

TOTAL U.S. CHEESE SNAPSHOT

52 Weeks, Year-to-date, and 4 Weeks Ending 6-14-2026



CHEESE RETAIL CATEGORY REMAINS RESILIENT DESPITE RECENT DEMAND SOFTENING

Cheese continues to sustain positive momentum over the long term, with **52-week volume up +0.6%**. Growth has moderated recently, with 2026YTD volume up 0.3%, and the latest four weeks down -1.3%, reflecting a category slowdown.

Household penetration remains exceptionally strong (96.8%), indicating cheese remains a staple. However, consumers are purchasing slightly less with the buy rate down 1.8%. (*Purchase dynamics reflect fixed weight cheese only*).

Natural cheese continues to outperform processed cheese, with natural cheese volume up +0.8% YTD despite softer recent trends around Memorial Day. Processed cheese volume is down -3.0% YTD, reinforcing the ongoing consumer preference for natural, premium offerings. Within processed cheese, random-weight products continue to grow, supported by both national brands and private label.

The largest contributors to 2026YTD volume growth are mozzarella, colby jack, Hispanic cheeses (queso fresco, queso quesadilla), cream cheese, and Gouda, although growth has slowed across most varieties in the latest four weeks.

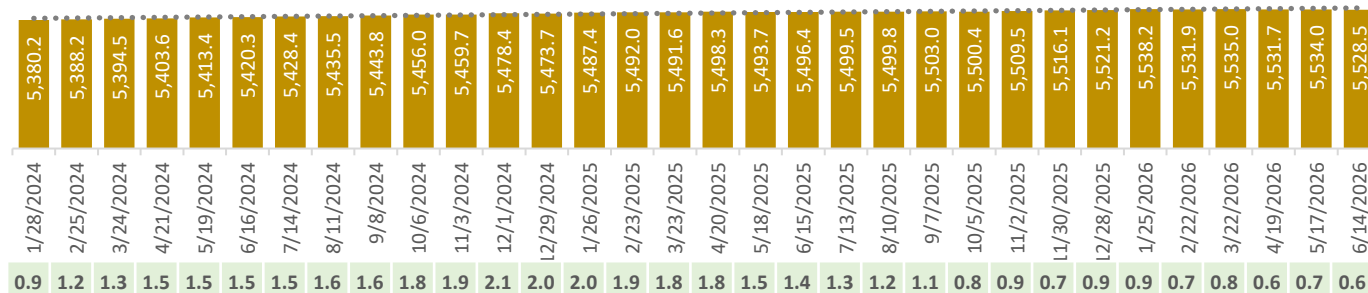
Core varieties remain a headwind, with declines in cheddar (-1.8%) and processed American (-2.5%), offsetting gains from faster-growing specialty cheeses.

Bottom-line: Cheese demand remains fundamentally healthy, supported by near-universal penetration and continued momentum in specialty varieties and convenience formats. While recent demand has softened, the category is positioned for more stable demand as consumer spending pressures ease.

Rolling 52 Weeks Volume Trend

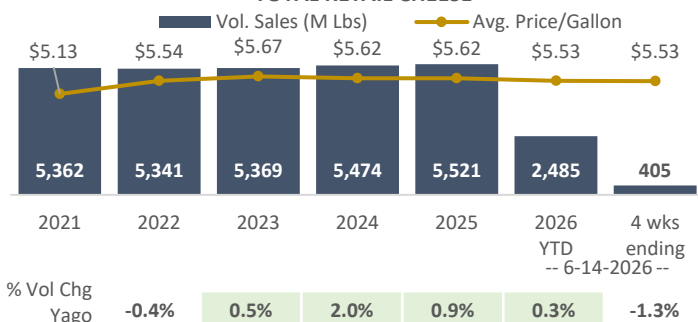
RETAIL CHEESE VOLUME (M Lbs) and % CHANGE VS YEAR AGO

* Total cheese includes small segments of vegan and imitation



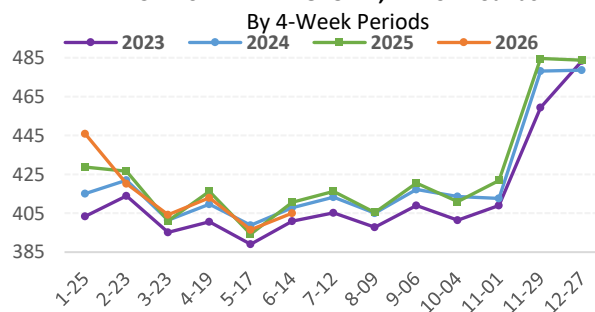
Calendar Year Volume and Price Trend

TOTAL RETAIL CHEESE



Quad-week Sales View

CHEESE RETAIL VOLUME, Million Pounds



Purchase Dynamics, Latest 52 Wks (Fixed Weight Cheese)

Note: Cheese includes small segments of vegan/imitation

How did buying behavior change over the last 52 wks?

