

TOTAL U.S. YOGURT SNAPSHOT

52 Weeks, 13 Weeks and 4 Weeks Ending 1-25-2026



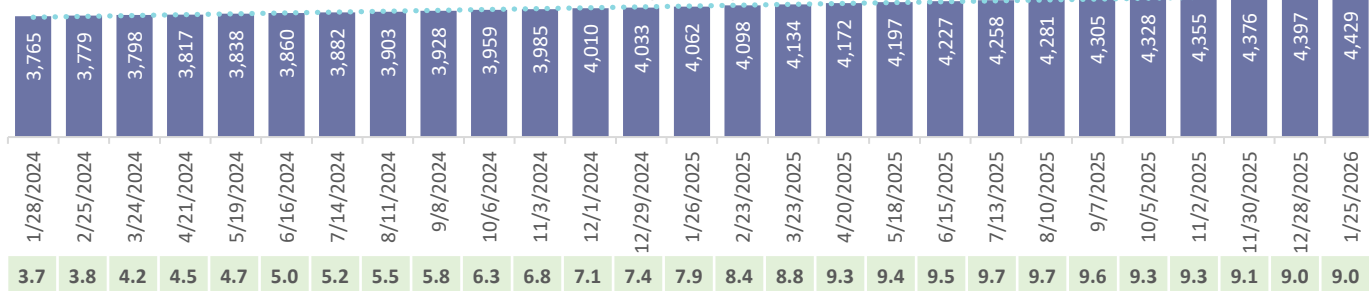
Yogurt Accelerates to +9.3% Volume Growth in Latest 4 Weeks, Boosted by Winter Storm Stock-up

- Yogurt volume surged in the week ending 1-25-26, up 23% vs. year ago, as winter storms drove pantry stocking and temporarily lifted category demand. Over the latest four weeks, volume was up 9% year over year.
- Greek yogurt remains the category growth engine, representing 53.9% and growing 17.4% in the latest four weeks while traditional yogurt continues to decline (-0.8%).
- Whole-fat yogurt is the fastest-growing fat segment, with +15.4% volume growth in the latest 4 weeks, significantly outperforming 2% (+1.8%), 1% (+9.9%), and fat-free (+5.2%).
- Emerging premium styles are expanding quickly: Icelandic: +25.6%, Australian: +15.0%. Despite small shares (~1-2%), these segments are among the fastest-growing niches in yogurt.
- Drinkable yogurt packaging is expanding rapidly, with total yogurt drinks up +15.8%, including strong

- in 8-12 oz single-serve (+67.3%) and 8-12 oz multipacks (+265.2%). Chobani Complete is driving growth in multi-packs while Chobani and smaller brands are experiencing strong gains in single-serve.
- Functional health messaging remains central to innovation, reflecting broader “food as medicine” positioning.
- Lactose-free continues to gain relevance, now representing 6.5% of dairy yogurt volume, indicating growing demand for digestive-friendly options.

Rolling 52 Weeks Volume Trend

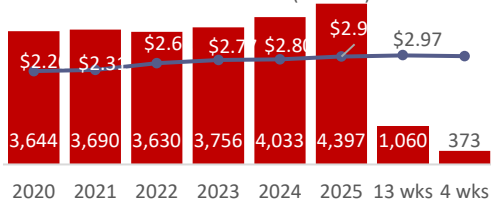
RETAIL YOGURT VOLUME (M Pints) and % CHANGE VS YEAR AGO



Calendar Year Volume and Price Trend

TOTAL RETAIL YOGURT

Vol. Sales (M Pints)



% Vol Chg Yago 1.3% -1.6% 3.5% 7.4% 9.0% 8.1% 9.3%

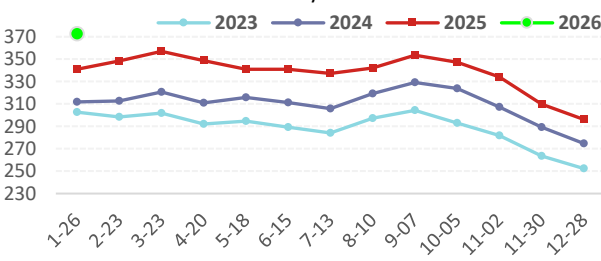
By week

Volume % Chg vs Yago

4 wks end 1-25	9.3%
wk end 1-4	0.7%
wk end 1-11	7.6%
wk end 1-18	6.1%
wk end 1-25	22.7%

Quad-week Sales View

YOGURT RETAIL VOLUME, Million Pints
By 4-Week Periods



Purchase Dynamics, Latest 52 Weeks

How did buying behavior change over the last 52 wks

Penetration
83.9% of households
bought milk
+1.0 pts. Vs Yago

Buy Rate
42.3 pints per buyer
+8.1% vs Yago

Purchase Frequency
17.4X/yr
+6.1% vs Yago

Volume per Trip
2.4 pints
+1.9% vs Yago

Regional Volume Trend

% Volume Chg vs Yago

	Volume Index	Latest 52 wks	Latest 13 wks	Latest 4 wks
TOTAL U.S.	100	9.0%	8.1%	9.3%
California	91	7.6%	6.2%	5.2%
Great Lakes	101	10.2%	8.4%	8.9%
Mid-South	100	9.9%	9.2%	12.8%
Northeast	110	7.7%	7.2%	9.5%
Plains	105	10.0%	8.6%	9.5%
South Central	82	10.6%	9.4%	12.3%
Southeast	102	8.8%	8.2%	8.7%
West	107	8.7%	7.9%	7.4%

