

# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 5-19-2024



DMi

## TOTAL DAIRY IS GROWING IN DOLLARS AND UNITS IN 2024YTD

2024 is proving to be a positive year for dairy at retail. While shoppers' rate of dollar spending has moderated due to lessening in the rate of inflation, dairy is still growing in dollar sales at 2% above year ago for 2024YTD and 2.4% in the latest 4 weeks. The number of units sold is also growing at the same rate, and nearly all products are seeing an uptick in purchase rate and overall volume.

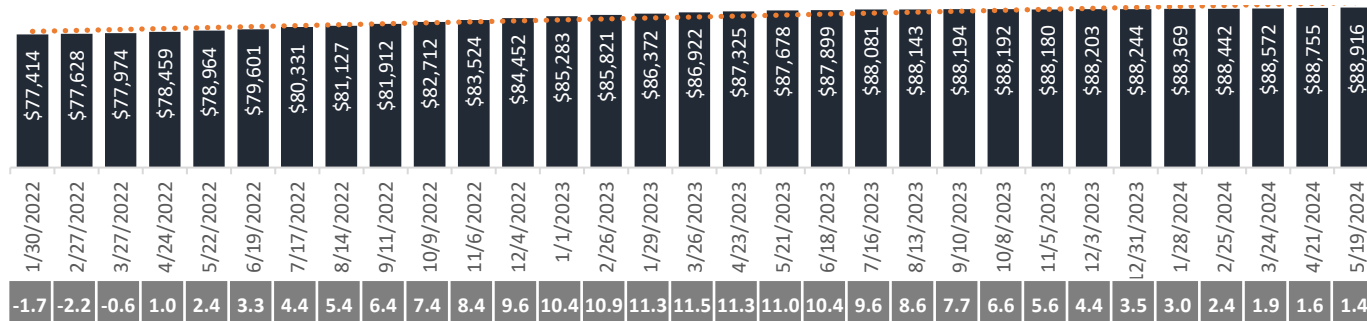
The shift toward eating at-home remains strong with 86% of meals sourced from home. Health & wellness has been a top priority in 2024 for consumers and they are acting on it, seeking foods that help them to make meals better, provide functional health benefits and offer simple moments of delight.

Dairy can continue to differentiate its place in the market by linking to its strong taste profile and continuing to support consumers' wellness goals.



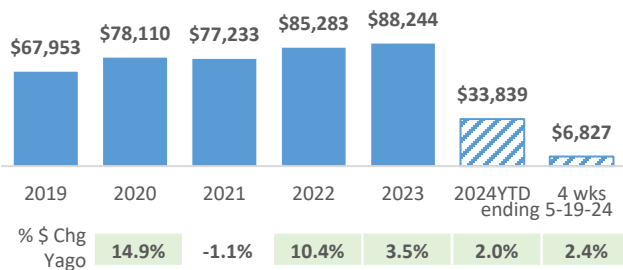
**Rolling 52 Weeks Dollar Trend** Dairy spending continues to remain elevated compared to year ago. The rate of increase has moderated.

### TOTAL DAIRY DOLLARS (\$Mil) and % CHANGE VS YEAR AGO



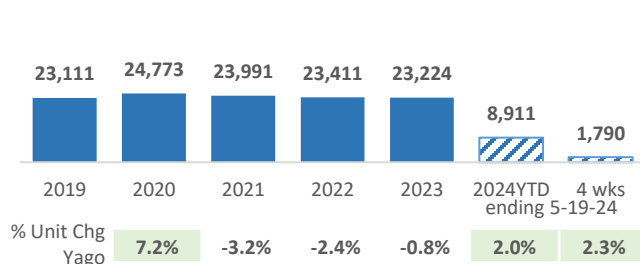
## Calendar Year Dollar Trend

### TOTAL DAIRY RETAIL DOLLARS (Mil)



## Calendar Year Unit Trend

### TOTAL NUMBER DAIRY UNITS SOLD (Mil)



## Purchase Dynamics

Over the last 52 weeks, six dairy categories are holding or growing penetration. Nearly all categories are seeing an uptick in purchase rate vs. year ago.