Penetration
96.8% of households bought cheese
-0.1 point vs Yago

Buy Rate
41.9 lbs per buyer
-1.8% vs Yago

Purchase Frequency
29.1 X/yr
-1.7 % vs Yago

Purchase Size
1.4 lbs/trip
-0.1% vs Yago

Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2026YTD	Latest 4 Wks
TOTAL U.S.	100	0.6%	0.3%	-1.3%
California	79	-0.1%	-1.2%	-2.2%
Great Lakes	105	0.8%	0.4%	-1.5%
Mid-South	106	0.7%	0.6%	-1.5%
Northeast	97	0.5%	0.5%	-2.1%
Plains	120	1.0%	0.2%	-1.5%
South Central	84	0.9%	0.6%	-0.4%
Southeast	105	0.4%	0.6%	-1.0%
West	113	0.7%	0.2%	-0.4%

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52 Weeks, Year-to-date, and 4 Weeks Ending 6-14-2026

Largest Cheese Types Volume Trend

	52 Wks Volume (M lbs)	52 Wks Vol Share	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks
Total Cheese	5,528.5	100.0%	0.6%	0.3%	-1.3%
Total Natural	4,825.2	87.3%	1.2%	0.8%	-0.8%
Cheddar	1,117.3	20.2%	-1.2%	-1.8%	-3.4%
Mozzarella	894.1	16.2%	2.1%	1.8%	-0.3%
Cream Cheese	557.2	10.1%	0.4%	0.8%	-0.3%
Blend	488.4	8.8%	-0.4%	-0.7%	-2.6%
Colby Jack	367.8	6.7%	3.9%	3.7%	2.6%
Hispanic	206.3	3.7%	7.2%	5.3%	5.0%
Parmesan	202.4	3.7%	2.1%	2.5%	3.1%
Swiss	137.2	2.5%	-0.8%	-0.3%	-2.5%
Pepper Jack	107.5	1.9%	1.3%	2.8%	0.8%
Ricotta	103.5	1.9%	0.2%	-1.9%	-4.2%
Provolone	92.8	1.7%	2.8%	3.1%	2.1%
Monterey Jack	89.1	1.6%	0.0%	-0.4%	0.0%
Feta	63.1	1.1%	2.0%	0.9%	-1.3%
Gouda	51.2	0.9%	7.8%	8.1%	0.1%
Muenster	49.4	0.9%	0.8%	0.2%	-1.0%
Havarti	29.6	0.5%	-7.9%	-12.4%	-36.0%
Goat	21.5	0.4%	0.5%	-1.5%	-5.4%
Brie	17.0	0.3%	-1.3%	1.8%	-1.5%
Colby	11.9	0.2%	-7.8%	-10.3%	-21.0%
Total Processed	680.2	12.3%	-3.1%	-3.0%	-4.8%
American	472.3	8.5%	-2.2%	-2.5%	-4.1%
Total Imitation/Plant	21.2	0.4%	-8.1%	-7.4%	-4.8%

