

TOTAL U.S. YOGURT SNAPSHOT

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



YOGURT MAINTAINS STRONG MOMENTUM IN 2026YTD AND THE LATEST FOUR WEEKS

Retail yogurt continues to be one of dairy's strongest-performing categories, with **volume up 7.3% over the latest 52 weeks** and **6.5% growth in both year-to-date and the latest 4 weeks**. While the rate of growth has moderated from 2025, consumer demand remains broad-based and healthy.

Greek yogurt accounts for **55.2% of category volume** and continues to post **+14.5% volume growth** in the latest four weeks, remaining the primary growth engine.

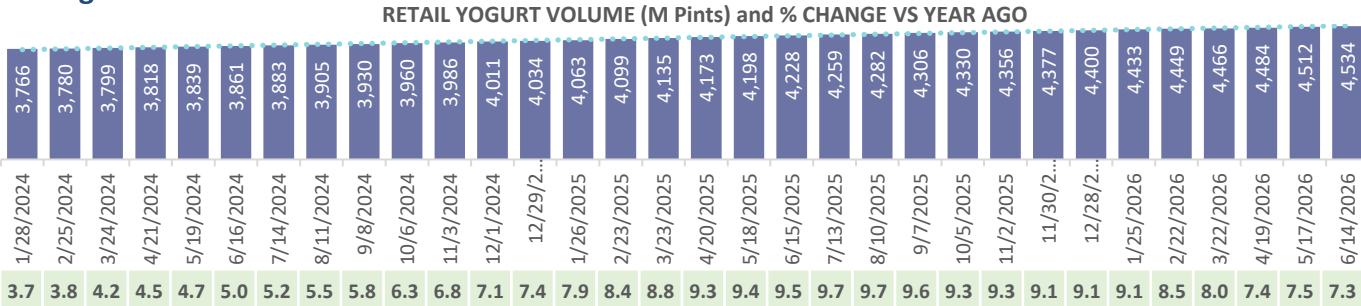
Household penetration reached **84.5% (+1.3 pts)**, while buyers are purchasing **5.7% more volume** and shopping the category **4.0% more frequently**, indicating both new and existing buyers are contributing to growth.

Whole milk yogurt continues to outperform, with **+19.3% volume growth** in the latest four weeks, reflecting consumer preference for higher-protein and fuller-fat offerings.

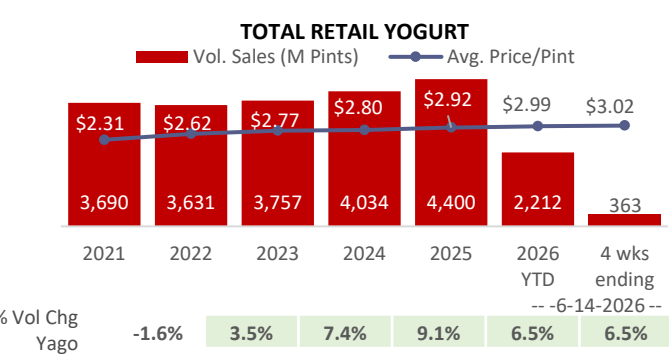
Growth remains strongest in **Supercenter/Club (+9.7%)**, now accounting for 46% volume, and the small Convenience channel (+26.7%, accounting for 0.3% volume), while Grocery continues to deliver positive gains (+5.1%).

Health-focused claims remain a key growth lever. Lactose-free yogurt has reached 7.5% share of dairy yogurt, while innovation continues to emphasize protein, gut health, reduced sugar, and functional nutrition.

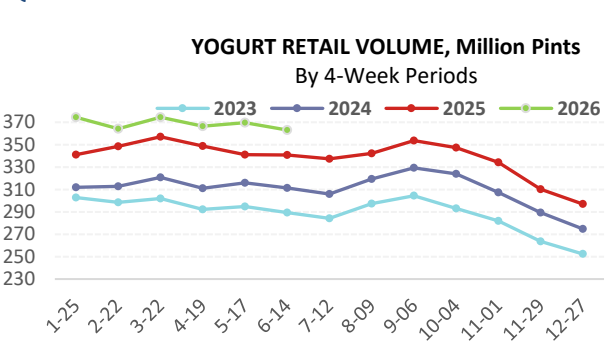
Rolling 52 Weeks Volume Trend



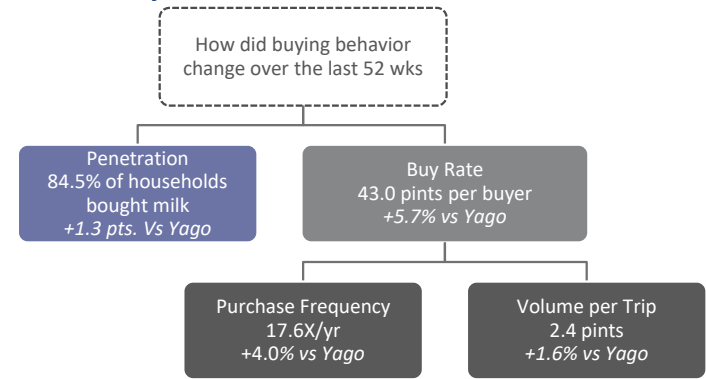
Calendar Year Volume and Price Trend



Quad-week Sales View



Purchase Dynamics, Latest 52 Weeks



Regional Volume Trend

	Volume Index	Latest 52 wks	2026YTD (6/14)	Latest 4 wks
TOTAL U.S.	100	7.3%	6.5%	6.5%
California	91	6.1%	6.0%	6.8%
Great Lakes	101	7.7%	6.1%	5.9%
Mid-South	100	7.6%	6.5%	6.8%
Northeast	110	6.0%	5.2%	5.9%
Plains	106	8.1%	7.1%	7.4%
South Central	82	8.4%	7.8%	7.2%
Southeast	102	7.2%	6.3%	5.2%
West	108	8.1%	8.2%	8.2%