Product	% Households Buy	Pt Chg vs Yago	Volume per Buyer	Vol/Buyer % Chg vs Yago	# Trips per Buyer	% Chg Trips/Buyer	Volume per Trip	% Chg Vol/Trip
Cheese	96.7%	0.2	42.1 lbs	1.6	28.7	2.3	1.5 lbs	0.1
Milk	91.9%	0.1	29.7 gal	-0.7	29.6	1.0	1.0 gal	-1.0
Ice Cream/Sherbet	82.3%	-0.9	42.1 pints	0.8	10.2	-1.3	4.1 pints	1.7
Yogurt	82.3%	0.6	37.6 pints	4.0	15.8	4.5	2.4 pints	0.9
FZ Novelties	79.1%	-0.4	22.5 pints	-0.6	9.5	-1.5	2.4 pints	1.2
Butter/Blends	76.4%	0.5	12.0 lbs	1.9	7.8	3.6	1.6 lbs	-0.4
Sour Cream	72.8%	0.1	8.0 pints	0.4	6.8	1.7	1.2 pints	-0.5
Dairy Whip Cream	59.8%	1.2	8.5 pints	8.0	5.8	9.2	1.5 pints	1.5
Cottage Cheese	45.1%	2.5	10.9 pints	6.6	6.5	13.2	1.7 pints	0.3
Dairy Half & Half	31.2%	-0.7	22.5 pints	1.3	8.6	0.3	2.6 pints	-0.5
Dairy Creamer	12.8%	0.1	13.6 pints	2.9	5.6	2.6	2.4 pints	2.1
Dairy Reg/Light Cream	4.3%	-0.9	7.9 pints	13.0	4.6	-9.0	1.7 pints	3.6
Cream Spreads	2.9%	0.2	3.3 pints	-2.5	3.3	-0.2	1.0 pints	4.2

