

# Cheese Retail Report

SALES UPDATE THROUGH JANUARY 28, 2024

STRATEGIC INTELLIGENCE BY  
**DMG**  
DAIRY MANAGEMENT INC.™

## CHEESE RETAIL PERFORMANCE SUMMARY

### CHEESE CLOSES OUT WITH REVENUE GROWTH PAIRED WITH FLAT VOLUME

Price hikes kept dollar sales of cheese elevated in 2023 at +2.4%. However, volume did not grow (-0.03% full year change). The latest 4-wk. period saw an increase of 2.9% in volume. However, last year at this time prices were high, and volume was down. Comparing the latest 4-weeks to two years ago, volume is down -0.8%.

The combined channel of supercenters, club, and other maintained growth throughout 2023 as shoppers continued to shift purchases from traditional grocery.

Natural, at over 80% volume, saw small growth in 2023 with eight of the top 10 varieties registering gains. Cheddar, the largest variety (19% share), lost volume with shreds the key driver of decline. Other top shred varieties in contrast, realized gains (e.g., mozzarella, cheddar/jack/Hispanic blend).

Ninety-six percent of households purchased an average of 38 lbs of cheese in 2023. Cheese over-indexes to white households compared to other races. Asian households purchased the least amount of cheese at 23 lbs per household followed by black households at 24 lbs. Despite the differences in amount of cheese purchased, cheddar is the top variety purchased by all races as well as Hispanic ethnicity.

With the U.S. economy starting 2024 on an optimistic note, consumers' mood has improved which should encourage cheese spending in 2024.

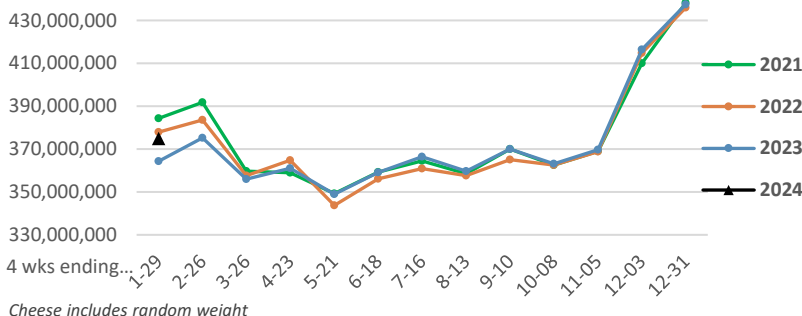
## KEY MEASURES TREND

	Volume M Lbs	Chg vs Yago M Lbs	% Chg vs Yago
2022	4,849	-26.6	-0.5%
2023	4,848	-1.6	-0.03%
4 weeks	375	10.5	2.9%

	Dollars M	Chg vs Yago \$M	% Chg vs Yago
2022	\$27,516	\$1,911	7.5%
2023	\$28,170	\$655	2.4%
4 weeks	\$2,173	\$31	1.4%

Includes random weight cheese  
Latest 4 wks through 1-28-24

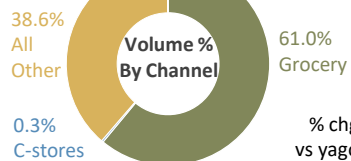
CHEESE RETAIL VOLUME, Million Pounds  
By 4-Week Periods



## CHANNEL VIEW

### 2024YTD Total Cheese

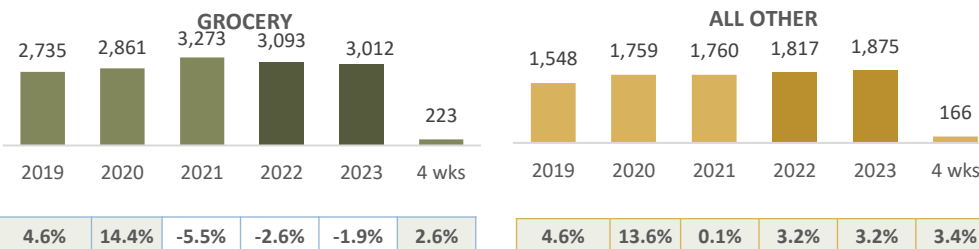
With Random Weight  
0.05% Drug



Includes random wt. cheese

% chg  
vs yago

2024YTD through 1-28-24



\*All Other: club, dollar, mass merch/supercenters & military stores.

