

TOTAL DAIRY RETAIL SNAPSHOT

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



CONSUMER DEMAND REMAINS RESILIENT AS VOLUME GROWTH CONTINUES DESPITE MIXED PRICING TRENDS

Consumer demand for dairy remains positive, with total dairy unit sales up **+1.6% YTD**. Growth moderated to **+0.7%** in the latest four weeks, signaling a slower—but still positive—pace of demand.

Cultured and value-added dairy continue to lead growth. Yogurt volume increased +6.6% in the latest four weeks, supported by strength in high-protein Greek yogurt, while Cottage Cheese grew +9.4%. Smaller categories, including Dairy Creamers, Kefir and Cream Spreads, continued to post double-digit growth. In contrast, Cheese (-1.3%), Milk (-0.8%), Sour Cream (-1.9%) and Ice Cream/Sherbet (-1.2%) softened.

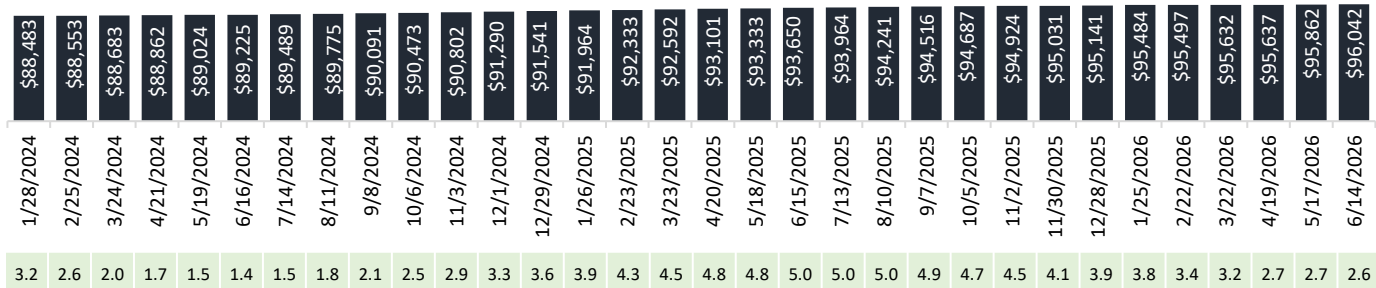
Buying dynamics reinforce the strength of key growth categories. Household penetration expanded for Dairy Creamer (+4.5 pts), Yogurt (+1.4 pts), Cottage Cheese (+1.4 pts) and Kefir (+1.3 pts). Existing buyers are also purchasing more, led by Cottage Cheese (+8.7% volume per buyer), Whipping Cream (+7.1%) and Yogurt (+5.7%).

Growth remains geographically broad-based, with most regions posting volume gains across several dairy categories. Cultured dairy is a consistent source of strength across regions, although the magnitude of growth varies by market.

Pricing trends remain mixed, with Milk prices up (+7.6%) over the latest four weeks, while Butter (-8.8%), Whipping Cream (-9.0%) and Cheese (-1.7%) remained below year-ago levels. While pricing remains elevated in select dairy categories during 2026, continued increases in unit sales demonstrate that underlying consumer demand continues to drive overall dairy category growth.

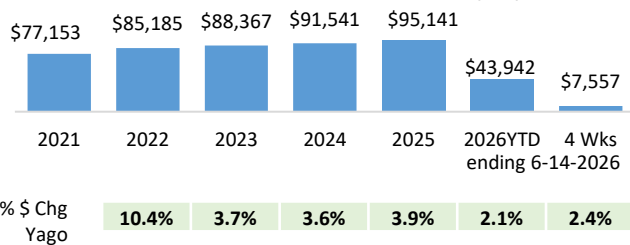
Rolling 52 Weeks Dollar Trend

TOTAL DAIRY DOLLARS (\$Mil) and % CHANGE VS YEAR AGO



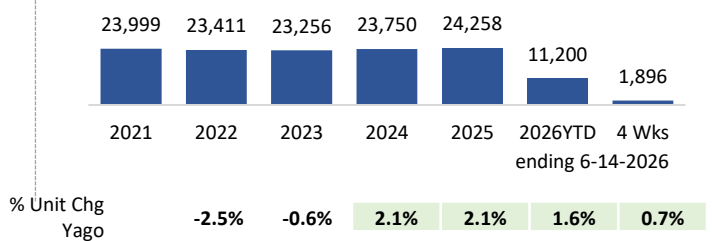
Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)



Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)



Purchase Dynamics, 52 Weeks ending 6-14-2026

Product	% Households Buy	Pt Chg vs Yago	Volume per Buyer	Vol/Buyer % Chg vs Yago	# Trips per Buyer	% Chg Trips/Buyer	Volume per Trip	% Chg Vol/Trip
Cheese	96.7%	-0.1	41.8 lbs	-1.7	28.9	-1.1	1.4	-0.1
Cow's Milk	91.5%	-0.1	29.7 gal	0.4	30.4	1.6	1.0	-0.6
Dairy Yogurt	84.0%	1.4	42.7 pints	5.7	17.4	6.5	2.5	1.6
Ice Cream, Sherbet	81.4%	-0.5	41.5 pints	-0.5	10.4	1.1	4.0	-1.7
Butter, Blends	78.4%	0.7	12.7 lbs	1.8	8.0	2.4	1.6	0.9
Frozen Novelties	78.1%	0.2	23.3 16 oz pkg	2.3	10.0	3.4	2.3	-0.3
Sour Cream	71.3%	-1.0	8.2 pints	0.6	7.0	-0.7	1.2	0.6
Dairy Whipping Cream	61.5%	0.5	9.4 pints	7.1	6.3	7.1	1.5	1.4
Cottage Cheese	48.9%	1.4	12.8 pints	8.7	7.4	10.4	1.7	2.0
Dairy H+H, Lt/Reg Cream	32.6%	-0.5	22.8 pints	1.8	8.9	0.2	2.6	0.7
Dairy Creamer	21.9%	4.5	15.4 pints	0.7	6.4	27.0	2.4	0.5
Kefir	6.9%	1.3	1.9 gal	1.9	5.5	25.6	0.3	0.4
Dairy Cream Spreads	1.4%	0.2	3.5 pints	5.1	3.7	33.6	0.9	-7.7

TOTAL DAIRY RETAIL SNAPSHOT

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

Long-term Volume Sales Trend: % Change vs. Year Ago

Product	2022	2023	2024	2025	2026YTD (6-14)	Latest 4 Wks (6-14)	Latest 52 Wks (6-14)
Cheese incl random wt.	-0.4%	0.5%	2.0%	0.9%	0.3%	-1.3%	0.6%
Milk	-2.7%	-2.0%	-0.3%	-0.5%	-0.3%	-0.8%	-0.5%
Dairy Yogurt	-1.6%	3.6%	7.5%	9.2%	6.6%	6.6%	7.4%
Ice Cream/Sherbet	-3.5%	-1.1%	1.1%	-2.3%	-0.9%	-1.2%	-1.6%
Butter/Blends	-0.7%	2.8%	1.8%	1.8%	2.5%	1.5%	2.2%
Fz Novelties	0.1%	-2.3%	1.2%	0.5%	0.7%	0.0%	1.3%
Sour Cream	-0.3%	-0.7%	1.9%	-0.1%	-0.7%	-1.9%	-0.7%
Dairy Whipping Cream	3.7%	7.9%	8.5%	8.1%	7.0%	5.4%	7.4%
Cottage Cheese	-3.6%	8.6%	12.5%	14.3%	11.3%	9.4%	11.9%
Half & Half, Lt/Reg Cream	-0.5%	-0.6%	0.7%	0.8%	-0.5%	-2.3%	-0.1%
Dairy Creamer	8.9%	5.3%	27.6%	30.0%	27.0%	26.7%	27.2%
Kefir	6.2%	12.1%	26.9%	24.0%	25.8%	24.8%	26.1%
Cream Spreads	5.7%	8.3%	3.7%	13.6%	19.8%	19.9%	19.0%