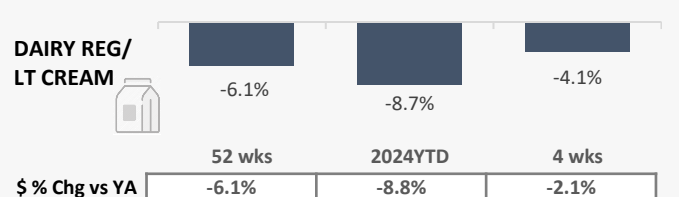
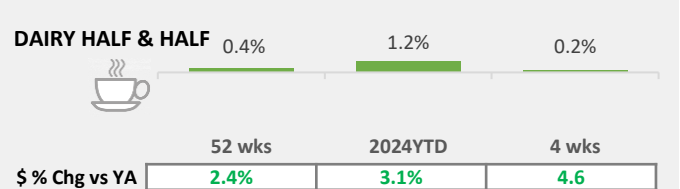
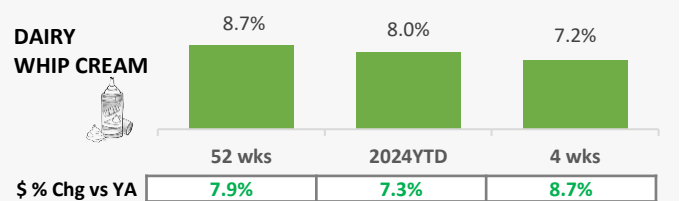
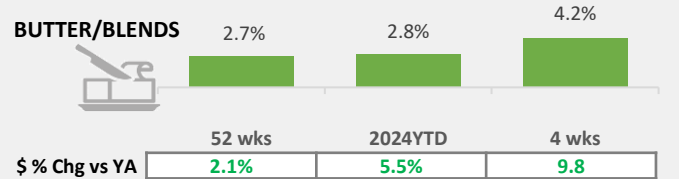
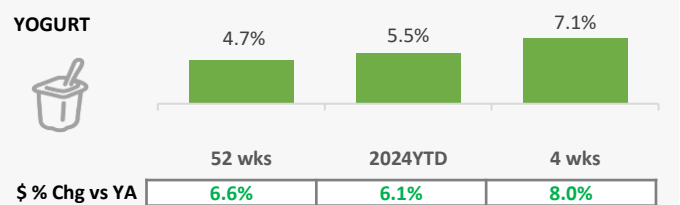
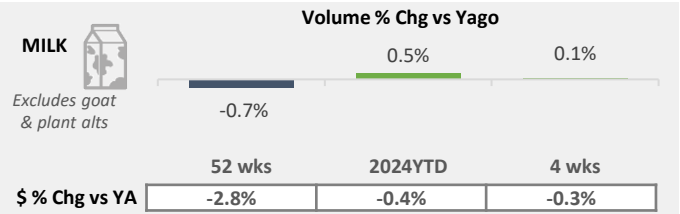
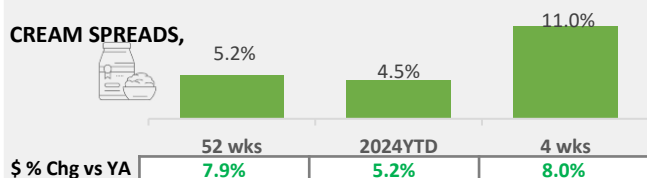
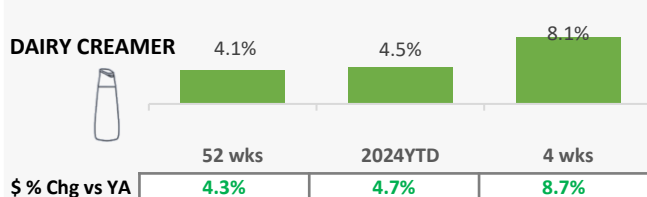
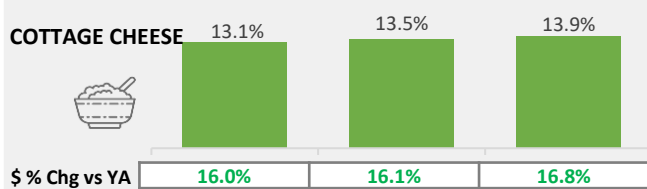
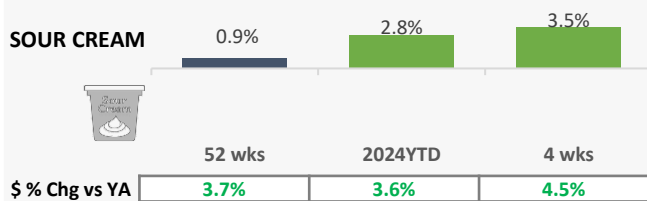
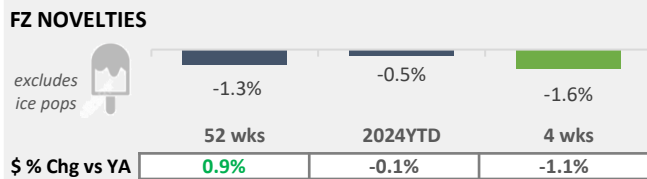
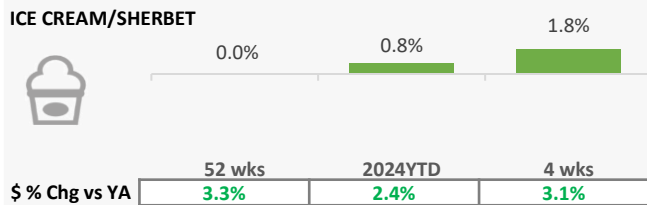
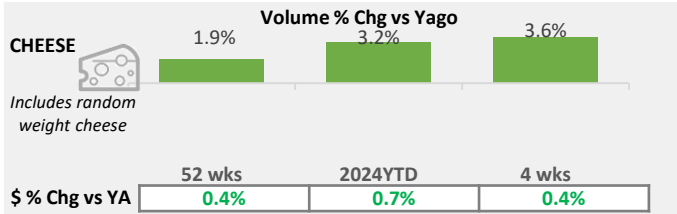
# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 5-19-2024



**DMG**

## Product Volume and Dollar % Change vs Year Ago



### Dairy Volume Growth

While most dairy categories are growing, cheese growth is particularly critical as it is the largest dairy category at retail, accounting for one-third of dairy spending.

Very strong volume increases are noted for cottage cheese, linked to TikTok trends, dairy creamers with recent innovation to bring dairy to what has previously been a strong non-dairy segment, whipping cream and the tiny cream spread category (e.g., crème fraîche, clotted cream).