## REGIONAL VIEW

Region	2024YTD		% Volume Chg vs. Yago		
	Volume Share	Volume Index	2022	2023	4 wks
Total U.S.	100.0%	100	-0.5%	0.03%	2.9%
California	7%	64	-2.1%	-0.5%	-1.6%
Great Lakes	15.7%	110	-0.5%	-0.4%	3.2%
Mid-South	13.5%	110	-0.5%	0.2%	4.7%
Northeast	17.5%	102	-0.8%	-1.6%	3.3%
Plains	8.3%	125	-0.4%	1.4%	3.2%
So Central	11.1%	89	-0.4%	0.1%	3.9%
Southeast	15.1%	109	1.0%	1.4%	3.3%
West	11.3%	100	-1.3%	-0.1%	1.2%

Includes random weight cheese; latest 4 wks through 1-28-24

## RETAIL PRICING

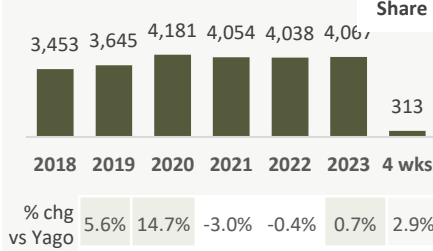
	Avg Price per Pound Equivalent			% Price Chg vs. Yago		
	2022	2023	4 wks	2022	2023	4 wks
Cheese w random wt.	\$5.67	\$5.81	\$5.80	8.1%	2.4%	-1.4%
California	\$6.49	\$6.65	\$6.59	7.8%	2.5%	-1.7%
Great Lakes	\$5.35	\$5.49	\$5.48	8.3%	2.7%	-0.7%
Mid-South	\$5.50	\$5.68	\$5.67	8.6%	3.3%	-1.4%
Northeast	\$6.18	\$6.32	\$6.31	7.6%	2.3%	-1.3%
Plains	\$5.24	\$5.33	\$5.30	8.0%	1.6%	-0.6%
So Central	\$4.99	\$5.11	\$5.07	8.4%	2.4%	-2.7%
Southeast	\$5.80	\$5.93	\$5.97	8.3%	2.2%	-2.1%
West	\$5.79	\$5.91	\$5.92	7.8%	2.2%	-0.1%

# Cheese Retail Report

SALES UPDATE THROUGH JANUARY 28, 2023

## CHEESE TYPE

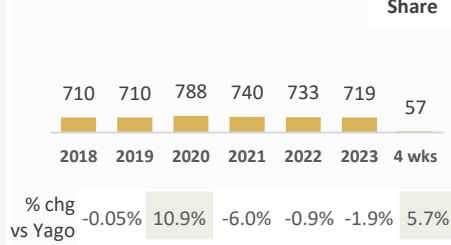
### Natural Cheese Volume, mil lbs



Latest 4 wks through 1-28-24.

Includes random weight cheese. Shares do not add to 100 as some cheeses are of unknown type

### Processed Cheese Volume, mil lbs



### Vegan/Imitation and Natural Crisps Cheese % Volume Change vs. Year Ago

Vegan 2023YTD share: 0.5%					
2019	2020	2021	2022	2023	4wks
26.1%	56.5%	18.7%	2.7%	-5.8%	1.3%
Imitation 2023YTD share: 0.2%					
-7.9%	-12.1%	-30.6%	11.2%	-11.3%	-9.6%
Natural Crisps 2023YTD share: 0.03%					
66.0%	27.2%	16.4%	-21.3%	-41.7%	-40.7%

