

TOTAL U.S. YOGURT SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 6-15-2025



THE YOGURT CATEGORY CONTINUES TO GROW

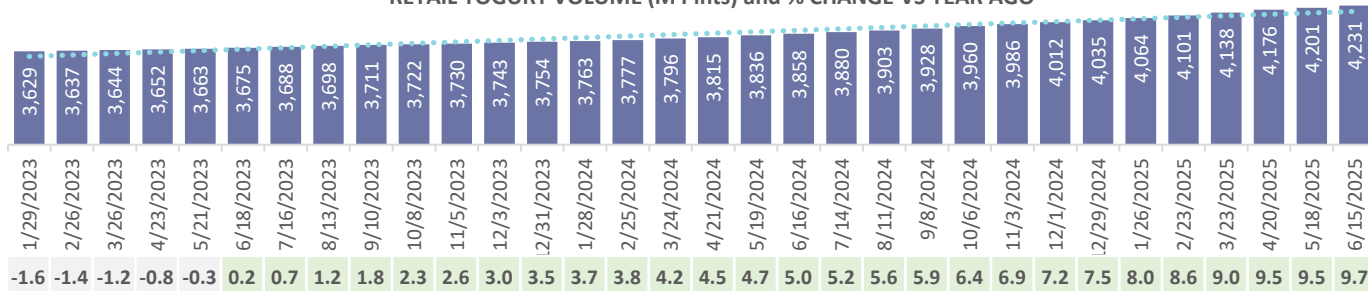
Volume sales of yogurt have surged by 10% year-over-year for 2025 so far, with a 9% increase observed in the past four weeks. All regions are growing at rates of 7% to 12% in the latest four weeks.

- Growth is primarily driven by an increase in buy rate although penetration is also seeing growth.
- Key reasons driving interest in yogurt include that it is quick & easy and that it is healthy & nutritious. Over 40% of both spoonable and drinkable yogurt eatings are consumed between meals. Breakfast is also an important yogurt occasion, accounting for more than 30% of eatings¹.
- Greek and traditional yogurts are nearly the same size in volume with shares of 47% and 48% respectively. However, Greek yogurt is increasing at a much faster pace (+14% vs. +4% in the last four weeks).

- Smaller dairy segments of Australian (e.g. Noosa, Wallaby) and Icelandic (e.g. Siggis, Icelandic Provisions) are also experiencing solid growth off small bases (volume shares under 2%).
- Non-dairy alternative yogurts are a niche segment of yogurt accounting for 2.8% of total volume sales. Sales are on the rise with growth of 16% year-to-date compared to last year..
- Yogurt is most developed in lower fat options. However, all fat levels have seen long-term and short-term growth, with whole fat increasing at the fastest pace over the latest period.
- Lower sugar, organic and lactose-free claims continue to outpace overall category growth. Lactose-free is gaining in both dairy and non-dairy.

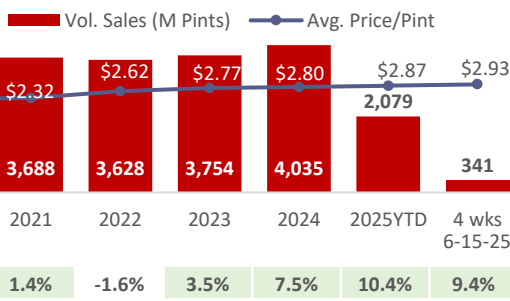
Rolling 52 Weeks Volume Trend

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



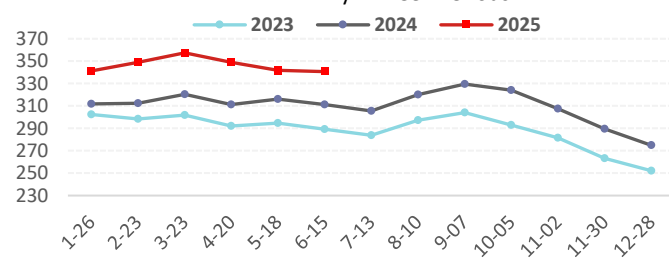
Calendar Year Volume and Price Trend

TOTAL RETAIL YOGURT



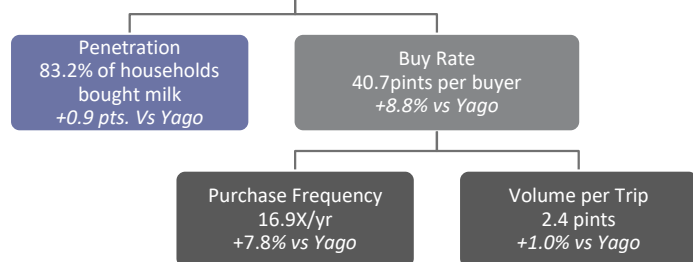
Quad-week Sales View

YOGURT RETAIL VOLUME, Million Pints By 4-Week Periods



Purchase Dynamics

How did buying behavior change over the last 52 wks



Regional Volume Trend

	% Chg vs Yago	Volume Index	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.		100	9.7%	10.4%	9.4%
California		93	9.2%	10.2%	8.5%
Great Lakes		101	10.6%	11.8%	11.8%
Mid-South		99	10.5%	11.1%	11.0%
Northeast		111	7.8%	8.1%	8.1%
Plains		106	10.0%	11.2%	10.3%
South Central		80	11.3%	12.6%	11.8%
Southeast		101	9.5%	9.9%	7.0%
West		107	9.6%	10.2%	8.3%

