

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025



## SLIGHT INCREASE IN MILK VOLUME YEAR-TO-DATE, BUT RECENT SALES WEAKER

Retail milk volume has risen 0.1% year-to-date through March 23, 2025, and continues to surpass historical averages. However, the last four weeks saw a slight decline of 1.3%, potentially influenced by the timing of the Easter holiday\*.

- **Price Trends:** Prices for traditional white gallon-sized milk have increased to \$3.62 in the most recent period, marking an almost 5% rise compared to last year. Value-added white milk (organic, lactose-free, A2, extra protein, enhanced with omega, pre/probiotics, etc.) has also seen a price increase of 4%, with the average gallon equivalent priced at \$9.64.
- **Value-added white milk:** This segment continues to grow faster than traditional white milk, experiencing a 5.5% volume increase in the four weeks ending March 23, compared to a 2.5% decline for traditional white. Lactose-free options are

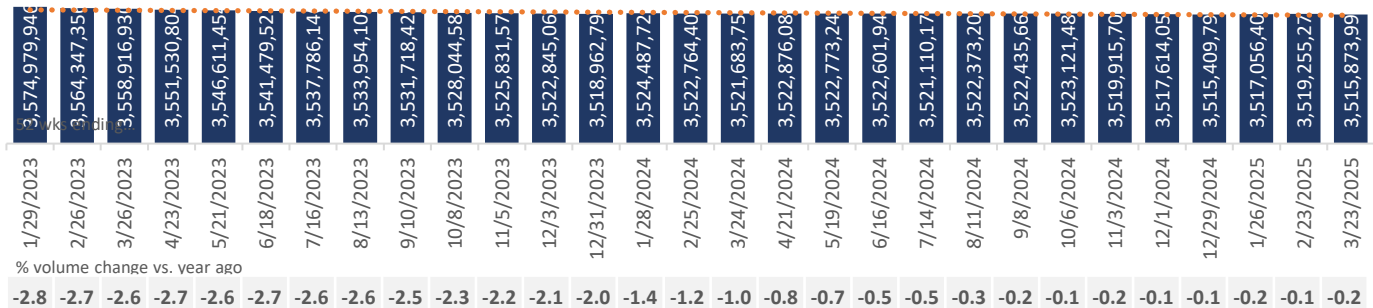
- driving growth, which stands at 10%. The A2 segment is still in its infancy at 0.7% share but is showing notable growth as store brands enter the market.
- **Whole Fat Milk:** This segment is seeing a continued upward trend, with a 2.0% increase over the latest period, now holding a 47% volume share. Two percent milk maintains a strong presence at 35% market share but is experiencing a 3% volume decline during the same period. Smaller segments, such as 1% and fat-free, are facing more significant losses. Notably, 49% of whole milk is consumed by households with children, making up 83% of volume growth, while younger households without children are also contributing to the rise in whole milk sales.

\* Easter '24: Mar 30; Easter '25: Apr 20

## Rolling 52 Weeks Volume

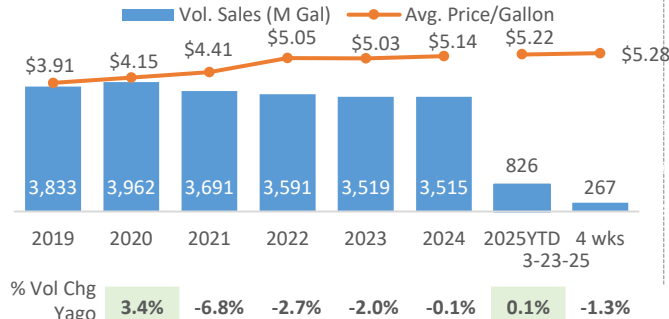
RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO

\$18.3B latest 52 wks  
+3.2% vs Yago



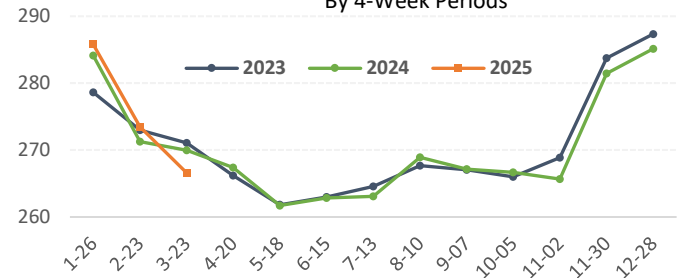
## Calendar Year Volume and Price Trend

### TOTAL RETAIL MILK



## Quad-week Sales View

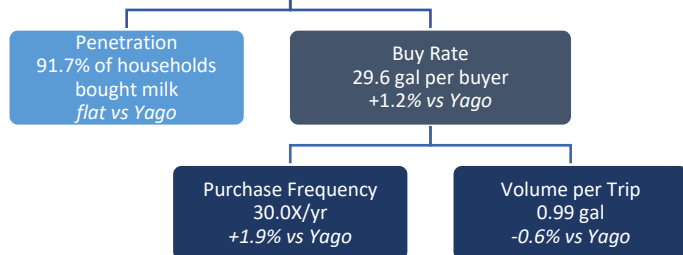
### MILK RETAIL VOLUME, Million Gallons By 4-Week Periods



## 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>-0.2%</b>	<b>0.1%</b>	<b>-1.3%</b>
California	83	0.4%	-0.3%	-0.3%
Great Lakes	113	-0.4%	0.0%	-1.3%
Mid-South	109	0.1%	1.0%	-1.6%
Northeast	91	-1.0%	-0.7%	-1.1%
Plains	125	-0.5%	0.1%	-1.8%
South Central	84	-0.4%	0.1%	-2.3%
Southeast	101	0.5%	0.3%	-1.0%
West	107	0.2%	0.0%	-0.8%

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

## Milk Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL U.S.</b>	<b>3,515.9</b>	<b>100.0%</b>	<b>-0.2%</b>	<b>0.1%</b>	<b>-1.3%</b>
<b>White</b>	<b>3,269.0</b>	<b>93.0%</b>	<b>-0.2%</b>	<b>0.1%</b>	<b>-1.2%</b>
Trad'l White	2,742.1	78.0%	-1.4%	-1.2%	-2.5%
Trad'l Wht Gallon	2,097.0	59.6%	-1.9%	-1.8%	-3.0%
Value-add White	526.9	15.0%	6.6%	7.1%	5.5%
<b>Flavored + Milkshake</b>	<b>207.9</b>	<b>5.9%</b>	<b>0.7%</b>	<b>-0.7%</b>	<b>-1.6%</b>
Trad'l Flavored	166.1	4.7%	-1.0%	-2.5%	-3.7%
Value-add Flavored.	39.7	1.1%	3.0%	-2.4%	-3.7%
<b>Buttermilk</b>	<b>20.3</b>	<b>0.6%</b>	<b>-1.3%</b>	<b>-1.7%</b>	<b>-4.4%</b>
<b>Eggnog</b>	<b>18.3</b>	<b>0.5%</b>	<b>-7.4%</b>	<b>26.3%</b>	<b>-35.8%</b>
Lactose-free	313.1	8.9%	9.9%	9.0%	6.9%
Organic	269.6	7.7%	2.0%	1.1%	-0.1%
A2 (multiple brands)	23.9	0.7%	78.2%	129.4%	138.1%

## Milk Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL U.S.</b>	<b>\$5.20</b>	<b>\$5.22</b>	<b>\$5.28</b>	<b>3.6%</b>	<b>4.9%</b>	<b>5.8%</b>
<b>White</b>	<b>\$4.84</b>	<b>\$4.90</b>	<b>\$4.94</b>	<b>3.7%</b>	<b>4.8%</b>	<b>5.8%</b>
Trad'l White	\$3.96	\$3.98	\$4.00	2.8%	3.7%	4.7%
Trad'l Wht Gallon	\$3.58	\$3.60	\$3.62	2.8%	3.8%	4.9%
Value-add White	\$9.38	\$9.57	\$9.64	2.1%	3.3%	4.0%
<b>Flavored + Milkshake</b>	<b>\$9.75</b>	<b>\$9.86</b>	<b>\$10.07</b>	<b>2.4%</b>	<b>4.9%</b>	<b>6.2%</b>
Trad'l Flavored	\$8.38	\$8.30	\$8.46	0.1%	1.4%	2.4%
Value-add Flavored.	\$14.97	\$15.39	\$15.67	3.3%	6.3%	7.7%
<b>Buttermilk</b>	<b>\$8.76</b>	<b>\$8.95</b>	<b>\$9.13</b>	<b>3.5%</b>	<b>4.7%</b>	<b>5.3%</b>
<b>Eggnog</b>	<b>\$13.66</b>	<b>\$13.51</b>	<b>\$20.86</b>	<b>6.0%</b>	<b>4.7%</b>	<b>13.5%</b>
Lactose-free	\$9.90	\$10.15	\$10.24	3.8%	5.3%	6.0%
Organic	\$9.49	\$9.54	\$9.64	0.7%	1.4%	2.4%
A2 (multiple brands)	\$9.40	\$9.34	\$9.13	-3.9%	-2.9%	-4.3%

## Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks
	52 Wks	2025YTD	4 Wks	
<b>Total Milk</b>	<b>-0.2%</b>	<b>0.1%</b>	<b>-1.3%</b>	<b>100.0%</b>
Whole Fat	3.1%	3.3%	2.0%	47.3%
2%	-2.3%	-1.9%	-3.3%	35.3%
1%	-4.0%	-4.6%	-5.9%	12.0%
Fat Free	-4.7%	-3.9%	-4.7%	5.3%

Penetration (% Households that purchased in latest 52 wks)  
Total 91.7%; Whole 70.3% 60.9%; 1% 38.8%; FF 16.5%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
<b>100.0% Volume Share</b>	<b>TOTAL U.S.</b>	<b>-0.2%</b>	<b>0.1%</b>	<b>-1.3%</b>
50.7%	Grocery	-1.6%	-1.1%	-2.6%
44.2%	Supercenters, Club, Other	3.3%	3.2%	1.9%
4.6%	C-Store	-12.1%	-13.4%	-12.9%
0.5%	Drug	-19.3%	-19.2%	-19.7%

## 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
<b>% Volume Chg vs Yago</b>							
52 wks	-0.2%	-2.0%	7.8%	0.0%	21.1%	-3.5%	-4.6%
2025YTD	0.1%	-1.8%	8.9%	0.1%	21.1%	-2.6%	-4.5%
4 wks	-1.3%	-3.1%	7.5%	-1.8%	18.1%	-3.8%	-1.9%

## Milk – Branded and Private Label Trends

	Volume % Chg vs Yago				-- 52 Wks Ending 02-23-2025 --			
	Vol. Share	Latest 52 Wks	2025 YTD	4 Wks	% Hhlds Buy	Chg Yago	Vol/ Buyer	% Chg Yago
<b>TOTAL U.S.</b>	<b>100.0%</b>	<b>-0.2%</b>	<b>0.1%</b>	<b>-1.3%</b>	<b>91.7%</b>	<b>flat</b>	<b>29.6 gal</b>	<b>+1.2%</b>
Private Label	73.8%	-0.1%	-0.2%	-1.6%	82.7%	-0.5	24.9	+1.5%
Branded	26.2%	-0.4%	0.7%	-0.3%	69.3%	-0.4	9.5	+2.6%