## TOP NATURAL AND PROCESSED CHEESE VARIETIES

Volume Share of Total Cheese 52 Weeks Ending 1-28-2024		Volume, pounds 52 Wks 1-28-2024	% Volume Change vs. Yago 2023 4 weeks (1-28-24)	
TTL NATURAL CHEESE	83.9%	4,076,099,572	0.7%	2.9%
CHEDDAR	18.8%	912,853,290	-1.2%	3.2%
CREAM CHEESE	10.3%	500,122,308	0.7%	3.4%
MOZZARELLA	9.2%	447,343,990	2.6%	5.0%
COLBY/JACK BLENDS	6.9%	332,966,257	1.2%	2.5%
CHEDDAR/JACK/HISPANIC BLEND	5.8%	281,002,186	2.5%	3.2%
STRING MOZZARELLA	4.3%	207,239,789	4.4%	4.0%
MONTEREY JACK	3.4%	167,492,079	3.3%	2.9%
PARMESAN	3.3%	161,727,216	3.2%	4.4%
RICOTTA	2.1%	101,264,983	0.2%	9.8%
SWISS	2.0%	97,540,874	-3.9%	-3.0%
PROVOLONE	1.9%	90,918,823	0.0%	-4.3%
QUESO FRESCO	1.6%	77,062,691	2.5%	-4.5%
CHEDDAR/JACK BLEND	1.5%	72,790,447	-4.2%	-5.0%
FRESH MOZZARELLA	1.5%	70,446,906	4.0%	5.1%
ITALIAN BLEND	1.3%	63,946,222	1.6%	2.5%
MUENSTER	0.9%	45,749,397	-0.9%	-1.7%
TTL PROCESSED	14.9%	722,188,713	-1.9%	5.7%
Cheese Product	9.5%	461,696,114	-3.8%	2.9%
Pasteurized Processed	3.4%	163,279,006	0.5%	7.7%
Cheese Food	1.2%	57,278,809	-7.3%	2.0%

Includes random weight cheese. Smaller segments such as natural crisps, vegan and imitation not shown.

## TOP NATURAL AND PROCESSED CHEESE FORMS

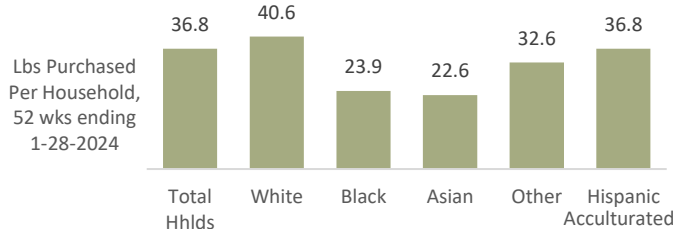
Volume Share of Total Cheese 52 Weeks Ending 1-28-2024		Volume, pounds 52 Wks 1-28-2024	% Volume Change vs. Yago 2023 4 weeks (1-28-24)	
TTL NATURAL	83.9%	4,076,099,572	0.7%	2.9%
Chunk	17.6%	852,907,311	0.9%	7.1%
Shredded, Regular	17.5%	850,268,036	-1.4%	2.0%
Shredded, Fine	12.7%	616,214,622	3.6%	3.7%
Sliced	11.5%	559,658,321	3.9%	4.7%
Spread	5.1%	248,877,496	3.5%	-0.1%
String	4.4%	214,522,631	4.3%	3.7%
Grated	2.1%	102,321,192	0.0%	-0.3%
Tub	2.1%	101,199,480	0.2%	9.9%
Round	2.0%	99,233,556	-0.5%	-4.4%
Stick	1.1%	54,557,183	-5.1%	-10.2%
Crumbled	0.9%	44,088,321	3.0%	4.1%
Partial Round	0.8%	38,899,237	8.9%	15.1%
Ball	0.7%	36,171,984	2.5%	7.2%
TTL PROCESSED	14.9%	722,188,713	-1.9%	5.7%
Sliced	9.2%	444,560,256	-1.7%	3.8%
Loaf	2.0%	96,348,135	-10.0%	11.1%

# Cheese Retail Report

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## SPOTLIGHT ON CHEESE PURCHASING BY RACE/ETHNICITY

### CHEESE RETAIL VOLUME



52 wks 1-28-24	Total Hhlds	White	Black	Asian	Other	Hispanic
% Hhlds Buying	96.3%	97.3%	94.7%	91.7%	93.4%	95.3%
Volume Index	100	110	64	61	88	100