Retail Pricing

Average Price per Vol. Equivalent

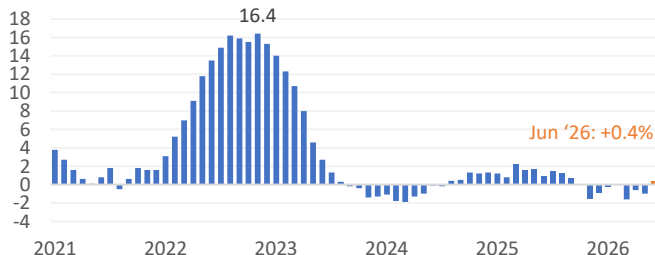
Category	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
Cheese incl random wt (price/lb)*	\$5.56	\$5.52	\$5.52
Cow's Milk (price/gal)	\$5.34	\$5.34	\$5.59
White Conventional Gallon-size	\$3.94	\$3.95	\$4.23
Dairy Yogurt (price/pint)	\$2.95	\$2.96	\$3.00
Ice Cream, Sherbet (price/pint)	\$2.02	\$2.06	\$2.03
Butter/Blends (price/lb)	\$4.63	\$4.52	\$4.50
Fz Novelties (price 16 oz pkg)	\$3.90	\$3.99	\$3.78
Sour Cream (price/pint)	\$2.63	\$2.64	\$2.65
Dairy Whip Cream, liquid/aerosol (prc/pint)	\$3.53	\$3.41	\$3.41
Cottage Cheese (price/pint)	\$2.79	\$2.83	\$2.88
Dairy Half & Half, Lt/Reg Cream (prc/pint)	\$1.77	\$1.75	\$1.74
Dairy Creamer (price/pint)	\$2.99	\$3.02	\$3.07
Kefir	\$17.23	\$17.10	\$16.99
Dairy Cream Spreads (price/pint)	\$4.50	\$4.45	\$4.61

% Price Change vs. Year Ago

Category	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
Cheese incl random wt	-1.4%	-2.1%	-1.7%
Cow's Milk	1.8%	2.1%	7.6%
White Conventional Gallon-size	-1.4%	-0.7%	8.9%
Dairy Yogurt	4.7%	4.1%	3.3%
Ice Cream, Sherbet	3.0%	2.7%	3.6%
Butter/Blends	-6.1%	-9.0%	-8.8%
Fz Novelties	3.3%	3.5%	3.5%
Sour Cream	1.1%	0.7%	0.9%
Dairy Whip Cream, liquid/aerosol	-6.3%	-8.2%	-9.0%
Cottage Cheese	4.0%	4.4%	5.3%
Dairy Half & Half, Lt/Reg Cream	-1.7%	-3.2%	-3.8%
Dairy Creamer	2.1%	2.4%	2.1%
Kefir	2.3%	0.7%	-0.5%
Dairy Cream Spreads	4.1%	3.2%	5.5%

Consumer Price Index – Dairy Products

12 Month % Change, Jan 2021–Jun 2026
not seasonally adjusted



The CPI measures change in consumer prices over time based on a fixed basket of goods.

12 Month Inflation Rate, not seasonally adjusted

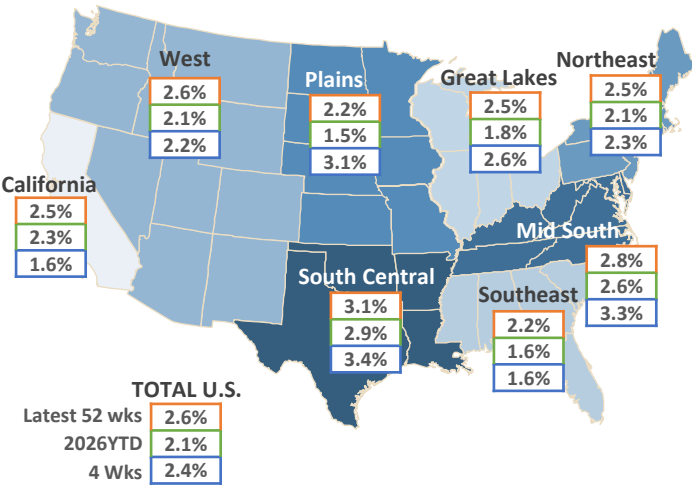
	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26
All Items	2.4%	2.4%	3.3%	3.8%	4.2%	3.5%
Food Away-from-home	4.0%	3.9%	3.8%	3.6%	3.5%	3.4%
Food At-home	2.1%	2.4%	1.9%	2.9%	2.7%	2.7%
Dairy	-0.3%	0.1%	-1.6%	-0.6%	-1.0%	0.4%
Milk	-0.3%	0.5%	-0.4%	0.5%	3.7%	6.6%
Cheese	-1.2%	-1.1%	-4.4%	-3.1%	-6.0%	-3.6%
Ice Cream	0.1%	3.6%	2.5%	2.7%	0.9%	-1.3%
Butter	-5.0%	-7.6%	-8.3%	-5.8%	-8.0%	-8.7%