Largest Cheese Types Pricing Trend

	-- Avg Price/Gal--			-- % Chg vs Yago --		
	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks
Total Cheese	\$5.56	\$5.52	\$5.51	-1.5%	-2.2%	-2.0%
Total Natural	\$5.64	\$5.60	\$5.60	-1.7%	-2.6%	-2.5%
Cheddar	\$5.17	\$5.13	\$5.10	-2.3%	-3.4%	-2.9%
Mozzarella	\$4.82	\$4.76	\$4.86	-2.0%	-3.5%	-2.3%
Cream Cheese	\$5.24	\$5.24	\$5.17	-4.0%	-4.9%	-6.9%
Blend	\$4.63	\$4.59	\$4.55	-3.6%	-4.1%	-2.9%
Colby Jack	\$4.76	\$4.70	\$4.67	-4.7%	-6.1%	-5.1%
Hispanic	\$5.53	\$5.44	\$5.43	0.1%	-0.6%	-2.0%
Parmesan	\$9.53	\$9.55	\$9.62	3.3%	2.7%	1.8%
Swiss	\$7.79	\$7.67	\$7.41	0.5%	-1.4%	-2.5%
Pepper Jack	\$5.24	\$5.12	\$5.07	-5.1%	-7.9%	-7.1%
Ricotta	\$3.26	\$3.30	\$3.32	2.2%	1.5%	-0.5%
Provolone	\$6.14	\$6.01	\$5.95	-3.5%	-5.1%	-4.7%
Monterey Jack	\$4.64	\$4.62	\$4.70	-4.0%	-3.9%	-1.1%
Feta	\$9.59	\$9.71	\$9.72	-0.3%	1.0%	3.4%
Gouda	\$8.05	\$7.94	\$7.92	-3.6%	-4.7%	-2.9%
Muenster	\$5.86	\$5.73	\$5.62	-4.2%	-6.5%	-7.2%
Havarti	\$7.39	\$7.43	\$8.41	2.4%	2.1%	15.4%
Goat	\$13.29	\$13.59	\$13.66	-1.2%	-1.2%	-0.3%
Brie	\$12.91	\$12.93	\$13.38	2.4%	1.4%	-0.1%
Colby	\$5.39	\$5.42	\$5.31	-3.0%	-3.5%	-4.9%
Total Processed	\$4.85	\$4.85	\$4.77	0.2%	0.7%	0.9%
American	\$5.02	\$5.02	\$4.84	0.0%	0.6%	0.4%
Total Imitation/Plant	\$8.01	\$8.02	\$7.83	0.0%	-0.8%	-3.7%

Volume Trends by Top Cheese Forms

	Volume % Chg vs Yago			Volume Share
	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks	
Total Cheese	0.6%	0.3%	-1.3%	100.0%
Shredded	-0.7%	-1.5%	-3.2%	29.6%
Sliced	-1.7%	-2.2%	-3.9%	19.5%
Chunk	4.4%	4.0%	2.3%	15.7%
Cream Chs	0.4%	0.8%	-0.3%	10.1%
String/Stick	3.3%	4.3%	3.6%	5.9%
Loaf	-3.0%	-2.9%	-8.6%	2.2%
Grated	-1.4%	-0.4%	0.5%	2.0%
Grab & Go*	12.9%	17.2%	21.0%	2.0%
Ricotta	0.2%	-1.8%	-4.2%	1.9%
Round	4.0%	2.4%	1.0%	1.7%
Crumbled	1.7%	1.3%	-1.4%	1.4%
Spread	-3.1%	-3.7%	-8.2%	1.2%
Ball	8.3%	4.7%	5.0%	0.7%
Cube	6.6%	4.9%	7.6%	0.6%

* pre-sliced
deli cheese

New Product Spotlight: a sampling of new products



Distributed in USA, produced in Greece
(Jun 2026) **Lidl**
Feta product carrying provenance claim (PDO, Protected Designation of Origin).



USA
(Jun 2026) **Best Yet**
Shredded low-moisture part-skimmed mozzarella and mild cheddar cheeses with hot honey flavored seasoning



USA
(Jun 2026) **Meijer**
Gouda cheese cubes, offer a mild flavor that pairs well with fresh fruit, assorted crackers, and choice of nuts.



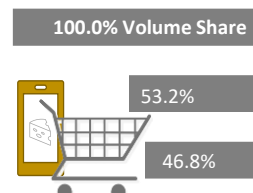
Distributed in USA, produced in Spain
(Jun 2026) **Trader Joe's**
Produced with Spanish sheep's milk and infused with tomato jam from Spanish tomatoes.

E-Commerce Sales Trend

E-Commerce, 13% Volume			Brick & Mortar, 87% Volume		
		% chg			% chg
2021	423		2021	4,921	
2022	442	4.6%	2022	4,881	-0.8%
2023	491	11.1%	2023	4,861	-0.4%
2024	573	16.7%	2024	4,885	0.5%
2025	666	16.3%	2025	4,841	-0.9%
2026YTD	358	24.7%	2026YTD	2,121	-2.9%
4 Wks	59	25.5%	4 Wks	345	-4.8%

Volume share based on Circana MULO+

Volume Share and Trend by Outlet



% Volume Chg vs Yago	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
TOTAL U.S.	0.6%	0.3%	-1.3%
Grocery	-1.5%	-1.9%	-2.9%
Supercenters, Club, Other	3.1%	2.9%	0.5%