

TOTAL U.S. YOGURT SNAPSHOT



52 Weeks, 2025YTD and 4 Weeks Ending 8-10-2025



YOGURT RETAIL CATEGORY SALES REMAIN STRONG

Retail yogurt sales continue to perform well, with total volume up 10% year-to-date and 7% over the past four weeks compared to the same period last year. Growth over the last 52 weeks has been driven mainly by purchase frequency (accounting for 71% of the increase). Additional contributions came from more buyers entering the category (19%) and larger quantities purchased per trip (+10%). All regions are reporting solid gains.

Greek yogurt has led the category, responsible for more than 90% of volume growth over the past year. In the most recent period, Greek yogurt sales rose 17% versus last year.

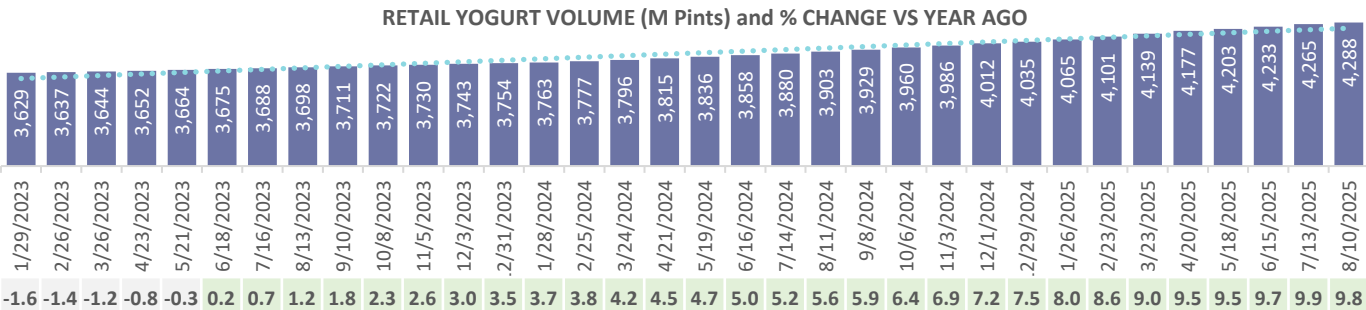
Whole fat yogurts are outperforming other fat levels, with growth across income levels, ethnic groups and lifestyles. Gains are especially strong in households with children or teens.

Yogurt drinks have gained popularity, posting a 20% lift in volume in the last four weeks. Most package sizes are expanding, though some 2-4 ounce shot-size products are declining.

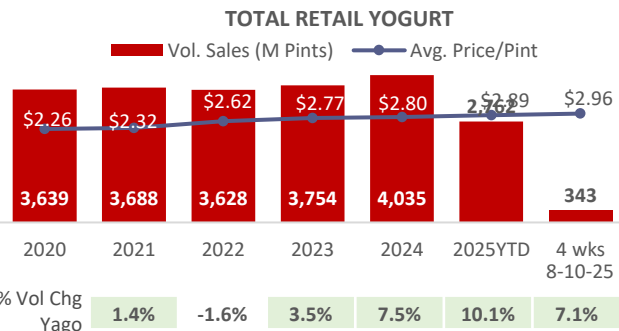
No/low sugar, organic, and lactose-free yogurts are also seeing strong momentum. Dairy-based lactose-free yogurts are driving growth, while non-dairy lactose-free options are expanding rapidly (+41%), albeit from a small base.

Overall yogurt growth is fueled by consumer demand for healthier, protein-rich, and convenient foods, with forecasts pointing to continued category expansion.

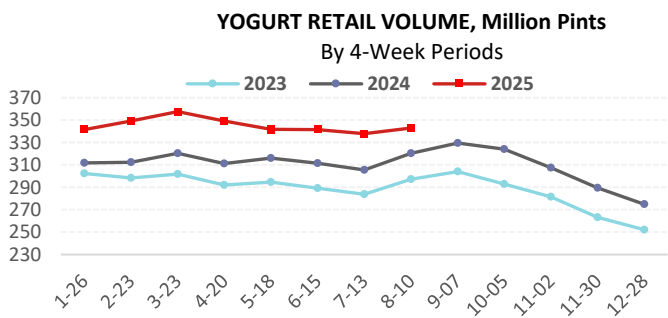
Rolling 52 Weeks Volume Trend



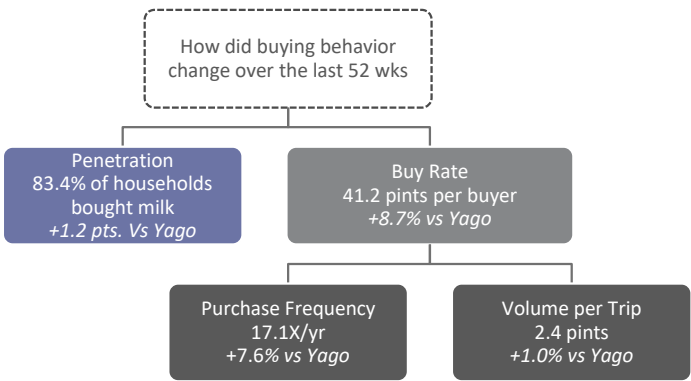
Calendar Year Volume and Price Trend



Quad-week Sales View



Purchase Dynamics



Regional Volume Trend

	% Chg vs Yago	Volume Index	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.		100	9.8%	10.1%	7.1%
California		93	9.1%	9.4%	4.7%
Great Lakes		101	11.0%	11.6%	9.0%
Mid-South		99	10.7%	10.9%	8.5%
Northeast		111	7.9%	8.0%	5.7%
Plains		106	10.6%	11.2%	9.6%
South Central		81	11.5%	11.9%	7.8%
Southeast		101	9.6%	9.6%	5.7%
West		107	9.8%	9.8%	7.2%

