

Halloumi Cheese Market Report Market is Expected to Reach a Valuation of USD 1,526 Million In 2035.

Explore key trends, drivers, challenges, and competitive insights shaping the global halloumi cheese market across regions and end-use industries.

ROCKVILLE, MD, UNITED STATES, July 15, 2025 /EINPresswire.com/ -- The global [halloumi cheese market](#) is projected to grow from USD 501.5 million in 2024 to USD 1,526 million by 2035, registering a CAGR of 10.6% during 2025–2035. This robust expansion is driven by increasing consumer demand for Mediterranean cuisine, the rising popularity of vegetarian and flexitarian diets, and the cheese's unique culinary versatility, particularly its ability to be grilled or fried without melting.

The market's significance lies in its alignment with evolving consumer preferences for healthy, protein-rich, and sustainable food options. The growing trend of cross-cultural culinary exploration, fueled by global travel and dining-out culture, has further propelled halloumi's popularity. Additionally, the rise of plant-based and organic food trends has spurred innovation in vegan and organic halloumi variants, catering to health-conscious and environmentally aware consumers.

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Market Analysis

The halloumi cheese market is driven by several key factors. The increasing adoption of Mediterranean diets, known for their health benefits, has boosted demand for halloumi, particularly in Europe, which remains the largest market for both production and consumption. The cheese's high protein content and suitability as a meat substitute have made it popular



among vegetarians and flexitarians, with global vegetarian populations growing steadily. The expansion of foodservice outlets, such as restaurants and fast-food chains, has further increased halloumi's visibility, with chains like McDonald's UK introducing halloumi-based menu items. Additionally, the rise of e-commerce and online retail has enhanced accessibility, with online cheese sales contributing significantly to market growth.

However, the market faces challenges. Adulteration of ingredients used in halloumi production, particularly the increasing use of cow's milk over traditional sheep and goat milk, raises authenticity concerns and could impact consumer trust. Rising health consciousness, while driving demand for organic halloumi, also poses a challenge, as some consumers avoid cheese due to its high fat and salt content. Fluctuating dairy prices and supply chain disruptions, such as those caused by the COVID-19 pandemic, have also affected production costs and availability.

Segment Analysis

The halloumi cheese market is segmented by product form, nature, flavor, end use, distribution channel, and region, each contributing uniquely to market dynamics. By product form, sliced halloumi dominates the foodservice sector due to its convenience for grilling and frying, while blocks remain popular for household use. By nature, conventional halloumi holds the largest market share due to its widespread availability and lower cost, but organic halloumi is the fastest-growing segment, driven by rising demand for sustainable and health-focused products. By flavor, unflavored halloumi leads for its versatility and authentic taste, while flavored variants like mint and chili are gaining traction for their innovative appeal.

In terms of end use, the foodservice sector, including hotels, restaurants, and cafés (HoReCa), generates the highest revenue due to the growing popularity of halloumi in fast-casual dining. The household segment is also expanding as consumers incorporate halloumi into home-cooked meals. By distribution channel, supermarkets and hypermarkets dominate due to their extensive reach, but online retail is the fastest-growing channel, driven by the convenience of e-commerce platforms. Regionally, Europe maintains its dominance, with Cyprus as the leading producer, while Asia Pacific is emerging as a key growth market due to increasing adoption of Western cuisines.

Country-wise Insights

In the United States, halloumi consumption is rising, with imports reaching 5,000 tons in 2024. The growing popularity of Mediterranean diets and the expansion of gourmet food markets drive demand, particularly in urban areas. The Asia Pacific region, including countries like Japan and Australia, is witnessing rapid growth, with Japan importing 2,500 tons in 2023. The region's increasing openness to global cuisines and rising disposable incomes are key growth drivers, though cultural preferences for low-dairy diets in some countries pose challenges.

In Europe, the halloumi cheese market is the largest, with a market share of over 42.6% in 2024,

driven by strong cultural ties to Mediterranean cuisine in countries like Cyprus, Greece, and the UK. The UK, a major importer, consumed over 20,000 metric tons of halloumi in 2023, supported by its integration into fast-food menus and retail chains. Europe's growth is further fueled by the EU's Protected Designation of Origin (PDO) status for halloumi, which enhances its authenticity and marketability.

Key Players

Petrou Bros Dairy Products Ltd
Zita Dairies Ltd
Hadjipieris Ltd
Galaktokomio A.D.S Dafni
Almarai
Arla Foods amba
Nordex Food A/S
Sussex High Weald Dairy Ltd
Waimata Cheese Company
Lemnos Foods

Strategic Outlook and Industry Trends

The halloumi cheese market is evolving through innovation and strategic initiatives. Producers are focusing on plant-based and low-fat halloumi variants to cater to vegan and health-conscious consumers, with companies like Violife launching vegan halloumi alternatives. The rise of flavored halloumi, such as chili and herb-infused options, is expanding consumer appeal and culinary applications. Sustainable production practices, including ethical sourcing and animal welfare initiatives, are gaining prominence as consumers prioritize transparency and environmental responsibility.

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