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

Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M pints)	52 Wks Vol Share	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks
TOTAL Yogurt	4,533.2	100.0%	7.3%	6.5%	6.5%
Traditional	1,845.5	40.7%	-3.2%	-3.1%	-3.5%
Greek	2,500.3	55.2%	16.2%	14.0%	14.5%
Australian	67.1	1.5%	8.7%	9.0%	-0.2%
Icelandic	72.6	1.6%	25.3%	20.5%	22.3%
Alternative	47.8	1.1%	-1.4%	-1.1%	-1.9%

Yogurt 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 Yogurt	\$2.98	\$2.99	\$3.02	4.6%	4.1%	3.2%
Traditional	\$2.48	\$2.51	\$2.55	3.6%	3.9%	5.1%
Greek	\$3.22	\$3.19	\$3.21	3.5%	2.7%	0.6%
Australian	\$3.84	\$3.82	\$4.16	-1.7%	-1.8%	5.0%
Icelandic	\$4.96	\$5.01	\$5.05	1.6%	2.9%	0.0%
Alternative	\$5.26	\$5.30	\$5.38	4.6%	4.3%	3.6%

Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks	Volume Share 52 Weeks
Total Yogurt	7.3%	6.5%	6.5%	100.0%
Whole Fat	14.5%	15.4%	19.3%	24.6%
2%	2.5%	2.2%	6.1%	1.9%
1%	4.5%	3.9%	-2.2%	37.6%
Fat Free	5.9%	3.8%	7.5%	35.9%

Penetration (% Households that purchased in latest 52 wks)

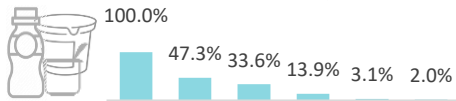
Total 84.4%; Whole 52.5% 2% 11.0%; 1% 63.9%; FF 63.2%

Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2026YTD (6/14)	Latest 4 Wks
TOTAL U.S.	7.3%	6.5%	6.5%	
Grocery	5.1%	4.0%	3.8%	
Supercenters, Club, Other	9.8%	9.3%	9.7%	
C-Store	32.8%	36.9%	26.7%	

Yogurt Packaging

Volume Share, 52 Wks



% Volume Chg vs Yago

	Latest 52 wks	2026YTD	Latest 4 wks
Total	7.3%	6.5%	6.5%
Cups	1.4%	-0.1%	-0.2%
Tubs	14.9%	14.9%	15.0%
Drinks	14.4%	13.2%	12.5%
Tubes	-10.4%	-10.3%	-9.6%
All Other	20.3%	21.1%	15.6%

Drinks Share and % Growth

MP=multi-pack, SS= single-serve, MS=multi-serve
52 wks ending 6-14-26

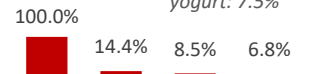
	Volume Share	Volume % Chg	Vol Chg vs YA Mil pints
Total Drinks	100.0%	14.4%	+79.6
2.1-4oz MP	39.5%	-1.5%	-5.3
6.01-8oz SS	14.1%	22.1%	+14.9
8.01-12oz MP	13.9%	174.1%	+55.6
6.01-8oz MP	10.9%	-20.4%	-17.5
8.01-12oz SS	7.7%	56.8%	+17.6
48.01-64oz MS	4.5%	9.0%	+2.3
12.01-16oz SS	4.1%	126.2%	+14.5
4.01-6oz MP	3.0%	2.7%	+0.5

Yogurt Claims

Volume Share of Yogurt

52 wks ending 6-14-26

Lactose-free Share of DAIRY yogurt: 7.5%



Vol. % Chg vs Yago

	52 wks	2026YTD	4 wks
Total	7.3%	6.5%	6.5%
No, Low, Lactose-free	36.0%	36.9%	44.8%
Less Sugar	57.8%	45.5%	28.2%
Organic	3.1%	-0.3%	-0.2%

note: total yogurt includes dairy + alternatives

New Product Spotlight

Source: Innova

USA (Jun '26)

Siggi's
Nonfat Icelandic yogurt with high quality protein (14g). Good source of fiber (5g). Made with real fruit.



UK (Jun '26) **Biotiful**

High protein kefir (25g) natural protein. Immunity support. No added sugar. Gut health. Source of vitamin B12 to support the normal functioning of the immune system and contribute to the reduction of tiredness and fatigue.



UK (Jun '26)

Mueller Light Greek yogurt with added with vitamins D and B6. Contains 10g protein. Made with real fruit. No artificial sweeteners. Vitamin B6 contributes to the reduction of tiredness and fatigue.



CROATIA

(Jun '26) **Vindija**
Contains good bacteria. Source of fiber. Contains vitamins A and D for normal immune function.