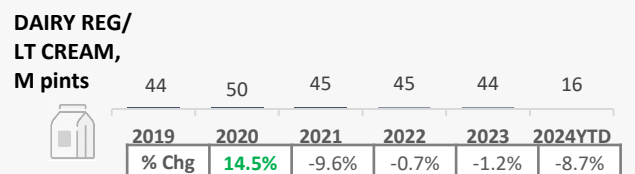
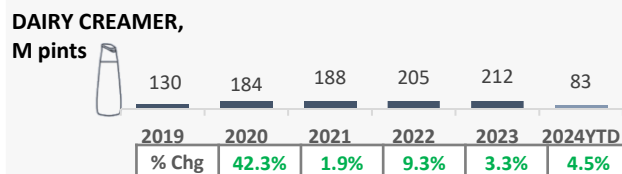
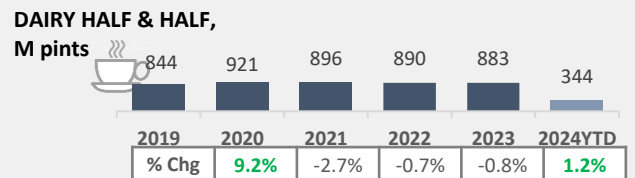
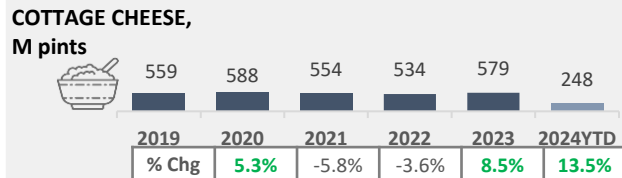
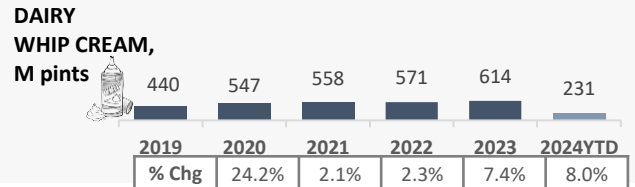
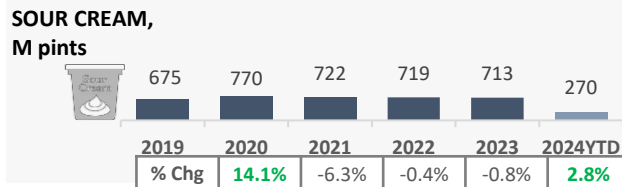
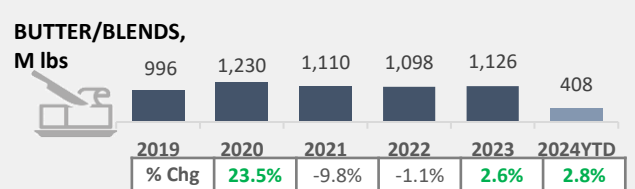
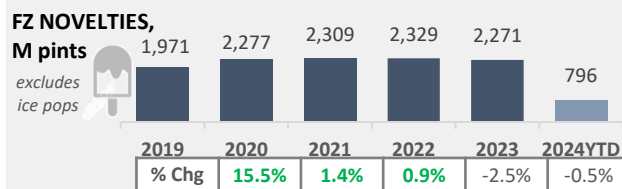
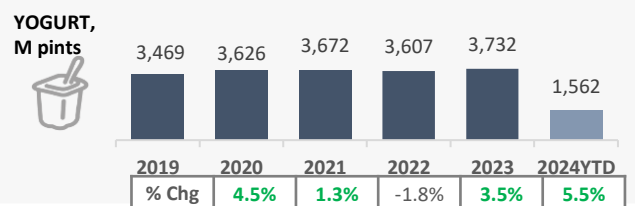
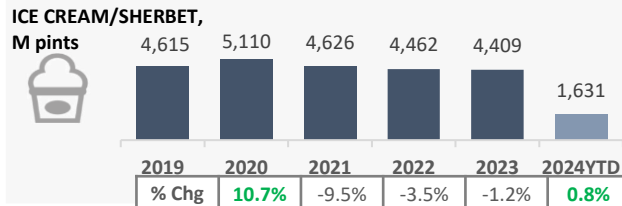
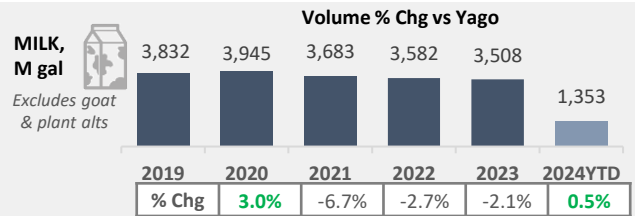
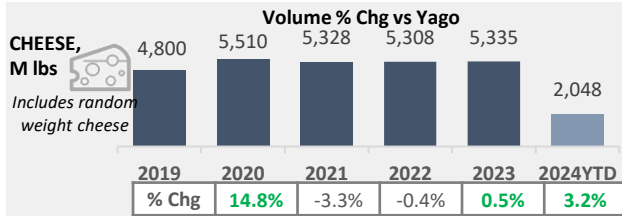
# TOTAL DAIRY RETAIL SNAPSHOT

