

# Raw Milk Cheese Tours Market to Reach USD \$1.54 Billion by 2030 at 7.6% CAGR

*The Business Research Company's Raw Milk Cheese Tours Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035*

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/EINPresswire.com/ -- "The [raw milk cheese tours market](#) has been

attracting significant attention lately, fueled by travelers' growing enthusiasm for unique culinary experiences. As more people seek to explore authentic food traditions and artisanal products, this niche segment is poised for substantial growth. Let's delve into the current market size, driving factors, regional outlook, and emerging trends shaping the future of raw milk cheese tours.

## Current Market Size and Growth Outlook for Raw Milk Cheese Tours

The raw milk cheese tours market has shown impressive expansion in recent years. It is projected to increase from \$1.07 billion in 2025 to \$1.15 billion in 2026, growing at a compound annual growth rate (CAGR) of 7.3%. This previous growth phase was driven by rising interest in culinary tourism, greater awareness of artisanal cheeses, the expanding farm-to-table movement, and the popularity of cheese tasting events. Looking ahead, the market is expected to reach \$1.54 billion by 2030, with a slightly higher CAGR of 7.6%. Factors like sustainable dairy practices, immersive farm experiences, digital tour guides, and growth in corporate and group travel are set to bolster this expansion. Trends such as farm-based guided tours, the growing appeal of educational and culinary experiences, a focus on local and artisanal cheeses, personalized tour options, and the rise of online bookings will continue to shape the market.

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## Understanding What Raw Milk Cheese Tours Offer

Raw milk cheese tours are specialized guided experiences that highlight the craftsmanship



behind cheeses made from unpasteurized milk. These tours emphasize traditional production methods and regional cheese varieties, giving participants an opportunity to taste the distinct flavors and textures that set raw milk cheeses apart from their pasteurized counterparts. Visitors often enjoy farm visits, tastings, and learning about sustainable dairy practices, providing a rich and authentic culinary adventure.

### Culinary Tourism as a Major Growth Driver for Raw Milk Cheese Tours

One of the primary factors fueling the growth of raw milk cheese tours is the rising popularity of culinary-focused travel. More travelers are planning trips centered around authentic food experiences and local gastronomic activities. This trend is powered by a desire for genuine cultural immersion through cuisine. For example, in March 2023, the 2023 Global Travel Trends Report by American Express found that 81% of global travelers surveyed identified trying local foods as their favorite part of traveling, while 72% planned international trips specifically to explore diverse cuisines. This growing passion for food-centered travel is encouraging more people to seek out artisanal cheese producers and participate in raw milk cheese tours.

View the full raw milk cheese tours market report:

[https://www.thebusinessresearchcompany.com/report/raw-milk-cheese-tours-market-report?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=May PR](https://www.thebusinessresearchcompany.com/report/raw-milk-cheese-tours-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=May_PR)

### Consumer Preference for Natural and Minimally Processed Foods Boosts Market Growth

Another important driver behind the raw milk cheese tours market is the increasing consumer demand for natural, minimally processed foods. These products are often perceived as healthier due to their limited use of artificial additives and closer alignment to traditional production methods. As health awareness rises, more people are looking for authentic culinary experiences that showcase unaltered, high-quality ingredients. Raw milk cheese tours provide just that, offering consumers a way to connect with genuine food craftsmanship. According to the International Food Information Council (IFIC) report from June 2024, 53% of adults trying to reduce saturated fat also limit processed foods, reflecting this shift toward cleaner food choices.

### Rising Disposable Incomes Support Demand for Premium Culinary Tours

The growth of disposable incomes worldwide is another key factor encouraging expansion in the raw milk cheese tours market. With more money available after taxes, consumers are better positioned to spend on premium and experiential activities such as specialty food tours. This includes travel, tastings, and purchasing artisanal products, all components of raw milk cheese tours. For instance, household disposable income in Iceland rose by 6.6% in the second quarter of 2024 compared to the same period a year earlier, according to Statistics Iceland. This increase in spending power is enabling more consumers to engage in these unique culinary experiences.

### Europe's Leading Role and Asia-Pacific's Rapid Growth in the Market

In 2025, Europe held the largest share of the raw milk cheese tours market, reflecting its deep-rooted tradition in artisanal cheese production and culinary tourism. However, the Asia-Pacific

region is expected to experience the fastest growth in the coming years. The market analysis spans multiple regions, including Asia-Pacific, South East Asia, Western and Eastern Europe, North and South America, the Middle East, and Africa, providing a broad perspective on global market trends and opportunities.

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