

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 2-23-2025



## POSITIVE MILK VOLUME GROWTH IN 2025

Retail milk volume has risen 0.7% in 2025 through 2-23, continuing to exceed historical trends. Most regions are seeing growth year-to-date, with the national average milk purchase rate increasing to 29.6 gallons per household over 52 weeks and a market penetration rate of 91.7%.

- **Value-added white milk** is fueling category growth, with an 8% increase in volume year-to-date and a similar rise in the most recent four weeks compared to the previous year.
- **Lactose-free milk** remains robust, showing a strong double-digit growth of 10% in the latest four weeks, supported by leading brands.
- **A2 milk products**, although holding a modest 0.7% market share, are quickly gaining traction as store brands enter

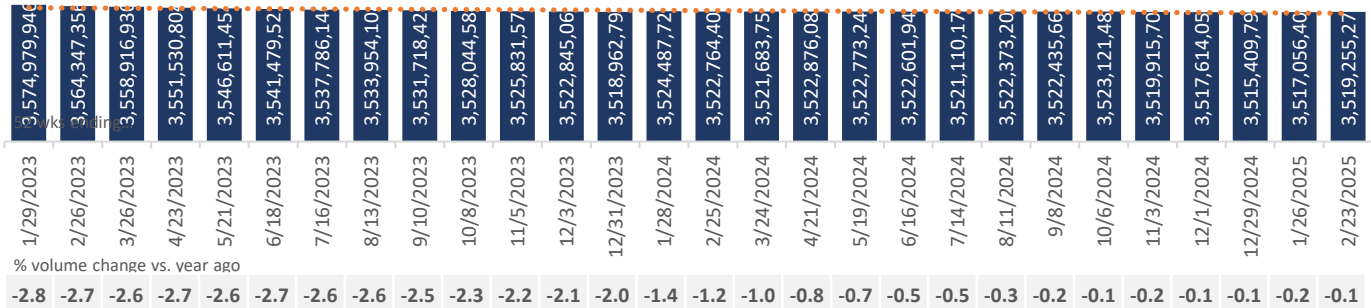
the market, with private label A2 protein milks accounting for nearly 60% of A2 volume in 2025.

- **Whole fat milk** continues its upward trend, demonstrating a 3.7% year-to-date increase and growing to a 47% volume share. The decline rate for 2% milk has moderated in 2025, sitting at 0.8% volume decrease in the latest four weeks compared to a 2.3% decline over the last 52 weeks.
- **Gallon-sized milk** has experienced a decline of 1.1% over the last four-weeks. However, overall milk growth is being driven by smaller sizes (>=48oz to <64oz), primarily from value-added products (+22% in latest four-weeks), and half gallons (+1% in the latest four-weeks).

## Rolling 52 Weeks Volume

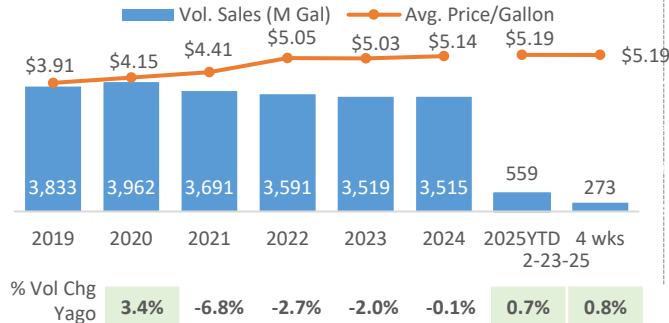
### RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO

\$18.2B latest 52 wks  
+3.0% vs Yago



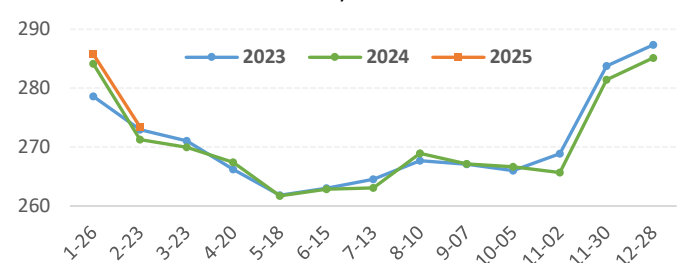
## Calendar Year Volume and Price Trend

### TOTAL RETAIL MILK



## Quad-week Sales View

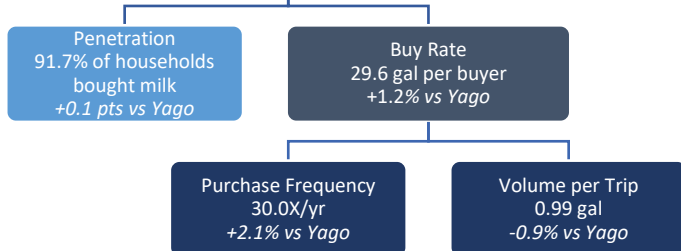
### MILK RETAIL VOLUME, Million Gallons By 4-Week Periods