Annual View, 2019-2024YTD



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## Product Volume – Calendar View



## CREAM SPREADS, M pints



8 10 10 11 12 5

2024 YTD ending 5-19-2024

Year	2019	2020	2021	2022	2023	2024YTD
Volume (M pints)	8	10	10	11	12	5
% Chg		25.3%	4.7%	5.0%	8.0%	4.5%

# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 5-19-2024



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**Retail Pricing** Dairy price increases continue to moderate. In 2024, many categories are posting small price drops vs. year ago.

Average Price per Vol. Equivalent

Category	52 Wks	2024YTD	4 wks
Cheese fixed wt. (prc/lb)	\$5.41	\$5.37	\$5.34
Total Milk (prc/gal)	\$5.02	\$4.99	\$5.01
Wht Conventional Gallon-size	\$3.58	\$3.57	\$3.57
Ice Cream/Sherbet (prc/pint)	\$1.93	\$1.97	\$1.95
Yogurt (pint)	\$2.79	\$2.79	\$2.83
FZ Novelties excl ice pop (prc/16 oz)	\$3.72	\$3.80	\$3.70
Butter/Blends (lb)	\$4.78	\$4.93	\$4.99
Sour Cream (prc/pint)	\$2.50	\$2.53	\$2.54
Dairy Whipping Cream (prc/pint)	\$3.50	\$3.51	\$3.56
Cottage Cheese (prc/pint)	\$2.52	\$2.54	\$2.55
Half & Half (prc/pint)	\$1.66	\$1.69	\$1.71
Dairy Creamer (prc/pint)	\$2.78	\$2.81	\$2.83
Lt. & Reg Cream (prc/pint)	\$3.07	\$3.08	\$3.09
Cream Spreads – (prc/pint)	\$4.23	\$4.24	\$4.16

% Price Change vs. Year Ago

Category	52 Wks	2024YTD	4 wks
Cheese fixed wt. (prc/lb)	-1.5%	-2.4%	-3.1%
Total Milk (prc/gal)	-2.1%	-0.9%	-0.4%
Wht Conventional Gallon-size	-6.1%	-3.7%	-2.5%
Ice Cream/Sherbet (prc/pint)	3.3%	1.5%	1.3%
Yogurt (pint)	1.8%	0.6%	0.8%
FZ Novelties excl ice pop (prc/16 oz)	2.1%	0.3%	0.5%
Butter/Blends (lb)	-0.6%	2.7%	5.4%
Sour Cream (prc/pint)	2.8%	0.8%	0.9%
Dairy Whipping Cream (prc/pint)	-0.8%	-0.7%	1.4%
Cottage Cheese (prc/pint)	2.6%	2.2%	2.5%
Half & Half (prc/pint)	2.0%	1.9%	4.4%
Dairy Creamer (prc/pint)	0.2%	0.2%	0.6%
Lt. & Reg Cream (prc/pint)	0.0%	-0.1%	2.1%
Cream Spreads – (prc/pint)	2.5%	0.6%	-2.7%

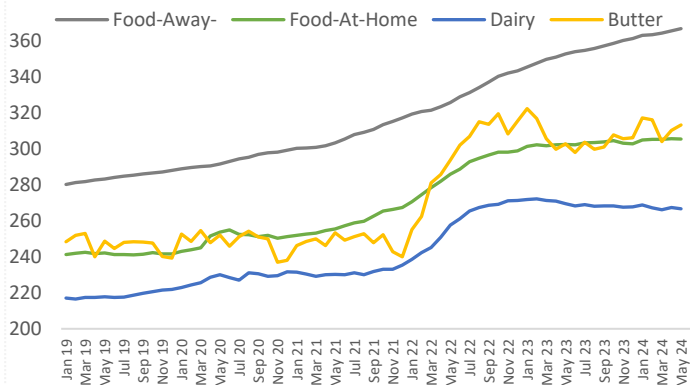


The CPI measures change in consumer prices over time based on a basket of goods.

