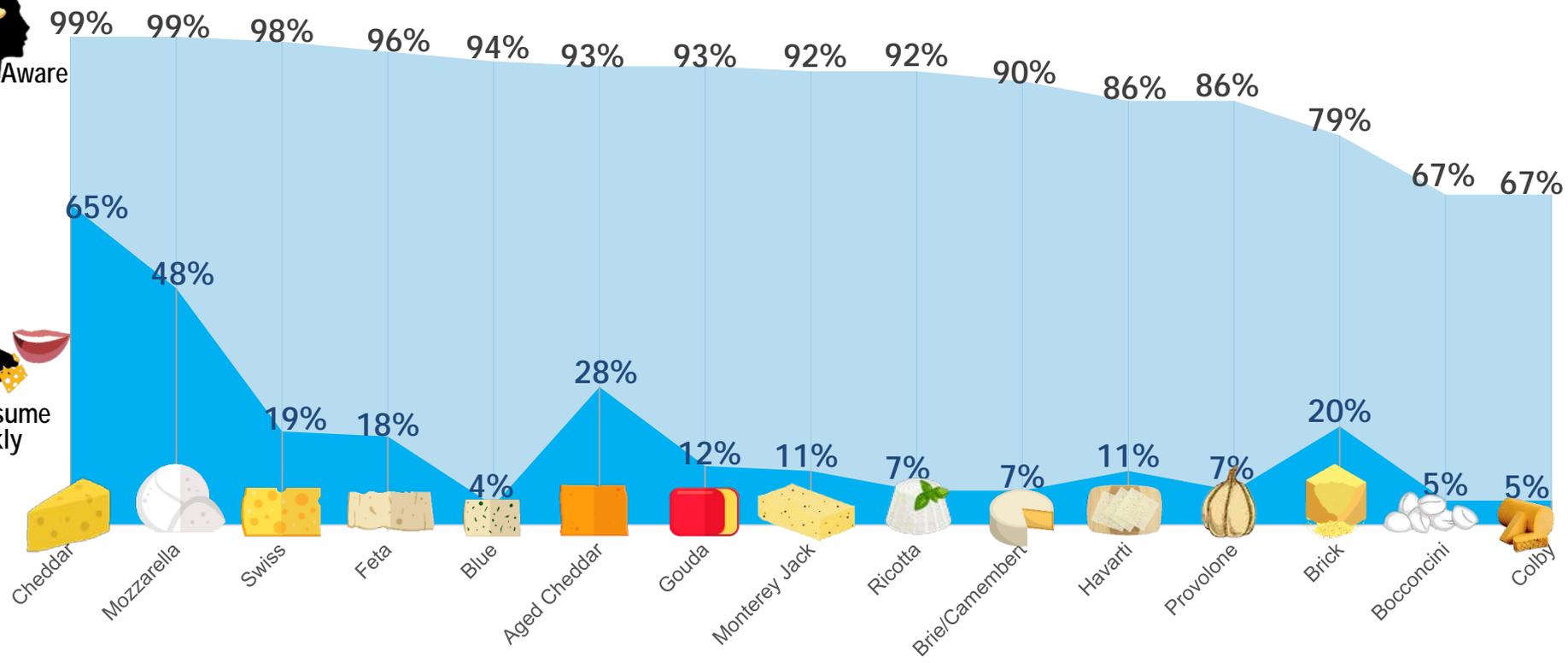


**ADULTS**  
18-64 y/o

# CATEGORY USAGE



# GAP BETWEEN PRODUCT AWARENESS & CONSUMPTION





# CHEESE CATEGORY PERCEPTIONS

## STRONGEST PERCEPTIONS – POSITIVE AND NEGATIVE

### CONVENIENCE



Easy to use  
A convenient food  
An excellent snack

### NUTRITION



Good source of calcium  
Nutritious & healthy  
Good source of protein

### TASTE



Pleasurable experience  
Improves taste of other foods

61%



High in fat

43%



High in sodium

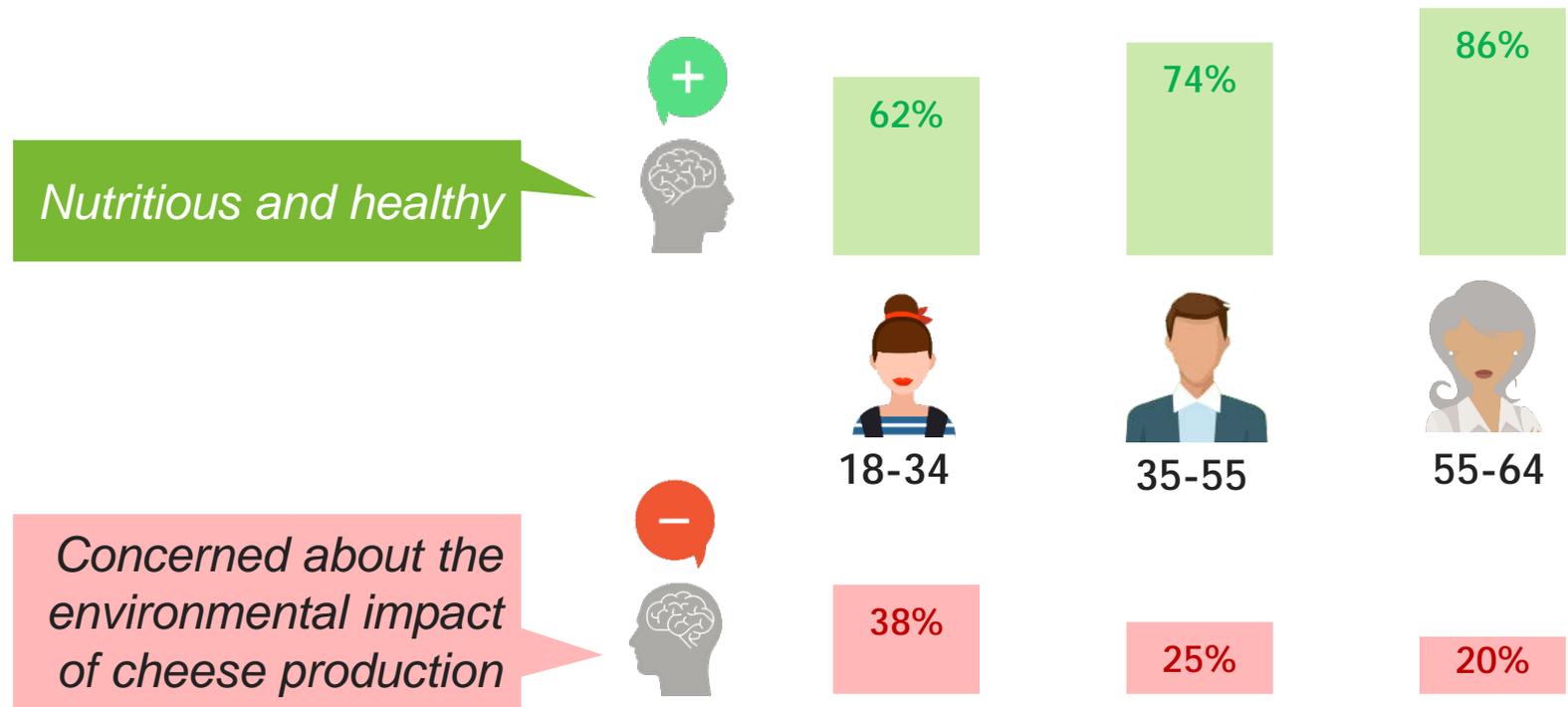
43%



Concerned about antibiotics / hormones



# CHEESE CATEGORY PERCEPTIONS: A CHALLENGE WITH MILLENNIALS



# BARRIERS TO CONSUMPTION: AIDED – TOP 3

## Non-Consumers



33%

1



High in fat

2



30%

Concerned with the treatment of animals



29%

3

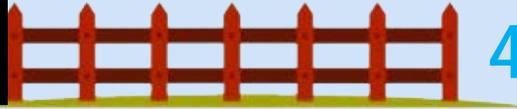


Cheese is not part of a healthy diet

