

TOTAL U.S. MILK SNAPSHOT

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



MILK VOLUME REMAINS UNDER PRESSURE, BUT PREMIUM INNOVATION AND WHOLE MILK CONTINUE TO DRIVE GROWTH

Milk volume softened in the latest 4 weeks (-0.8%), while **2026 YTD volume remains down just 0.3%**, reflecting continued pressure on traditional milk.

Premium and functional milks continue to outperform, with ultra-filtered (+11.6% latest 4 weeks; +5.3% YTD), lactose-free (+5.4%; +4.9%), and A2 milk segments (+28.8%; +34.0%) leading category growth.

Whole milk remains the category's primary growth engine, increasing 3.3% in the latest 4 weeks and 4.1% YTD, while lower-fat varieties continue to decline.

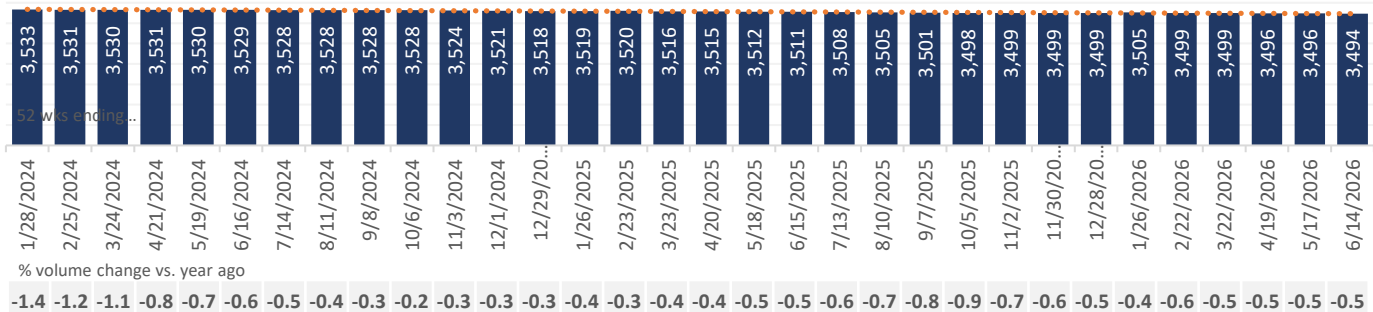
Milk prices continue to climb, with the average retail price reaching \$5.59/gallon in the latest 4 weeks (+7.6% vs. year ago), as consumers continue to support premium and value-added milk despite higher prices. The price of traditional white gallon-size milk rose 9.5% in the latest four weeks.

Milk continues to **trail the leading beverage categories,** while other dairy beverages including yogurt drinks and kefir, are delivering robust double-digit volume growth. At the same time, milk-based nutritional beverages (e.g., Core Power and Nurri) continue to generate strong consumer demand, highlighting ongoing momentum for convenient, high-protein dairy beverages

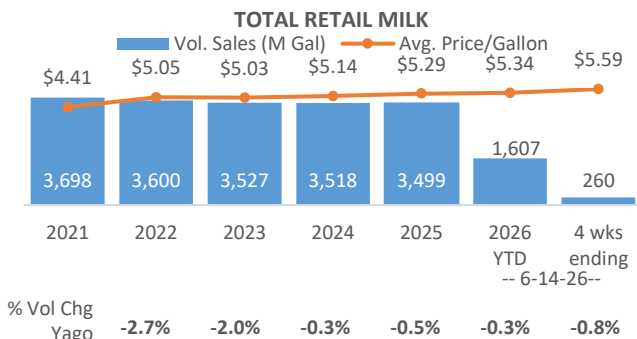
Plant-based beverages continue to lose momentum, with total plant milk alternatives down 5.4% in the latest 4 weeks (-5.1% YTD). Declines were led by the largest segment, almond (-8.5%), while only soy (+16.5%) posted meaningful growth.