## Purchase Dynamics

While purchase frequency has increased, shoppers are purchasing less volume per trip

How did buying behavior change over the last 52 wks?



## Regional Volume Trend

| % Chg vs Yago     | Volume Index | Latest 52 Wks | 2025YTD     | 4 Wks       |
|-------------------|--------------|---------------|-------------|-------------|
| <b>TOTAL U.S.</b> | <b>100</b>   | <b>-0.1%</b>  | <b>0.7%</b> | <b>0.8%</b> |
| California        | 83           | 0.4%          | -0.4%       | -1.5%       |
| Great Lakes       | 113          | -0.3%         | 0.6%        | 1.5%        |
| Mid-South         | 109          | 0.2%          | 2.2%        | 2.1%        |
| Northeast         | 91           | -1.1%         | -0.5%       | -0.1%       |
| Plains            | 125          | -0.4%         | 1.0%        | 2.7%        |
| South Central     | 84           | -0.2%         | 1.3%        | 1.8%        |
| Southeast         | 101          | 0.6%          | 1.0%        | -0.6%       |
| West              | 107          | 0.3%          | 0.4%        | 1.0%        |

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## Milk Segments Volume Trend

-- % Chg vs Yago --

|                             | 52 Wk<br>Volume<br>(M gal) | 52 Wk<br>Vol Share | 52 Wks       | 2025YTD      | Latest<br>4 Wks |
|-----------------------------|----------------------------|--------------------|--------------|--------------|-----------------|
| <b>TOTAL U.S.</b>           | <b>3,519.3</b>             | <b>100.0%</b>      | <b>-0.1%</b> | <b>0.7%</b>  | <b>0.8%</b>     |
| <b>White</b>                | <b>3,272.1</b>             | <b>93.0%</b>       | <b>-0.1%</b> | <b>0.7%</b>  | <b>0.9%</b>     |
| Trad'l White                | 2,747.3                    | 78.1%              | -1.3%        | -0.6%        | -0.4%           |
| Trad'l Wht Gallon           | 2,101.9                    | 59.7%              | -1.8%        | -1.2%        | -0.9%           |
| Value-add White             | 524.8                      | 14.9%              | 6.5%         | 7.9%         | 7.9%            |
| <b>Flavored + Milkshake</b> | <b>208.1</b>               | <b>5.9%</b>        | <b>0.9%</b>  | <b>-0.2%</b> | <b>-0.1%</b>    |
| Trad'l Flavored             | 166.6                      | 4.7%               | -0.7%        | -2.0%        | -1.4%           |
| Value-add Flavored.         | 39.9                       | 1.1%               | 3.9%         | -1.8%        | -3.8%           |
| <b>Buttermilk</b>           | <b>20.4</b>                | <b>0.6%</b>        | <b>-1.1%</b> | <b>-0.3%</b> | <b>-2.2%</b>    |
| <b>Eggnog</b>               | <b>18.3</b>                | <b>0.5%</b>        | <b>-7.2%</b> | <b>33.6%</b> | <b>1.8%</b>     |
| Lactose-free                | 311.2                      | 8.8%               | 11.1%        | 11.1%        | 10.2%           |
| Organic                     | 269.7                      | 7.7%               | 2.4%         | 1.6%         | 2.5%            |
| A2 (multiple brands)        | 23.5                       | 0.7%               | 47.7%        | 96.5%        | 99.5%           |

