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“Cottage cheese is back—but if brands don’t move fast, they’ll be stuck in a fridge full of yesterday’s trends. It has the protein and portability to win, but now it needs a cultural remix. Gen Z isn’t buying nostalgia—they’re buying snacks that move with them, fuel them, and reflect them. The next wave of growth won’t come from the dairy aisle—it’ll come from bold, snackable, social-media-worthy innovation.”



Chris Costagli

Vice President,
Thought Leadership,
F&B Insights Lead,
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Here’s what industry experts are saying:

“Sales of cottage cheese were going backwards five years ago, but that was not the case now thanks to a TikTok trend. It’s full of nutritional benefits, and what we are seeing now is that younger consumers are just embracing it. It used to be a category that was consumed by an older demographic, but that’s changed dramatically, and it’s all driven by sort of health-conscious choices and social media trends. It’s very much on trend at the moment because of that focus on low fat, high protein.”⁴

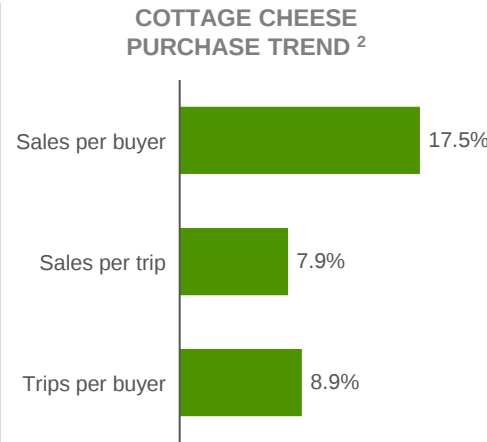
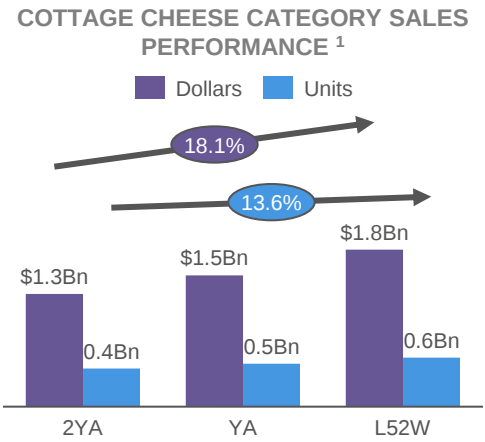
Allan Hood
Chief Executive Officer,
Bulla, Australia

Curds Are The New Cool

Implications for Cottage Cheese manufacturers

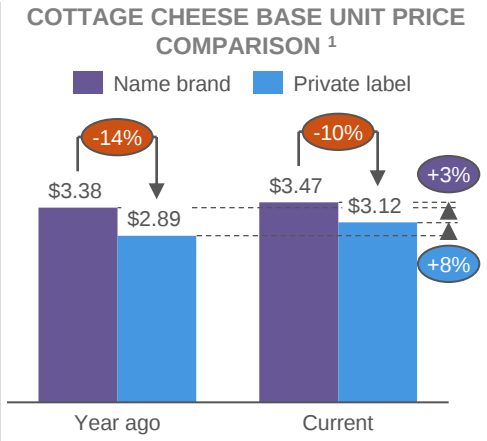
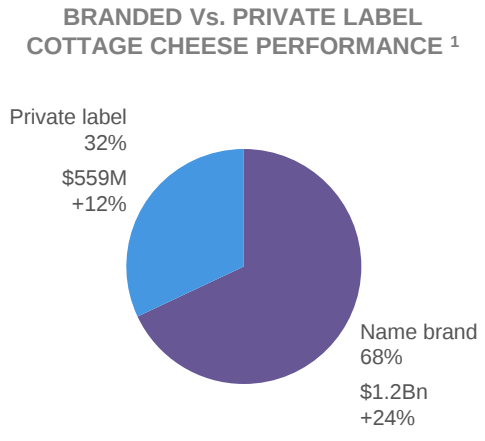
Cottage cheese is cool again

Cottage cheese is having a moment—but the real question is, what’s next? With shoppers spending more and making more trips, it’s clear the category is resonating. Now’s the time to think beyond the tub and ask: how do we make cottage cheese exciting for the next generation? Think bold flavors, on-the-go formats, & benefits that fit protein-powered lives.



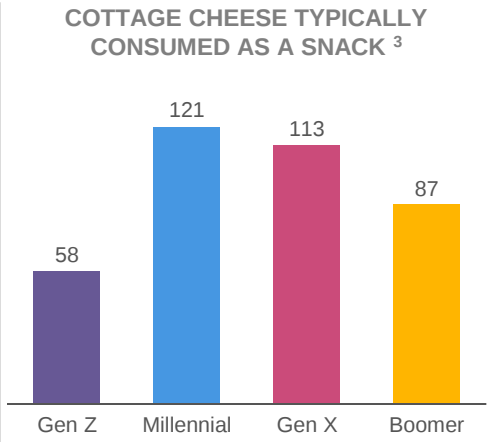
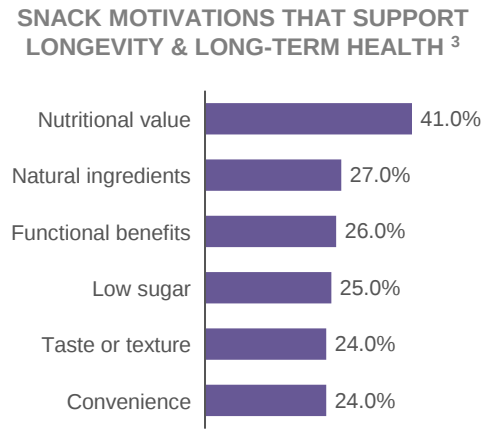
Private label’s price edge is shrinking

Private label cottage cheese may still be the budget pick—but the price gap is closing fast. With the savings shrinking from nearly \$0.50 to just \$0.35, shoppers may start questioning whether it’s worth trading down. For brands, this is your moment to double down and win over value-conscious consumers looking for more than just a deal.



The cottage cheese comeback needs a next generation twist

Cottage cheese has carved out a niche with Millennials chasing protein-packed, health-forward snacks—but Gen Z isn’t biting. If brands don’t evolve now, they risk losing relevance with the next wave of snackers. The future of cottage cheese depends on bold innovation in the flavors, formats, and functions that Gen Z snackers are looking for.



Industry Analysts Source: ¹NIQ, Retail Measurement Services Including Fresh, Total US Full View + Conv., 52 Weeks Ending 6/28/2025; ²NIQ, Panel On Demand, Expanded Omnishopper Panel, Total US, Total Outlets, 52 Weeks Ending 5/17/2025; ³NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020; ⁴ABC News Australia, Cottage Cheese Demand Booms As TikTok Trend Drives Popularity Online, April 22, 2025
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