Rolling 52 Weeks Volume

RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO

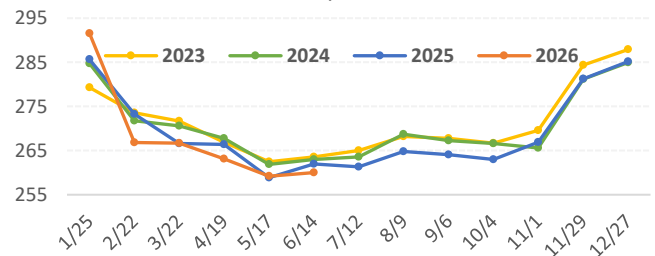


Calendar Year Volume and Price Trend



Quad-week Sales View

MILK RETAIL VOLUME, Million Gallons
By 4-Week Periods



Purchase Dynamics, Latest 52 Weeks

How did buying behavior change over the last 52 wks?

Penetration
91.5% of households bought milk
-0.1 point vs. Yago

Buy Rate
29.7 gal per buyer
+0.4% vs Yago

Purchase Frequency
30.4X/yr
+1.1% vs Yago

Volume per Trip
0.98 gal
-0.6% vs Yago

Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
TOTAL U.S.	100	-0.5%	-0.3%	-0.8%
California	83	-0.2%	-0.1%	-0.2%
Great Lakes	112	-1.0%	-1.3%	-1.9%
Mid-South	110	-0.3%	0.0%	-0.3%
Northeast	91	-0.6%	-0.3%	-1.4%
Plains	123	-0.6%	-0.5%	0.0%
South Central	85	-0.7%	-0.9%	-2.4%
Southeast	102	-0.2%	0.5%	0.4%
West	107	-0.1%	0.0%	0.2%

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Milk Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M gal)	52 Wks Vol Share	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
TOTAL U.S.	3,493.9	100.0%	-0.5%	-0.3%	-0.8%
White	3,248.8	93.0%	-0.5%	-0.4%	-0.7%
Trad'l White	2,689.3	77.0%	-1.5%	-1.3%	-1.7%
Trad'l Wht Gallon	2,041.8	58.4%	-1.9%	-1.7%	-2.3%
Value-add White	559.5	16.0%	4.6%	4.6%	4.2%
Flavored + Milkshake	205.7	5.9%	-0.8%	-0.6%	-2.1%
Trad'l Flavored	164.4	4.7%	-1.0%	-1.1%	-3.3%
Value-add Flavored.	41.0	1.2%	-0.2%	1.0%	2.0%
Buttermilk	20.3	0.6%	0.3%	0.6%	-2.5%
Eggnog	18.2	0.5%	-0.6%	22.6%	55.3%
Lactose-free	330.4	9.5%	5.2%	4.9%	5.4%
Organic	277.1	7.9%	2.4%	3.1%	1.1%
Ultra-filtered	111.4	3.2%	6.8%	5.3%	11.6%
A2 (multiple brands)	42.7	1.2%	55.6%	34.0%	28.8%

Milk Segments 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 U.S.	\$5.34	\$5.34	\$5.59	1.8%	2.1%	7.6%
White	\$4.98	\$5.02	\$5.27	1.8%	2.1%	8.1%
Trad'l White	\$3.94	\$3.95	\$4.23	-1.4%	-0.7%	8.9%
Trad'l Wht Gallon	\$3.54	\$3.55	\$3.82	-1.9%	-1.0%	9.5%
Value-add White	\$9.99	\$10.08	\$10.13	5.5%	4.8%	3.6%
Flavored + Milkshake	\$9.76	\$9.79	\$10.03	1.0%	1.3%	3.7%
Trad'l Flavored	\$8.41	\$8.41	\$8.67	-0.1%	0.5%	3.6%
Value-add Flavored.	\$15.19	\$15.23	\$15.27	3.3%	2.1%	1.9%
Buttermilk	\$9.06	\$9.11	\$9.25	2.7%	2.0%	3.0%
Eggnog	\$14.34	\$15.13	\$18.44	5.2%	6.2%	-17.5%
Lactose-free	\$10.05	\$10.19	\$10.26	3.1%	2.6%	3.3%
Organic	\$10.35	\$10.38	\$10.42	8.2%	7.3%	4.4%
Ultra-filtered	\$13.57	\$13.89	\$13.96	7.1%	6.1%	5.3%
A2 (multiple brands)	\$9.34	\$9.35	\$9.60	0.9%	3.7%	8.2%

Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks	
	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks		
Total Milk	-0.5%	-0.3%	-0.8%		100.0%
Whole Fat	3.6%	4.1%	3.3%		49.7%
2%	-2.9%	-2.9%	-2.8%		34.4%
1%	-6.5%	-7.4%	-8.0%		11.2%
Fat Free	-7.3%	-8.3%	-8.2%		4.7%



Penetration (% Households that purchased in latest 52 wks)
Total 91.5%; Whole 71.1%; 2% 60.7%; 1% 37.1%; FF 15.7%

Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
100.0% Volume Share				
TOTAL U.S.	-0.5%	-0.3%	-0.8%	
Grocery	-2.3%	-2.4%	-2.8%	
Supercenters, Club, Other	2.5%	2.6%	2.2%	
C-Store	-9.7%	-7.8%	-8.0%	



Milk Sizing/Packaging



	Volume Share, 52 Wks						
	TOTAL MILK	128 oz Gallon	96 oz	64 oz HGal	>=48 oz to <64 oz	32 oz Qt	16 oz or less including multi-pack
% Volume Chg vs Yago							
Latest 52 Wks	-0.5%	-2.1%	4.8%	0.7%	6.9%	-0.4%	-1.5%
2026YTD (6-14)	-0.3%	-1.9%	1.7%	1.2%	8.3%	-1.8%	1.0%
Latest 4 wks	-0.8%	-2.5%	3.4%	-0.2%	13.1%	-2.5%	-1.5%

Milk – Branded and Private Label Trends

	52 Wks	-- Volume % Chg -- vs Yago			----- 52 Wks end 6-14-26 -----			
	Vol. Share	Latest 52 Wks	2026 YTD	Latest 4 Wks	% Hhlds Buy	Chg Yago	Vol/ Buyer	% Chg Yago
TOTAL U.S.	100.0%	-0.5%	-0.3%	0.1%	91.5	-0.1 pts	29.6 gal	+0.4%
Private Label	73.6%	-0.7%	-0.6%	-0.4%	82.5	-0.2 pts	25.0	+0.1%
Branded	26.4%	0.2%	0.7%	1.6%	68.6	-0.8 pts	9.6	+2.7%

TOTAL U.S. MILK SNAPSHOT

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Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M gal)	52 Wks Vol Share	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
TOTAL Non-Dairy	355.1	100.0%	-4.9%	-4.9%	-5.4%
Plant-based Alts	349.9	98.5%	-5.0%	-5.1%	-5.4%
Almond	216.8	61.0%	-8.3%	-8.9%	-8.5%
Oat	66.5	18.7%	0.7%	-1.9%	-2.1%
Coconut	30.8	8.7%	1.6%	0.4%	-7.1%
Soy	28.1	7.9%	4.4%	16.3%	16.5%
Pea	4.0	1.1%	-1.4%	4.3%	6.4%
Horchata	1.4	0.4%	2.6%	4.6%	2.7%
Rice	1.4	0.4%	-16.3%	-15.1%	-16.1%
Cashew	1.0	0.3%	-36.3%	-40.5%	-45.8%
Goat Milk	1.8	0.5%	-2.3%	-3.7%	-0.6%