## Milk Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

|                             | 52 Wks         | 2024           | Latest<br>4 Wks | 52 Wks      | 2025YTD     | Latest<br>4 Wks |
|-----------------------------|----------------|----------------|-----------------|-------------|-------------|-----------------|
| <b>TOTAL U.S.</b>           | <b>\$5.17</b>  | <b>\$5.19</b>  | <b>\$5.19</b>   | <b>3.1%</b> | <b>4.4%</b> | <b>4.3%</b>     |
| <b>White</b>                | <b>\$4.81</b>  | <b>\$4.88</b>  | <b>\$4.88</b>   | <b>3.3%</b> | <b>4.4%</b> | <b>4.4%</b>     |
| Trad'l White                | \$3.95         | \$3.96         | \$3.95          | 2.2%        | 3.2%        | 3.1%            |
| Trad'l Wht Gallon           | \$3.57         | \$3.59         | \$3.57          | 2.2%        | 3.3%        | 3.2%            |
| Value-add White             | \$9.35         | \$9.53         | \$9.59          | 1.9%        | 2.9%        | 3.3%            |
| <b>Flavored + Milkshake</b> | <b>\$9.70</b>  | <b>\$9.75</b>  | <b>\$9.76</b>   | <b>1.7%</b> | <b>4.2%</b> | <b>3.5%</b>     |
| Trad'l Flavored             | \$8.37         | \$8.22         | \$8.20          | -0.3%       | 1.0%        | 0.0%            |
| Value-add Flavored.         | \$14.89        | \$15.25        | \$15.42         | 2.6%        | 5.6%        | 6.0%            |
| <b>Buttermilk</b>           | <b>\$8.72</b>  | <b>\$8.86</b>  | <b>\$8.92</b>   | <b>3.1%</b> | <b>4.5%</b> | <b>4.6%</b>     |
| <b>Eggnog</b>               | <b>\$13.66</b> | <b>\$13.10</b> | <b>\$19.31</b>  | <b>6.0%</b> | <b>6.9%</b> | <b>4.1%</b>     |
| Lactose-free                | \$9.86         | \$10.20        | \$10.28         | 3.8%        | 5.9%        | 6.3%            |
| Organic                     | \$9.45         | \$9.50         | \$9.55          | 0.5%        | 0.9%        | 1.4%            |
| A2 (multiple brands)        | \$10.30        | \$9.79         | \$9.77          | -4.8%       | -7.1%       | -7.2%           |

## Volume Trends by Fat Content

|                   | Volume % Chg vs Yago |             |             | Volume Share<br>52 Weeks |
|-------------------|----------------------|-------------|-------------|--------------------------|
|                   | 52 Wks               | 2025YTD     | 4 Wks       |                          |
| <b>Total Milk</b> | <b>-0.1%</b>         | <b>0.7%</b> | <b>0.8%</b> | <b>100.0%</b>            |
| Whole Fat         | 3.2%                 | 3.9%        | 3.7%        | 47.2%                    |
| 2%                | -2.3%                | -1.2%       | -0.8%       | 35.4%                    |
| 1%                | -3.8%                | -4.0%       | -3.6%       | 12.1%                    |
| Fat Free          | -4.6%                | -3.4%       | -3.3%       | 5.3%                     |

Penetration (% Households that purchased in latest 52 wks)  
Total 91.7%; Whole 70.2% 61.1%; 1% 38.8%; FF 16.4%

## Volume Share and Trend by Outlet

|                            | % Volume Chg<br>vs Yago      | Latest 52<br>Wks | 2025YTD     | Latest<br>4 Wks |
|----------------------------|------------------------------|------------------|-------------|-----------------|
| <b>100.0% Volume Share</b> | <b>TOTAL U.S.</b>            | <b>-0.1%</b>     | <b>0.7%</b> | <b>0.8%</b>     |
| 50.8%                      | Grocery                      | -1.5%            | -0.3%       | 0.4%            |
| 44.1%                      | Supercenters,<br>Club, Other | 3.4%             | 3.8%        | 3.2%            |
| 4.6%                       | C-Store                      | -11.9%           | -13.6%      | -13.3%          |
| 0.5%                       | Drug                         | -19.0%           | -18.9%      | -19.1%          |

## Milk Sizing/Packaging

|                             | Volume Share, 52 Wks |                  |       |               |                         |             |   |
|-----------------------------|----------------------|------------------|-------|---------------|-------------------------|-------------|---|
|                             | TOTAL<br>MILK        | 128 oz<br>Gallon | 96 oz | 64 oz<br>HGal | >=48 oz<br>to <64<br>oz | 32 oz<br>Qt | 16 oz<br>or less<br>including<br>multi-pack |
| <b>% Volume Chg vs Yago</b> |                      |                  |       |               |                         |             |   |
| 52 wks                      | -0.1%                | -1.9%            | 8.1%  | 0.0%          | 21.1%                   | -3.4%       | -4.8%                                       |
| 2025YTD                     | 0.7%                 | -1.2%            | 9.5%  | 1.1%          | 22.7%                   | -2.1%       | -5.8%                                       |
| 4 wks                       | 0.8%                 | -1.0%            | 8.9%  | 1.3%          | 22.2%                   | -3.2%       | -6.9%                                       |