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

## 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>377.9</b>	<b>100.0%</b>	<b>-5.8%</b>	<b>-7.1%</b>	<b>-7.0%</b>
<b>Plant-based Alts</b>	<b>376.1</b>	<b>99.5%</b>	<b>-5.8%</b>	<b>-7.2%</b>	<b>-7.1%</b>
Almond	240.6	63.7%	-8.8%	-9.4%	-9.2%
Oat	65.8	17.4%	0.3%	-0.7%	-0.8%
Coconut	29.7	7.8%	6.6%	3.0%	3.5%
Soy	27.7	7.3%	-3.6%	-11.3%	-12.7%
Pea	4.2	1.1%	-10.5%	-12.4%	-8.7%
Rice	1.7	0.5%	-15.9%	-20.9%	-21.9%
Cashew	1.6	0.4%	-24.6%	-30.2%	-27.2%
Horchata	1.4	0.4%	5.5%	10.3%	3.9%
All Other Plant	3.3	0.9%	10.7%	7.6%	0.8%
<b>Goat Milk</b>	<b>1.9</b>	<b>0.5%</b>	<b>8.7%</b>	<b>11.1%</b>	<b>11.5%</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>\$8.51</b>	<b>\$8.53</b>	<b>\$8.57</b>	<b>1.4%</b>	<b>1.7%</b>	<b>1.9%</b>
<b>Plant-based Alts</b>	<b>\$8.43</b>	<b>\$8.45</b>	<b>\$8.48</b>	<b>1.2%</b>	<b>1.6%</b>	<b>1.7%</b>
Almond	\$6.89	\$6.88	\$6.91	0.7%	1.5%	1.4%
Oat	\$10.24	\$10.16	\$10.16	-1.3%	-1.7%	-0.1%
Coconut	\$15.69	\$15.44	\$15.48	-5.0%	-5.3%	-4.8%
Soy	\$7.90	\$8.25	\$8.38	4.6%	7.6%	7.8%
Pea	\$13.66	\$13.49	\$13.31	-3.9%	-4.8%	-8.1%
Rice	\$10.57	\$10.82	\$10.96	2.2%	4.2%	4.8%
Cashew	\$11.09	\$11.70	\$11.68	7.3%	10.2%	6.3%
Horchata	\$8.11	\$8.35	\$8.46	2.9%	7.8%	9.5%
All Other Plant	\$15.12	\$16.04	\$15.65	4.0%	6.7%	1.9%
<b>Goat Milk</b>	<b>\$25.06</b>	<b>\$24.94</b>	<b>\$24.86</b>	<b>5.7%</b>	<b>2.7%</b>	<b>-0.5%</b>

## E-Commerce Sales Trend



**e-Commerce RFG Milk**  
Latest 52 wks Sales: **\$1,401M**  
+\$176M vs Yago

% Chg vs Year Ago

	Dollars	Units
52 Wks	14.3%	9.8%
2025YTD	16.1%	11.1%
4 wks	8.9%	4.8%



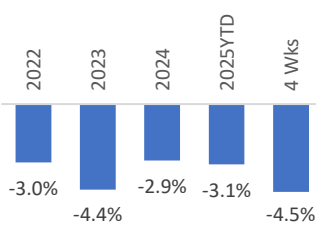
**e-Commerce RFG Plant Milk Alts**  
Latest 52 wks Sales: **\$234M**  
-\$14M vs Yago

% Chg vs Year Ago

	Dollars	Units
52 Wks	-5.7%	-8.6%
2025YTD	-7.9%	-10.5%
4 wks	-6.5%	-13.2%

## RTE Cereal Trend

Volume % Chg vs Yago



Latest 4 wks through 3-23-25  
Avg price: +1.5% vs year ago.

## Milk – Competitive Beverages

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

	\$46.0	\$29.9	\$24.3	\$18.3	\$16.6	\$13.6	\$13.0	\$8.6	\$8.5	\$7.4	\$3.8	\$3.2	\$1.5	\$0.2	\$0.1
Carb Soft Dr															
Bottled Water															
Energy Drinks															
Milk															
Coffee															
Juice, shelf-stable															
Sports Drinks															
RFG Juice															
RTD Coffee, Tea															
RTD Wt Ctrl, Nutritional															
RFG Coffee, Tea															
Non-Dairy Milk Alts															
Rfg Yogurt Drinks															
Rfg Kefir															
RTD Breakfast															
52 wks	0.7%	3.3%	3.2%	-0.2%	0.3%	-1.3%	0.6%	-3.0%	-3.5%	11.2%	3.7%	-5.8%	11.5%	25.2%	-1.0%
2025YTD	1.0%	3.5%	6.0%	0.1%	-0.2%	-0.9%	0.3%	-3.6%	-4.2%	9.8%	3.1%	-7.2%	15.8%	21.2%	6.3%

## New Product Spotlight

Source: Innova



**USA (Mar '25)**  
**DFA Chocolate** low fat milk featuring Marvel Spider Man. Super nutrition: for your super hero.



**UK (Mar '25)**  
**Arla Sainsburys** UHT chocolate milk drink with added protein. 19g protein and 40% less sugar.



**SOUTH AFRICA (Mar '25)**  
**Liquid Candy** Bubblegum flavored milk



**POLAND (Mar '25)**  
**Mueller** Multivitamin fruity dairy drink (buttermilk)



**USA (Mar '25)**  
**Quest Protein** milkshake made with ultra filtered nonfat milk. 45g complete protein.