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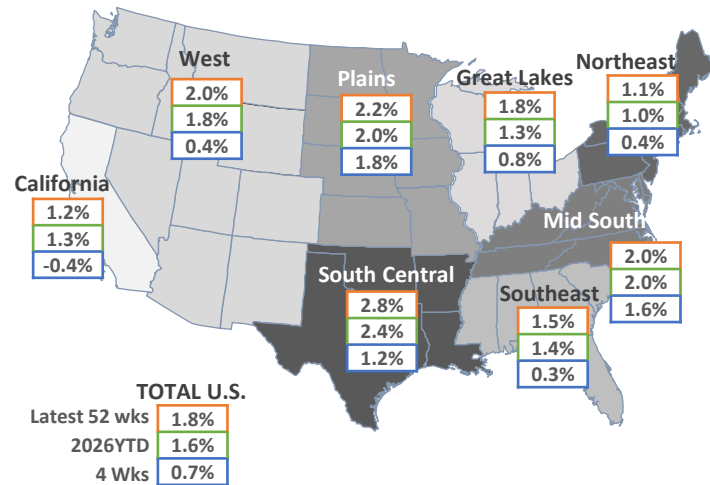
52 Weeks, Year-to-date, and 4 Weeks Ending 6-14-2026

Total Dairy Category Sales View by Region

Dollar Sales % Chg vs. Year Ago



Unit Sales % Chg vs. Year Ago



52 wks, 2026YTD & 4 wks ending 6-14-2026. Notes: Total dairy sales are aggregated on a dollar & unit basis to equalize all products to the same unit of measure. A small amount of non-dairy is included in these numbers. Butter excludes margarine.

Product Sales View by Region

Latest 52 Weeks Regional View: Volume Sales % Change vs. Year Ago

	Cheese w Random Wt	Cow's Milk	Dairy Yogurt	Ice Cream, Sherbet	Fz Novelties	Butter, Blends	Dairy Whip Cream	Sour Cream	Dairy H&H, Cream	Cottage Cheese	Dairy Creamer	Kefir	Dairy Spread
TOTAL U.S.	0.6%	-0.5%	7.4%	-1.6%	1.3%	2.2%	7.4%	-0.7%	-0.1%	11.9%	27.2%	26.1%	19.0%
California	-0.1%	-0.2%	6.2%	-2.6%	1.0%	1.9%	4.1%	-1.2%	0.0%	12.5%	28.7%	33.0%	7.3%
Great Lakes	0.8%	-1.0%	7.8%	-0.5%	1.8%	2.8%	8.4%	-1.2%	-0.5%	8.1%	29.2%	14.0%	32.8%
Mid-South	0.7%	-0.3%	7.7%	-1.7%	1.2%	3.2%	9.1%	-0.6%	-0.3%	11.7%	25.1%	20.4%	-7.4%
Northeast	0.5%	-0.6%	6.1%	-1.5%	1.7%	2.0%	7.8%	-1.1%	-1.7%	11.6%	24.7%	22.6%	-4.5%
Plains	1.1%	-0.6%	8.2%	-1.2%	2.9%	1.9%	7.5%	-0.3%	0.3%	9.2%	32.7%	18.6%	54.7%
S. Central	1.0%	-0.7%	8.4%	-2.3%	2.2%	3.6%	9.6%	0.5%	3.9%	17.7%	27.6%	54.6%	57.7%
Southeast	0.4%	-0.2%	7.3%	-2.2%	0.1%	1.8%	8.3%	-0.6%	0.4%	16.9%	22.5%	20.6%	5.3%
West	0.7%	-0.1%	8.3%	-1.5%	0.0%	0.8%	4.1%	-0.5%	1.5%	12.8%	33.0%	35.5%	29.6%

New Product Spotlight A sampling of new dairy products launched recently



USA (Jun '26)
Country Crock Red Barn
Premium 84% butterfat in ½ pound package. Salted and unsalted options.



USA (Jun '26)
Muscle Milk Pro42
Ultrafiltered milk protein shake. 42g protein and 240 calories in 14 oz bottle.



USA (Jun '26)
Oikos
Protein shake with 95mg of caffeine, the same as a cup of coffee. 6g fiber, 30g protein. Ingredients include filtered water, milk protein concentrate, micellar casein isolate, inulin



USA (Jun '26)
Protein Pops
Vanilla flavored high protein ice cream bars coated with a quinoa studded chocolate shell. 10g protein per bar, 4g sugar.



USA (Jun '26)
Honey Moo
Pistachio-flavored ice cream bars with honey and chocolate flavored coating. No refined sugar.