Alternatives Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

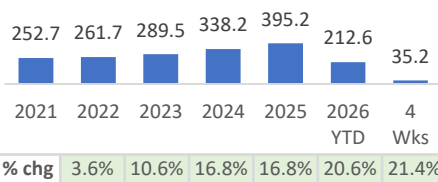
	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks	Latest 52 Wks	2026YTD (6-14)	Latest 4 Wks
TOTAL Non-Dairy	\$8.93	\$8.99	\$9.09	4.1%	4.1%	3.2%
Plant-based Alts	\$8.78	\$8.82	\$8.92	4.0%	4.1%	3.1%
Almond	\$7.20	\$7.20	\$7.27	3.9%	3.6%	2.7%
Oat	\$10.20	\$10.23	\$10.22	-0.3%	0.9%	-0.1%
Coconut	\$16.30	\$16.50	\$16.75	3.8%	5.6%	6.1%
Soy	\$8.39	\$8.54	\$8.83	3.9%	1.3%	4.3%
Pea	\$13.55	\$13.33	\$13.25	0.4%	-0.7%	0.4%
Horchata	\$8.78	\$8.73	\$8.85	3.9%	0.5%	-0.7%
Rice	\$11.05	\$11.27	\$11.46	3.7%	3.6%	4.3%
Cashew	\$12.68	\$13.40	\$13.98	13.7%	16.1%	18.8%
Goat Milk	\$27.15	\$27.54	\$27.26	7.6%	9.2%	4.4%

E-Commerce Sales Trend

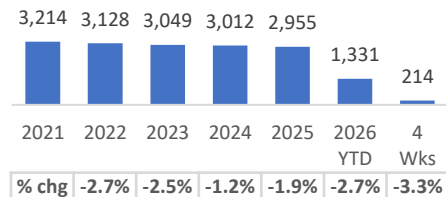


e-Commerce Dairy Milk
52 Wk Volume: 432M Gal
Volume Share
E-Commerce: 12.9%
Brick & Mortar: 87.1%

E-Commerce Milk Volume, Mil Gallons

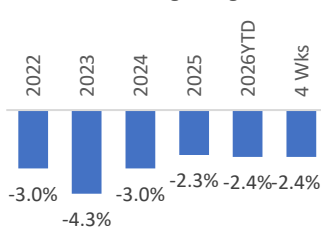


Brick & Mortar Milk Volume, Mil Gallons



RTE Cereal Trend

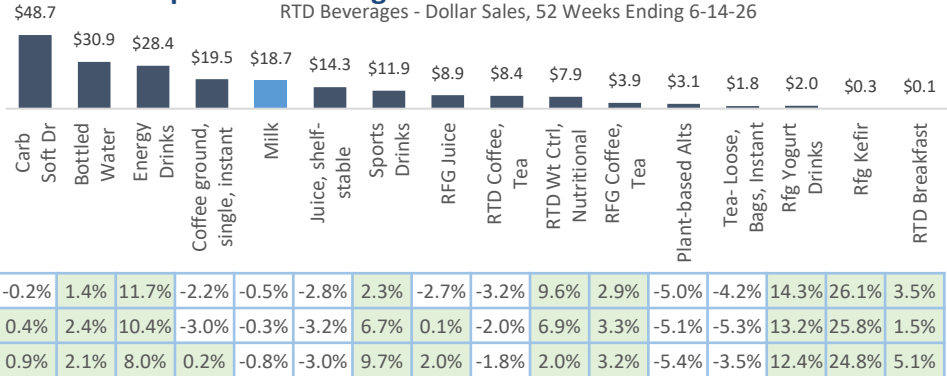
Volume % Chg vs Yago



Latest 4 wks through 6-14-26
Avg price: +1.3% vs year ago.

Milk – Competitive Beverages

RTD Beverages - Dollar Sales, 52 Weeks Ending 6-14-26



RTD Wt Control/Nutritionals includes shelf-stable and refrigerated.

New Product Spotlight



USA (Jun '26)
Crystal Creamery
Lactose-free two percent reduced fat ultra pasteurized, homogenized and ultra filtered milk.



USA (Jun '26)
Good & Gather (Target)
Lactose-free ultra filtered milk line – whole, 2% and skim.



USA (Jun '26)
Nurri Kids chocolate milkshake made with a blend of ultra filtered skim milk & cream and water. 2g sugar, 10g protein per 8 oz.



USA (Jun '26)
Stewart's Shops
Limited edition Refreshers - Shenanigan Mint and Lumberjack Maple Dairy Shakes. Chocolate protein shake with 30g protein per 16 oz.

