

# COTTAGE CHEESE IS HAVING A MOMENT

Consumers have recently found a renewed interest in cottage cheese after the dairy food went viral on TikTok. Social media creators have been using cottage cheese in recipes for dips, bowls, ice cream, cookie dough, pancakes and more. The trend has gravitated to other social media networks like Instagram and has caught the attention of traditional media. The viral moment led to a healthy bump in cottage cheese sales, too.

## Cottage Cheese in Retail

| Cottage Cheese Retail Sales |               |              |              |              |
|-----------------------------|---------------|--------------|--------------|--------------|
| Quarter                     | Dollar Sales  | Change (YoY) | Volume Sales | Change (YoY) |
| 10/8/2023                   | \$365,180,896 | 16.6%        | 139,979,029  | 13.0%        |
| 7/2/2023                    | \$337,151,141 | 16.4%        | 131,216,955  | 7.2%         |
| 4/2/2023                    | \$326,384,253 | 15.8%        | 126,756,183  | -0.4%        |
| 1/1/2023                    | \$281,219,156 | 16.7%        | 110,283,784  | -2.8%        |
| 10/2/2022                   | \$313,257,680 | 16.8%        | 123,838,221  | -2.7%        |
| 7/3/2022                    | \$289,604,229 | 8.2%         | 122,382,147  | -4.2%        |
| 4/3/2022                    | \$281,949,093 | 3.1%         | 127,228,916  | -3.8%        |
| 1/2/2022                    | \$241,023,521 | -2.2%        | 113,478,201  | -4.8%        |
| 10/3/2021                   | \$268,253,508 | -5.1%        | 127,223,969  | -6.6%        |
| 7/4/2021                    | \$267,552,821 | -9.0%        | 127,682,779  | -8.9%        |
| 4/4/2021                    | \$273,386,572 | -4.7%        | 132,238,329  | -4.1%        |
| 1/3/2021                    | \$246,493,653 | 4.5%         | 119,208,507  | 4.3%         |

Retail sales of cottage cheese have consistently increased for the past five quarters, which correlates with the dairy food's virality on social media networks like TikTok. The sustained increases over the last five quarters are far above normal fluctuations for the category.

Source: Circana Group, L.P., multi-outlets + c-stores



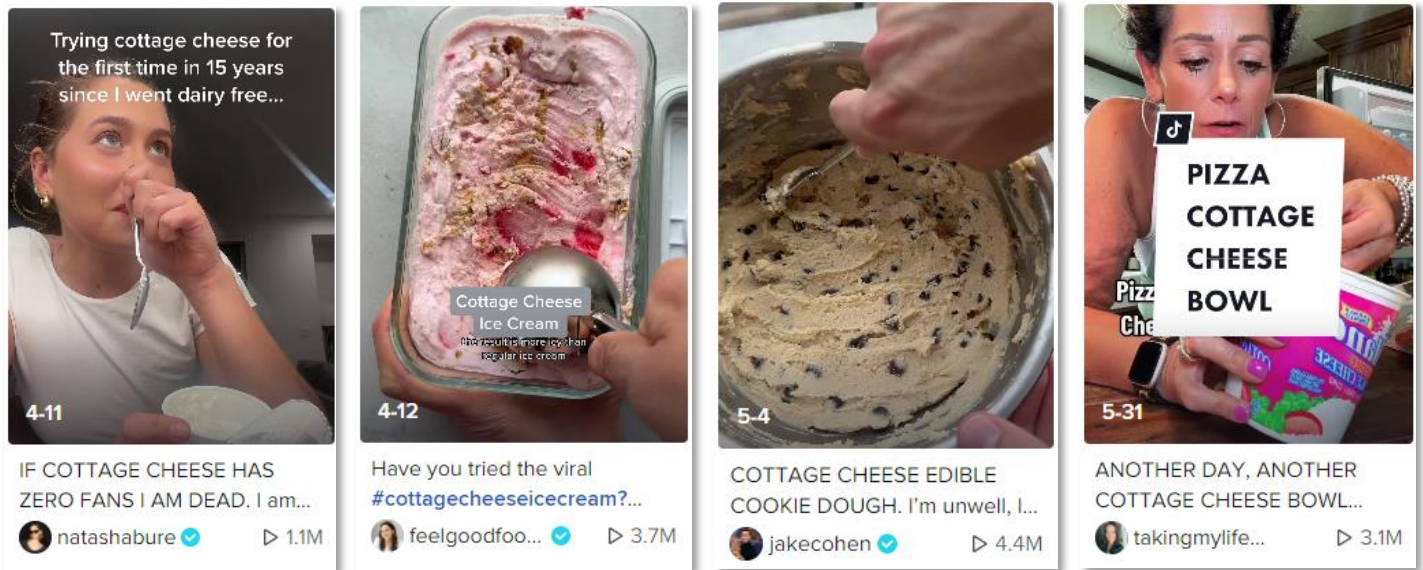
# Cottage Cheese on Social Media

## TikTok

TikTok videos with hashtags revolving around cottage cheese have garnered more than 719 million views.

For context, we can compare back to similar food trends. TikToks about butter boards have received 478 million views, and water-of-the-day videos have received 624 million views.