TOTAL U.S. YOGURT SNAPSHOT



52 Weeks, 2025YTD and 4 Weeks Ending 8-10-2025

Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M pints)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
TOTAL Yogurt	4,286.1	100.0%	9.8%	10.1%	7.1%
Traditional	1,896.2	44.2%	-0.1%	-1.2%	-4.9%
Greek	2,186.2	51.0%	19.4%	19.9%	17.1%
Australian	63.0	1.5%	3.8%	7.5%	5.9%
Icelandic	60.5	1.4%	26.5%	25.6%	29.7%
Alternative	80.2	1.9%	25.5%	40.7%	56.4%

Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2025YTD	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
TOTAL Yogurt	\$2.87	\$2.89	\$2.96	3.2%	3.9%	6.0%
Traditional	\$2.39	\$2.40	\$2.40	2.4%	3.1%	2.8%
Greek	\$3.13	\$3.14	\$3.26	1.7%	2.3%	5.6%
Australian	\$3.90	\$3.77	\$3.77	0.0%	-0.2%	1.3%
Icelandic	\$4.88	\$4.86	\$4.87	2.5%	2.6%	0.2%
Alternative	\$4.68	\$4.55	\$4.46	-4.2%	-7.0%	-9.8%

Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	52 Wks	2025YTD	4 Wks	Volume Share 52 Weeks
Total Yogurt	9.8%	10.1%	7.1%	100.0%
Whole Fat	16.6%	17.9%	18.3%	23.5%
2%	19.1%	14.2%	6.8%	2.2%
1%	4.8%	4.4%	-0.3%	38.0%
Fat Free	10.9%	11.2%	8.1%	36.4%

Penetration (% Households that purchased in latest 52 wks)
Total 83.3%; Whole 50.8% 2% 12.0%; 1% 63.3%; FF 61.9%

Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.	9.8%	10.1%	7.1%	
Grocery	7.6%	7.9%	4.4%	
Supercenters, Club, Other	12.6%	12.7%	10.3%	
C-Store	10.4%	16.7%	33.1%	

Yogurt Packaging

Volume Share, 52 Wks

	Total	Cups	Tubs	Drinks	Tubes	All Other
% Volume Chg vs Yago	9.8%	5.1%	17.8%	15.0%	-2.4%	8.3%
52 wks	9.8%	5.1%	17.8%	15.0%	-2.4%	8.3%
2025YTD	10.1%	5.1%	17.6%	17.0%	-4.1%	10.1%
4 wks	7.1%	-0.4%	14.4%	20.4%	-5.3%	30.0%

Category Share and % Growth

MP=multi-pack
SS= single-serve
MS=multi-serve
52 wks ending 8-10-25



	Volume Share	% Change
Total Cups	100.0%	5.1%
4.01-6oz MP	46.8%	5.5%
4.01-6oz SS	35.8%	3.1%
2.1-4oz MP	13.4%	-1.4%
6.01-8oz SS	2.4%	50.4%
Total Drinks	100.0%	15.0%
2.1-4oz MP	44.9%	-1.7%
6.01-8oz MP	15.1%	9.7%
6.01-8oz SS	13.6%	28.1%
8.01-12oz MP	7.0%	331.9%
8.01-12oz SS	6.2%	76.3%
48.01-64ozMS	4.6%	9.7%

Yogurt Claims

Volume Share of Yogurt 52 Wks

Lactose-free
4.8% Share of Dairy Yogurt

	Total	No, Low, Organic Less Sugar	Lactose-free
Vol. % Chg vs Yago	9.8%	24.8%	12.3%
52 wks	9.8%	24.8%	12.3%
2025YTD	10.1%	25.8%	12.1%
4 wks	7.1%	26.8%	8.3%

note: yogurt includes dairy +alts

New Product Spotlight



USA (Aug '25)
Lifeway Kefir beverage with colostrum to support both digestive and immune health



INDONESIA (Aug '25)
Biokul Yogurt with jelly ball and nata de coco (coconut gel rich in dietary fiber) in spouted pouch.



AUSTRALIA (Aug '25)
Farmers Union Greek-style yogurt high in whole protein with 15g per pouch. No added sugar. 5-star health rating.



UKRAINE (Aug '25)
Smart Food Premiale Beauty Booster Yogurt drink with biotin to help maintain the normal condition of hair and skin.
Energy Booster contains vitamins B6, B1 and B7.0% sugar. Contains 1.3% fat. Thiamine promotes the normal functioning of the nervous system and heart.