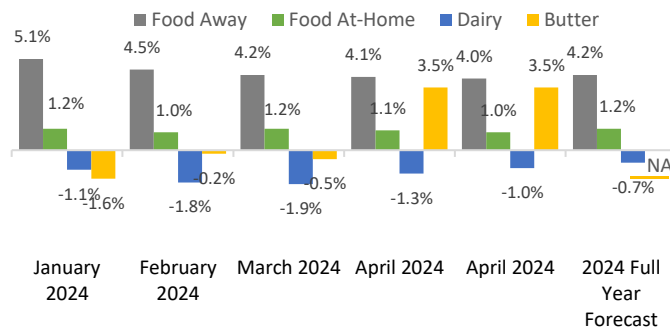
Note: butter is not included in 'dairy'. It is considered part of fats & oils.

**Consumer Price Index** The dairy CPI has been more favorable compared to food prices overall. Butter prices posted larger price swings over 2022-23.

Consumer Price Index (1982-84=100)



Consumer Price Index  
% Increase Over Year Ago

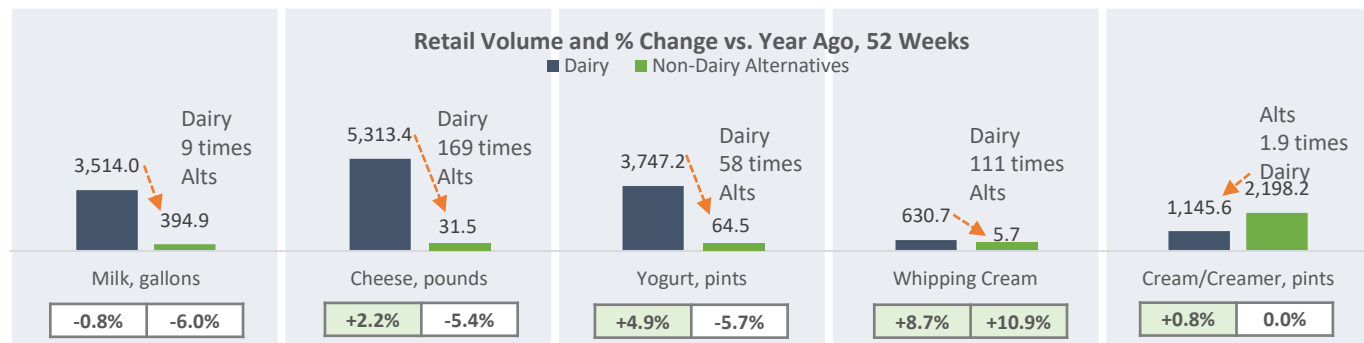


Projections by USDA ERS  
as reported 05/24/24

**REAL Dairy vs. Alternatives Spotlight** Across milk, cheese, yogurt and whipping cream, REAL dairy is larger than non-dairy with more favorable

Retail Volume and % Change vs. Year Ago, 52 Weeks

■ Dairy ■ Non-Dairy Alternatives



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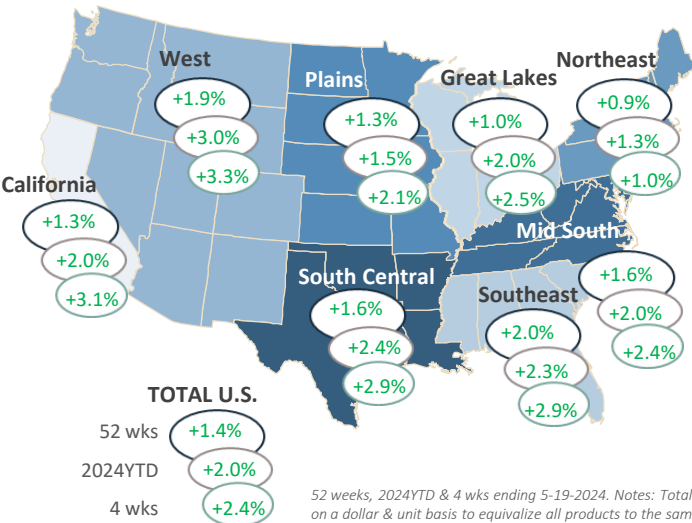
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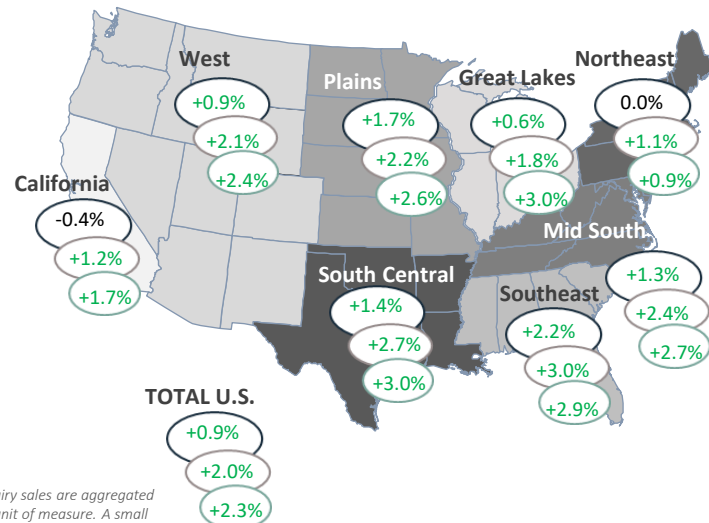
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## Total Dairy Category Sales View by Region