Hispanics can be of any race

### 2023 Top Cheeses Purchased Based on Volume per Household

**ASIAN**

- Cheddar
- Cream
- Mozzarella
- Cheese Product
- Cheddar/jack/Hispanic Blend
- String Mozzarella

### WHITE

- Cheddar
- Cream
- Mozzarella
- Cheese Product
- Colby/Jack Blend
- Cheddar/Jack/Hispanic Blend

### OTHER RACE

- Cheddar
- Mozzarella
- Cream
- Queso Fresco
- Cheese Product
- Cheddar/Jack/Hispanic Blend

### BLACK

- Cheddar
- Cheese Product
- Cream
- Mozzarella
- Cheddar/Jack/Hispanic Blend
- Colby/Jack Blend

### HISPANIC (any race)

- Cheddar
- Mozzarella
- Cream
- Cheese Product
- Cheddar/Jack/Hispanic Blend
- Queso Fresco

## CHEESE BUYING DYNAMICS

Note: cheese panel data is fixed weight cheese

	52 Weeks Ending	% Households Buying	# Buyers	Volume per Buyer (lbs)	Trips per Buyer	Volume per Trip (lbs)
<b>TOTAL CHEESE</b>	01-31-21	97.4	122,542,927	40.3	26.4	1.52
	01-30-22	96.7	122,441,630	38.6	25.8	1.49
	01-29-23	96.4	122,807,070	38.2	26.0	1.47
	<b>01-28-24</b>	96.3	123,444,101	38.2	26.2	1.46
<b>NATURAL CHEESE</b>	01-31-21	96.1	120,925,259	34.5	23.7	1.46
	01-30-22	95.5	120,874,627	33.1	23.2	1.43
	01-29-23	95.1	121,179,660	32.9	23.5	1.40
	<b>01-28-24</b>	95.1	121,807,944	33.1	23.7	1.40
<b>PROCESSED CHEESE</b>	01-31-21	63.3	79,714,318	8.4	6.2	1.36
	01-30-22	61.8	78,189,518	8.0	5.8	1.38
	01-29-23	60.5	77,097,632	8.1	5.9	1.38
	<b>01-28-24</b>	61.2	78,455,938	7.9	5.9	1.34
<b>VEGAN</b>	01-31-21	4.6	5,821,816	3.2	4.4	0.73
	01-30-22	5.8	7,392,099	3.0	4.2	0.72
	01-29-23	6.5	8,260,718	2.7	3.7	0.73
	<b>01-28-24</b>	6.8	8,656,250	2.4	3.6	0.68

## NATURAL CHEESE eCOMMERCE SALES

### e-Commerce

#### NATURAL Cheese

2022 Sales: \$1,637

+ \$275M vs Yago

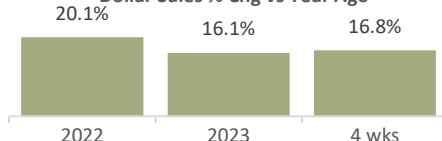
2023 Sales: \$1,901M

+ \$263M vs. Yago

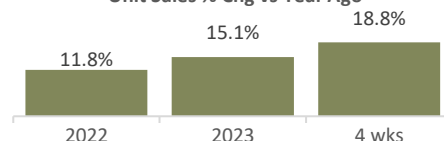


Latest 4 weeks through 1-28-2024

### Dollar Sales % Chg vs Year Ago



### Unit Sales % Chg vs Year Ago



## NEW PRODUCT SPOTLIGHT



**USA Dec 2023**  
**Galbani** Garlic, onions and chive marinated cheese in oil herbs & spices. Use the leftover marinade on chicken fish as a dressing or as a dip with bread.



**USA Dec 2023**  
**Del Monte** Lunchables Turkey and cheddar cracker stackers with clementines



**UK Feb 2024**  
**M&S** (produce in Ireland) 100% baked cheddar cheese clouds. High protein snack.



**GERMANY Jan 2024**  
**Kaufland** Aromatic oven cheese. Bake the cheese without foil in the wooden box.