## Occasional Consumers



1

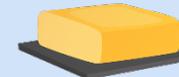
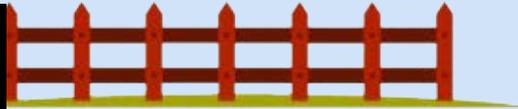


46%

Too expensive \$

35%

2



High in fat

3



16%

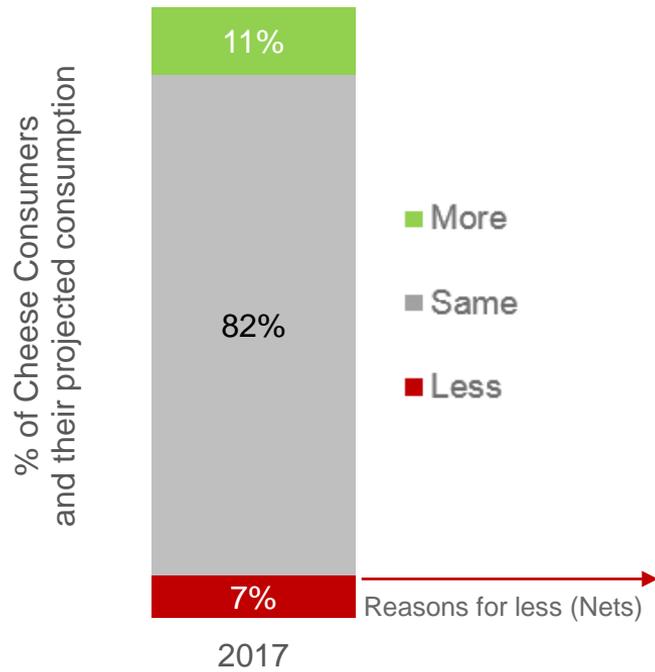
High in sodium



# CHEESE CATEGORY MOMENTUM (NEXT YEAR) AND REASONS FOR CHANGING



Net Gain/Loss +4





# CHEESE VS COMPETITION



Cheese is **ahead** of other categories on....



- Meat
- Fish
- Eggs
- Plant based beverages
- Nuts & Seeds



- Good source of calcium
- Goes well with many foods
- Available in a wide range of varieties produced in Canada
- Perfect complement to a meal/snack



# CHEESE VS COMPETITION

Cheese is **trailing** other categories on....



- Meat
- Fish
- Eggs
- Plant based beverages
- Nuts & Seeds



- Good source of protein
- Good value for the money
- Low in sodium
- Is low in fat



**THANK YOU!**