Dollar Sales % Chg vs. Year Ago



Unit Sales % Chg vs. Year Ago



52 weeks, 2024YTD & 4 wks ending 5-19-2024. Notes: Total dairy sales are aggregated on a dollar & unit basis to equalize all products to the same unit of measure. A small amount of non-dairy is included in these numbers. Butter excludes margarine.

## Product Sales View by Region

2024YTD through 5-19 Regional View: Volume Sales % Change vs. Year Ago

	Cheese	Milk	Ice Cream Sherbet	Yogurt	Frozen Novelties	Butter Blends	Sour Cream	Whipping Cream	Cottage Cheese	Half & Half	Dairy Creamer	Lt & Reg Cream	Dairy Spread
TOTAL U.S.	3.2%	0.5%	0.8%	5.5%	-0.5%	2.8%	2.8%	8.0%	13.5%	1.2%	4.5%	-8.7%	4.5%
California	4.2%	0.6%	3.3%	3.4%	-2.2%	-6.2%	3.0%	4.7%	11.5%	2.6%	5.2%	118.8%	-2.3%
Great Lakes	2.7%	-0.3%	0.7%	5.3%	3.1%	1.1%	2.5%	3.8%	10.2%	-1.2%	-1.2%	16.1%	4.1%
Mid-South	3.3%	0.9%	-0.1%	6.8%	-0.6%	5.7%	2.9%	9.3%	16.1%	-0.9%	3.8%	-38.0%	1.6%
Northeast	1.6%	-0.5%	-0.3%	5.3%	-2.4%	1.4%	2.1%	8.3%	15.0%	-0.1%	0.8%	-5.6%	16.1%
Plains	3.1%	-0.1%	0.8%	6.3%	2.7%	2.0%	2.1%	7.7%	10.7%	3.1%	3.7%	-49.5%	4.5%
S. Central	3.6%	1.3%	1.6%	5.1%	0.3%	6.4%	3.9%	8.6%	18.8%	4.6%	1.8%	50.3%	9.6%
Southeast	3.8%	1.1%	0.9%	7.4%	-1.0%	6.5%	3.3%	10.2%	17.9%	2.2%	8.4%	-2.7%	1.7%
West	3.8%	1.1%	1.2%	4.8%	-1.9%	5.5%	3.0%	11.3%	13.2%	2.9%	14.0%	-23.0%	0.3%

## New Product Spotlight

A sampling of new dairy products launched recently



USA (Jun '24)

**Starbucks**

We crafted our Starbucks Creamer with the balanced notes of rich vanilla flavor and creamy dairy to pair perfectly with our coffee for a sweet and velvety smooth cup.



USA (May '24)

**Z Natural Foods**

Chocolate caramel cappuccino flavored grass-fed whey protein concentrate. or: Muscle soreness. Sports performance. Energy and vitality. Appetite control. Metabolism. Weight loss. Digestion. Immune support. Diabetes. Loss of appetite. Skin repair.



SWEDEN (May '24)

**Swedish Culinaire Food**

Whipped bernaïse butter



INDIA (May '24)

**Two Brothers**

This ghee fortified with tulsi serves as a potent carrier for tulsi's holistic healing properties, enhancing its bioavailability and offering great benefits, from stress management and immune support to improved digestion and enhanced skin tone.



INDIA (May '24)

**Two Brothers**

Experience the transformative power of triphala ghee as it works its magic, promoting improved eye function, bolstering immunity, reducing hair fall, enhancing your skin's radiance, and providing the gentle support your digestive system needs.