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“Private Label is giving shoppers a solid deal. If you’re a Name Brand, you’ve got to earn that higher price with more than just a logo: bring real innovation, sharper messaging, and show up in places cream cheese hasn’t been before. It’s not just about defending shelf space anymore—it’s about reimagining where cream cheese fits into people’s lives. And when you find a new moment or occasion, make it viral. Social can move categories, but only if you show up with something fresh, attention-grabbing, and real.”



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New & Notable:

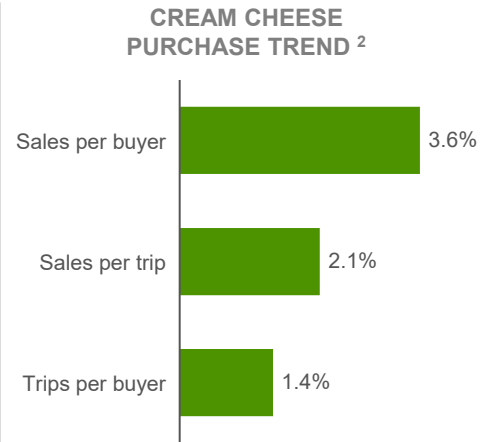
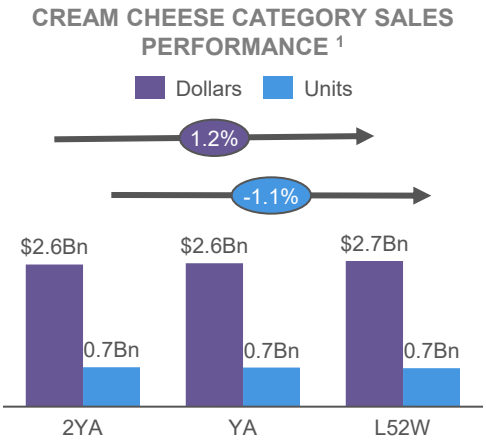
Cream cheese is at the center of a viral food trend thanks to Calic Bagel’s stuffed bagels, which have captivated TikTok with over 44 million views. These hand-dipped, garlic butter–soaked bagels are filled through six slits on top—offering a bold, indulgent twist on a breakfast classic. The trend has inspired thousands of home recreations and cemented cream cheese as a social media star. ⁵

Cream Cheese Name Brands Must Earn The Upgrade

Implications for Cream Cheese manufacturers

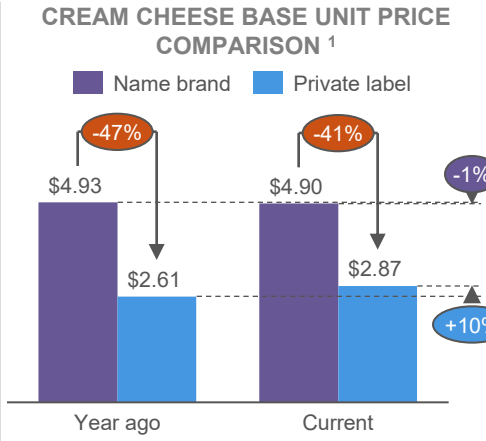
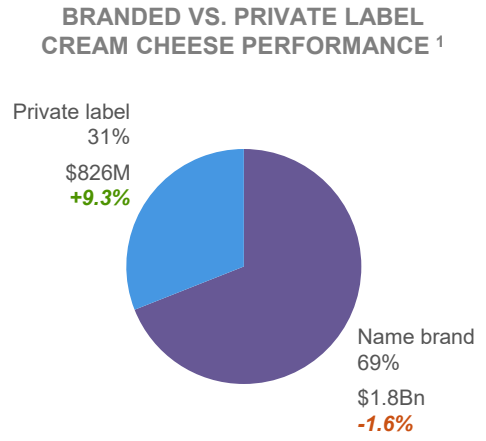
More trips, more moments—cream cheese has room to stretch

Cream cheese dollar sales continue to grow—and its not just about price. Shoppers are making more trips and looking for quick, versatile options, which gives brands have a real shot at making cream cheese part of more meals and moments. Get creative. Think beyond bagels, lean into social media, and show up in places consumers aren’t expecting.



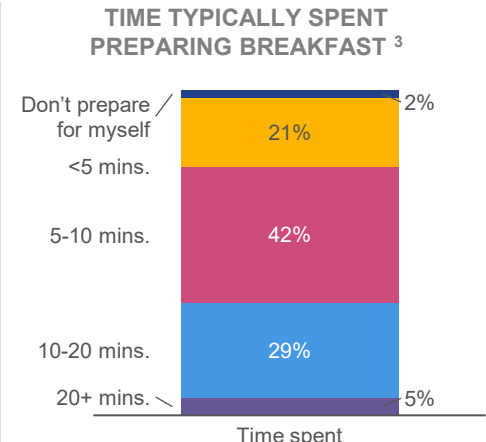
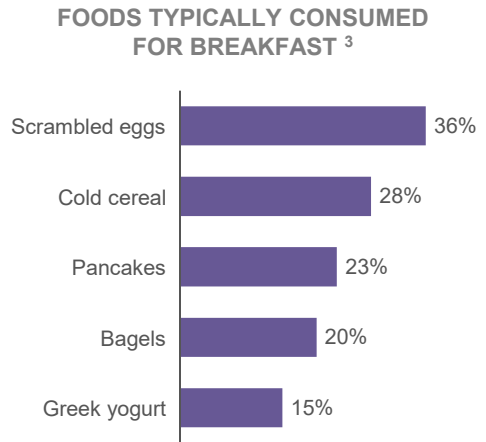
Brand alone won’t save you—cream cheese needs a smarter playbook

Private Label is gaining momentum—49% of consumers say they’re buying more of it, not just because it’s cheaper, but because the quality is there ⁴. For Name Brand cream cheese manufacturers, brand recognition alone isn’t going to cut it. Give shoppers a clear reason to pay more—through innovation, standout messaging, and a stronger presence on shelf.



For the 10-minute breakfast crowd, convenience is key

Mornings are rushed, and breakfast decisions happen fast. Cream cheese has a real shot at becoming a go-to for quick, satisfying starts—especially with bagels already in heavy rotation. To win, partner with retailers on smarter shelf placement, more convenient formats, and messaging that speaks directly to the 10-minute breakfast mindset.



Industry Analysts Source: ¹NIQ, Retail Measurement Services, Total US Full View + Conv., 52 Weeks Ending 7/5/2025; ²NIQ, Panel On Demand, Expanded Omnishopper, Total US, Total Outlets, 52 Weeks Ending 6/14/2025; ³NIQ, BASES Quick Question Omnibus Survey, June 2025, n=1,005; ⁴NIQ, Finding Harmony on the Shelf, 2025 Outlook on Private Label & Branded Products; ⁵McCarthy, K. (2024, April 22). How to make the viral cream cheese-stuffed bagels. ABC News

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