## Milk – Branded and Private Label Trends

|                   | Volume % Chg<br>vs Yago |                  |             |             | -- 52 Wks Ending 02-23-2025 -- |                     |                     |               |
|-------------------|-------------------------|------------------|-------------|-------------|--------------------------------|---------------------|---------------------|---------------|
|                   | Vol.<br>Share           | Latest<br>52 Wks | 2025<br>YTD | 4 Wks       | % Hhlds<br>Buy                 | Chg<br>Yago         | Vol/<br>Buyer       | % Chg<br>Yago |
| <b>TOTAL U.S.</b> | <b>100.0%</b>           | <b>-0.1%</b>     | <b>0.7%</b> | <b>0.8%</b> | <b>91.7%</b>                   | <b>+0.1<br/>pts</b> | <b>29.6<br/>gal</b> | <b>+1.2%</b>  |
| Private Label     | 73.8%                   | 0.0%             | 0.5%        | 0.5%        | 82.8%                          | -0.3                | 24.9                | +1.5%         |
| Branded           | 26.2%                   | -0.4%            | 1.2%        | 1.8%        | 69.5%                          | -0.1                | 9.5                 | +1.5%         |

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 2-23-2025

## Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

|                         | 52 Wk Volume (M gal) | 52 Wk Vol Share | 52 Wks       | 2025YTD      | Latest 4 Wks |
|-------------------------|----------------------|-----------------|--------------|--------------|--------------|
| <b>TOTAL Non-Dairy</b>  | <b>380.1</b>         | <b>100.0%</b>   | <b>-5.7%</b> | <b>-7.2%</b> | <b>-7.4%</b> |
| <b>Plant-based Alts</b> | <b>378.3</b>         | <b>99.5%</b>    | <b>-5.8%</b> | <b>-7.3%</b> | <b>-7.5%</b> |
| Almond                  | 242.5                | 63.8%           | -8.9%        | -9.6%        | -9.8%        |
| Oat                     | 65.8                 | 17.3%           | 0.3%         | -0.6%        | -0.4%        |
| Coconut                 | 29.6                 | 7.8%            | 7.4%         | 2.8%         | 2.3%         |
| Soy                     | 28.0                 | 7.4%            | -2.7%        | -10.6%       | -10.9%       |
| Pea                     | 4.2                  | 1.1%            | -10.5%       | -14.2%       | -13.8%       |
| Rice                    | 1.8                  | 0.5%            | -15.2%       | -20.5%       | -20.3%       |
| Cashew                  | 1.7                  | 0.4%            | -24.8%       | -31.6%       | -28.8%       |
| Horchata                | 1.4                  | 0.4%            | 5.4%         | 13.9%        | 0.6%         |
| All Other Plant         | 3.3                  | 0.9%            | 10.9%        | 11.2%        | 6.2%         |
| <b>Goat Milk</b>        | <b>1.9</b>           | <b>0.5%</b>     | <b>8.2%</b>  | <b>10.9%</b> | <b>10.1%</b> |