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Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M pints)	52 Wks Vol Share	Latest 52 Wks	Latest 13 Wks	Latest 4 Wks
TOTAL Yogurt	4,441.5	100.0%	8.4%	8.1%	9.3%
Traditional	1,855.9	41.8%	-2.4%	-2.5%	-0.8%
Greek	2,393.0	53.9%	18.3%	17.2%	17.4%
Australian	65.4	1.5%	9.3%	11.5%	15.0%
Icelandic	69.4	1.6%	28.0%	29.8%	25.6%
Alternative	57.8	1.3%	0.4%	1.9%	4.2%

Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	Latest 52 Wks	Latest 13 Wks	Latest 4 Wks	Latest 52 Wks	Latest 13 Wks	Latest 4 Wks
TOTAL Yogurt	\$2.94	\$2.97	\$2.94	4.7%	4.4%	4.5%
Traditional	\$2.42	\$2.48	\$2.45	3.0%	3.2%	3.3%
Greek	\$3.20	\$3.21	\$3.15	3.8%	3.3%	3.5%
Australian	\$3.85	\$4.10	\$3.98	-1.6%	-3.3%	-4.2%
Icelandic	\$4.91	\$4.98	\$5.03	1.9%	1.1%	5.0%
Alternative	\$5.33	\$5.38	\$5.34	5.1%	4.9%	6.5%

Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	Latest 52 Wks	Latest 13 Wks	Latest 4 Wks	Volume Share 52 Weeks
Total Yogurt	9.1%	8.1%	9.3%	100.0%
Whole Fat	14.1%	13.9%	15.4%	23.6%
2%	7.3%	-0.1%	1.8%	2.1%
1%	6.0%	6.8%	9.9%	38.1%
Fat Free	9.3%	6.3%	5.2%	36.2%

Penetration (% Households that purchased in latest 52 wks)

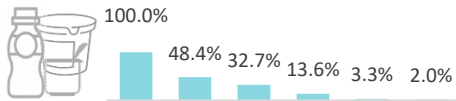
Total 83.9%; Whole 51.1% 2% 11.9%; 1% 63.6%; FF 62.2%

Volume Share and Trend by Outlet

% Volume Chg vs Yago	Latest 52 Wks	Latest 13 Wks	Latest 4 Wks
TOTAL U.S.	9.0%	8.1%	9.3%
Grocery	6.9%	5.9%	6.6%
Supercenters, Club, Other	11.5%	10.5%	12.3%
C-Store	25.5%	35.6%	45.1%

Yogurt Packaging

Volume Share, 52 Wks



% Volume Chg vs Yago

	Latest 52 wks	Latest 13 wks	Latest 4 wks
Total	9.1%	8.1%	9.3%
Cups	4.3%	3.5%	4.6%
Tubs	15.9%	14.1%	15.0%
Drinks	15.8%	13.0%	14.8%
Tubes	-8.3%	-8.1%	-7.1%
All Other	15.5%	25.1%	30.5%

Category Share and % Growth

MP=multi-pack
SS=single-serve
MS=multi-serve
52 wks ending 1-25-26

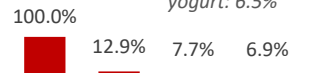


	Vol. Share	Vol % Chg
Total Cups	100.0%	4.3%
4.01-6oz MP	46.4%	3.9%
4.01-6oz SS	34.9%	-0.2%
2.1-4oz MP	12.8%	-4.2%
6.01-8oz SS	2.8%	55.8%
Total Drinks	100.0%	15.8%
2.1-4oz MP	42.3%	-0.8%
6.01-8oz SS	14.2%	28.6%
6.01-8oz MP	12.5%	-10.5%
8.01-12oz MP	10.5%	265.2%
8.01-12oz SS	7.0%	67.3%
48.01-64oz MS	4.5%	6.7%
4.01-6oz MP	3.1%	-0.2%

Yogurt Claims

Volume Share of Yogurt 52 Wks

Lactose-free Share of DAIRY yogurt: 6.5%



Vol. % Chg vs Yago

Total No, Low, Lactose-free Organic Less Sugar free

	52 wks	13 wks	4 wks
Total	9.1%	8.1%	9.3%
No, Low, Lactose-free	34.4%	33.0%	36.0%
Organic	70.2%	67.4%	80.1%
Less Sugar	8.5%	3.1%	0.8%
free	8.5%	3.1%	0.8%

note: yogurt includes dairy + alts

New Product Spotlight



USA (Feb '26)

Devin's Foods

A2A2 milk.300 times more probiotics.36 hour culturing process. Supports the gut, skin and mood. Your gut plays a big role in supporting your immune system, fighting off allergies, and even helping your skin heal itself.



ITALY (Feb '26)

Latte Tigullio Vitamin B6 for less fatigue. Vitamin for immune system.



GREECE (Feb '26)

Delta Foods High nutritional value, studied and appropriately enriched with nutrients that contribute to the intellectual development of children 4 years and older, as well as to a strong immune system, energy and strong bones, within the framework of a balanced diet and a healthy lifestyle.