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# TikTok has ignited a cottage cheese renaissance

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But in recent years, cottage cheese has experienced a resurgence in popularity. People have taken to TikTok to show how cottage cheese can be used in better-for-you recipes, with creative dishes like viral cottage cheese [flatbread](#) and ice cream. At-home followers looking to recreate these recipes have helped cottage cheese [boost](#) dairy sales. Now, challengers in the category like Good Culture are seeking to capitalize on the resurgence of cottage cheese by partnering with influencers on new recipes and investing more resources into building out their social media presence.

According to Circana data from May, cottage cheese sales [were up](#) 13.5% year-over-year, up to \$1.33 billion. The firm also reported that in 2023 cottage cheese was the third-fastest-growing segment within dairy, with private label leading the sales. The continued demand has even led