## TikTok Examples:

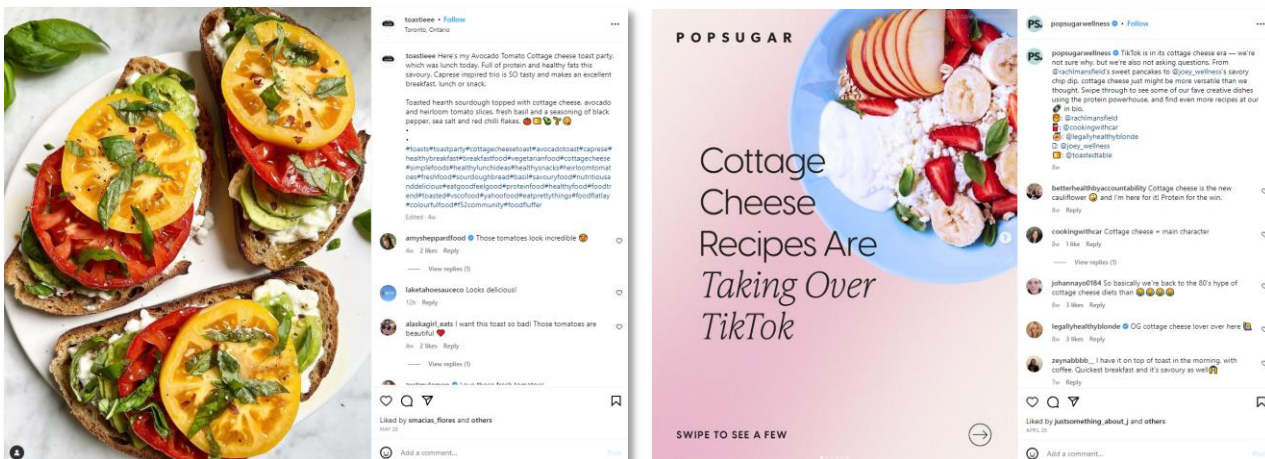


## Instagram

Cottage cheese is also trending on Instagram. While measurement between Instagram and TikTok is not apples-to-apples, we can still reasonably conclude the popularity of the dairy food on Instagram again by comparing back to similar food trends.

Posts with hashtags about cottage cheese have garnered more than 598,000 posts. For context, there have been 17,900 posts about butter boards and about 5,000 posts about 'water of the day.'

## Instagram Examples:



# Cottage Cheese in Traditional Media



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## Here's Why Everyone Is Talking About Cottage Cheese Lately

It's TikTok's newest obsession!

BY KARA ZAUBERMAN Published: May 8, 2023



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Lumpy white curds are mixed into cookies, ice cream and more, winning new fans

VIDEO: GETTY IMAGES

By Julia Munslow

June 22, 2023 8:00 am ET

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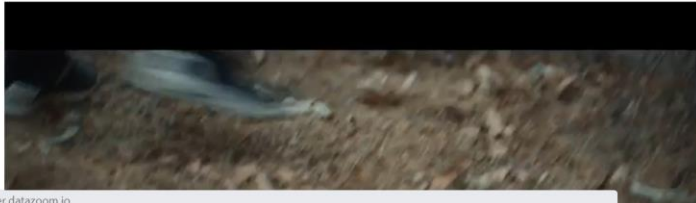
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### TikTokers says cottage cheese is hip — not grandma diet food


By Emily Lefroy April 27, 2023 | 6:12pm | Updated



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# Cottage Cheese Nutrition

One of the major reasons cottage cheese has gone viral is its nutrition. Here's a few key points about the nutrition of cottage cheese:

## Nutrition Profile

A half-cup serving of low-fat (2%) plain cottage cheese contains around 90 calories, 5 grams of carbohydrates, 12 grams of protein and 2.5 grams of fat. It also supplies essential vitamins and minerals like phosphorus, potassium, calcium and vitamin B<sub>12</sub>.

Cottage cheese is also available in nonfat and full-fat (4%) varieties. The calorie and fat content between cottage cheese types aren't drastically different per serving. For example, from nonfat to full fat, the calorie savings is only around 30 calories and from low-fat to full-fat, the fat savings is only around two grams.

## Bone Health

Dairy foods, like cottage cheese, play a key role in building and maintaining healthy bones over your entire life, from early childhood to late adulthood. They are also linked to overall bone maintenance and lower risk for fractures during the aging process. Key minerals in cottage cheese that promote bone health include calcium, vitamin D, phosphorus, potassium and magnesium.

## Muscle Development

Cottage cheese is a good source of high-quality protein that's vital to building, repairing and restoring muscle tissues. Protein also helps strengthen and protect bones. Because the whey protein in cottage cheese is removed in processing, it consists of nearly 80% casein protein. This type of protein takes longer to digest, which may help promote feelings of satiety and appetite control, as well as preventing post-exercise muscle breakdown.

## Blood Sugar Control

With five grams of carbohydrates per serving and no added sugar, plain cottage cheese is a sensible choice for those who need to monitor their blood sugar. Because of its ample protein content, which slows digestion, it promotes blood sugar control while preventing spikes.

## Want more information?

Reach out to the Dairy MAX business development team to learn how you can take advantage of this healthy, delicious trend.

### Email me!

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