TOTAL U.S. YOGURT SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 6-15-2025



Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M pints)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
TOTAL Yogurt	4,229.1	100.0%	9.7%	10.4%	9.4%
Traditional	2,037.0	48.2%	2.1%	2.3%	3.6%
Greek	1,997.3	47.2%	18.0%	18.3%	13.7%
Australian	61.9	1.5%	9.0%	6.8%	9.7%
Icelandic	58.2	1.4%	25.5%	24.4%	22.0%
Alternative	74.7	1.8%	15.7%	35.3%	52.1%

Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
TOTAL Yogurt	\$2.85	\$2.87	\$2.93	2.6%	3.5%	4.5%
Traditional	\$2.48	\$2.51	\$2.53	3.4%	4.7%	4.2%
Greek	\$3.06	\$3.06	\$3.15	0.5%	1.1%	3.7%
Australian	\$3.90	\$3.89	\$3.96	-2.8%	-0.1%	-0.8%
Icelandic	\$4.88	\$4.87	\$5.04	3.1%	3.5%	6.0%
Alternative	\$4.77	\$4.58	\$4.53	-2.1%	-6.0%	-8.6%

Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	52 Wks	2025YTD4 Wks		
Total Yogurt	9.7%	10.4%	9.4%	100.0%
Whole Fat	16.1%	17.9%	18.3%	23.3%
2%	20.6%	14.4%	12.2%	2.0%
1%	4.4%	4.7%	4.5%	38.3%
Fat Free	11.1%	11.9%	9.1%	36.5%

Penetration (% Households that purchased in latest 52 wks)

Total 83.2%; Whole 50.4% 2% 11.7%; 1% 63.2%; FF 61.4%

Volume Share and Trend by Outlet

100.0% Volume Share

54.8%

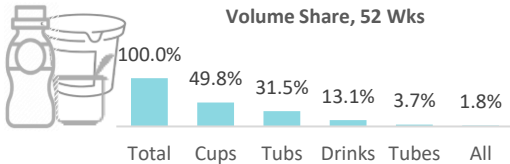
44.9%

0.3%

% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.	9.7%	10.4%	9.4%
Grocery	7.6%	8.4%	7.2%
Supercenters, Club, Other	12.3%	12.9%	12.1%
C-Store	5.4%	12.3%	24.6%

Yogurt Packaging

Volume Share, 52 Wks



% Volume Chg vs Yago

	52 wks	2025YTD	4 wks
Total	9.7%	10.4%	9.4%
Cups	5.3%	5.8%	4.5%
Tubs	17.9%	18.2%	15.1%
Drinks	13.5%	16.3%	19.2%
Tubes	-3.1%	-4.5%	-2.8%
All Other	6.0%	6.4%	7.8%

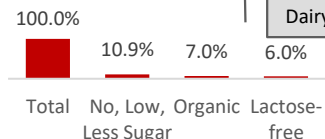
Share and 52 Wk % Growth

Vol. Share Vol. % Chg

Total Cups	100.0%	5.3%
4.01-6oz MP	46.8%	6.4%
4.01-6oz SS	36.0%	2.9%
2.1-4oz MP	13.6%	0.6%
Total Drinks	100.0%	13.5%
2.1-4ozMP	46.2%	-1.8%
6.01-8oz MP	15.8%	15.6%
6.01-8oz SS	13.5%	27.3%
48.01-64ozMS	4.6%	11.3%

Yogurt Claims (note: yogurt includes dairy +alts)

Volume Share of Yogurt 52 Wks



Vol. % Chg vs Yago

	52 wks	2025YTD	4 wks
Total	9.7%	10.4%	9.4%
No, Low, Organic	24.0%	25.6%	26.0%
Less Sugar	13.2%	13.5%	12.2%
Lactose-free	28.3%	27.7%	40.5%

New Product Spotlight



USA (June '25)
Vision Foods Homestyle Indian yogurt lassi drink with probiotics and 12g protein.

Source: Innova



USA (June '25)
Noosa Flavored yogurt with separate portion of fruit, nuts, pretzels and/or granola. 9-10g protein.



USA (June '25)
Aldi Specially Selected Indulgent Greek yogurt with cookies & cream or strawberries & cream. 200 calories per 2/3 cup with 7g protein.



USA (June '25)
Sprouts Greek cherry yogurt with 5% milkfat. 13g protein.

Dairy-free cherry yogurt with coconut base. 1g protein.