## Alternatives Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

|                         | 52 Wks         | 2024           | Latest 4 Wks   | 52 Wks      | 2025YTD     | Latest 4 Wks |
|-------------------------|----------------|----------------|----------------|-------------|-------------|--------------|
| <b>TOTAL Non-Dairy</b>  | <b>\$8.50</b>  | <b>\$8.52</b>  | <b>\$8.54</b>  | <b>1.5%</b> | <b>1.7%</b> | <b>1.8%</b>  |
| <b>Plant-based Alts</b> | <b>\$8.42</b>  | <b>\$8.43</b>  | <b>\$8.45</b>  | <b>1.4%</b> | <b>1.5%</b> | <b>1.6%</b>  |
| Almond                  | \$6.88         | \$6.87         | \$6.88         | 0.6%        | 1.6%        | 1.6%         |
| Oat                     | \$10.24        | \$10.16        | \$10.14        | -1.4%       | -2.4%       | -2.2%        |
| Coconut                 | \$15.75        | \$15.42        | \$15.47        | -3.8%       | -5.5%       | -4.7%        |
| Soy                     | \$7.85         | \$8.19         | \$8.20         | 4.4%        | 7.5%        | 6.6%         |
| Pea                     | \$13.75        | \$13.58        | \$13.86        | -3.1%       | -3.1%       | -3.0%        |
| Rice                    | \$10.53        | \$10.76        | \$10.80        | 1.9%        | 4.0%        | 3.9%         |
| Cashew                  | \$11.04        | \$11.72        | \$11.99        | 7.7%        | 12.0%       | 10.7%        |
| Horchata                | \$8.06         | \$8.29         | \$8.35         | 2.2%        | 6.9%        | 8.1%         |
| All Other Plant         | \$15.10        | \$16.23        | \$16.18        | 4.5%        | 9.1%        | 8.8%         |
| <b>Goat Milk</b>        | <b>\$25.07</b> | <b>\$24.97</b> | <b>\$24.91</b> | <b>6.3%</b> | <b>4.3%</b> | <b>3.9%</b>  |

## E-Commerce Sales Trend

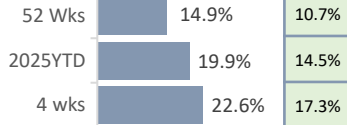
% Chg vs Year Ago

Dollars

Units



**e-Commerce RFG Milk**  
Latest 52 wks  
Sales: \$1,392M  
+\$180M vs Yago

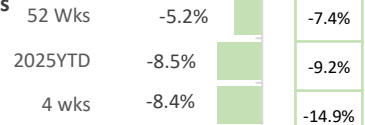


**e-Commerce RFG Plant Milk Alts**  
Latest 52 wks  
Sales: \$238M  
-\$13.1M vs Yago

% Chg vs Year Ago

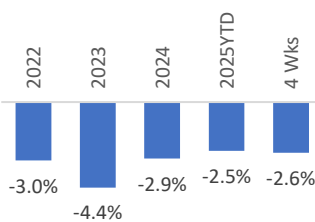
Dollars

Units



## RTE Cereal Trend

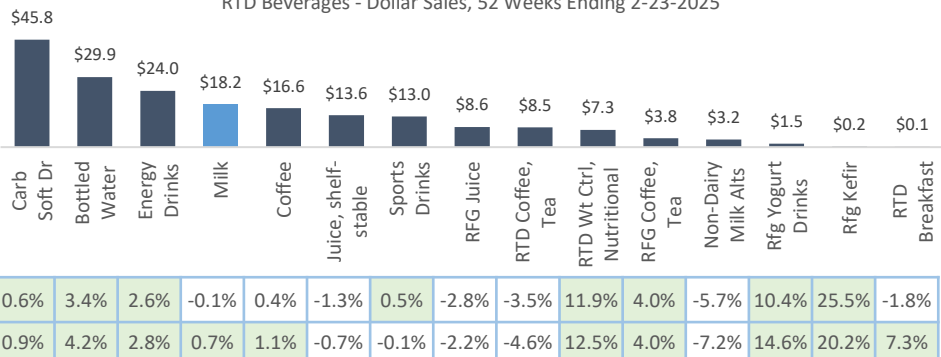
Volume % Chg vs Yago



Latest 4 wks through 2-23-25  
Avg price: +0.9% vs year ago.

## Milk – Competitive Beverages

RTD Beverages - Dollar Sales, 52 Weeks Ending 2-23-2025



## New Product Spotlight

Source: Innova



**USA (Mar '25)**  
**Zeal Creamery A2 Protein Grassfed Whole milk.**  
The package uses 95% less plastic. Non-standardized, which means the fat and nutrients are the same just the way it leaves the cow. Ultra-pasteurized for better shelf life. Grass-fed milk is naturally higher in omega-3 fatty acids and higher in protein. Better for the planet.



**USA (Mar '25)**  
**Promised Land Dairy**  
Limited edition Peeps sweet marshmallow whole milk.



**USA (Feb '25)**  
**Costco Kirkland A2 Milk**  
A2 protein organic whole milk. Animal welfare certified: the dairy farms that produce this organic milk are certified by independent third-party animal welfare specialist, Validus.



**USA (Mar '25)**  
**Fazer**  
Oat snack drink. Contains iron & vitamin B12, which plant-based proteins typically lack.