

Total Dairy Retail Report

SALES UPDATE THROUGH JANUARY 28, 2024

RETAIL DAIRY PERFORMANCE AT A GLANCE



TOTAL DAIRY \$ SALES

↑ **+3.2% 2023**
↑ **+1.1% latest 4 wks (1-28-24)**

TOTAL DAIRY Unit SALES

↓ **-1.0% 2023**
↑ **+1.6% latest 4 wks (1-28-24)**

2024YTD/JAN DAIRY SPENDING AND UNITS ABOVE LAST YEAR

Consumers spent more on dairy in early 2024 after seeing a downturn in Q4 2023. Price increases have moderated and even declined for many dairy categories which has encouraged buying. Dairy is posting more favorable performance in January 2024 in comparison to year ago with total dairy units up 1.6%.

On a volume basis, most dairy products are seeing growth in the first month of the year, compared to last year at this time. A more positive outlook on pricing as reported by the University of Michigan is likely a contributing factor with consumers feeling more confident about the overall economy. Yogurt, butter, whipping cream, and cottage cheese recorded growth for the full year 2023 and into early 2024. Cheese and milk are recording uncharacteristically strong volume growth in early 2024. However, last year at this time prices were high, and volume was down which influences this comparison. As the year progresses, price and volume comparisons will settle to provide a clearer picture of performance across the dairy landscape.

2024 Dairy pricing is currently forecast to be flat relative to 2023 while grocery pricing in general is projected to be up 1.6%. The cost of eating out however, is expected to climb higher in 2024 by 5% with labor costs a key driver. The higher costs will fuel additional shifts in consumer behavior with some households eating in more often, trading down to less expensive restaurants or lower priced items.

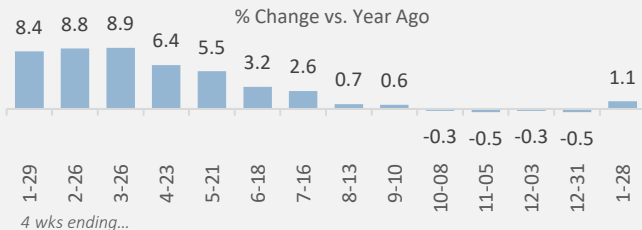
PRODUCT VOLUME % CHANGE

% Chg vs Yago	Cheese	Milk	Yogurt	Ice Cream/Sherbet	Frozen Novelties	Butter/Blends	Dairy Cream/Creamer	Dairy Whipping Cream	Sour Cream	Cottage Cheese	Crema/Clotted Cream
2023	-0.03%	-2.5%	2.9%	-1.3%	-2.3%	1.3%	-1.3%	6.5%	-1.3%	8.3%	7.9%
4 weeks	2.9%	1.7%	1.9%	-0.8%	-4.4%	5.3%	1.5%	12.7%	4.1%	12.3%	-13.3%

Latest 4 weeks through 1-28-2024

TOTAL DAIRY DOLLAR SALES

% Change vs. Year Ago



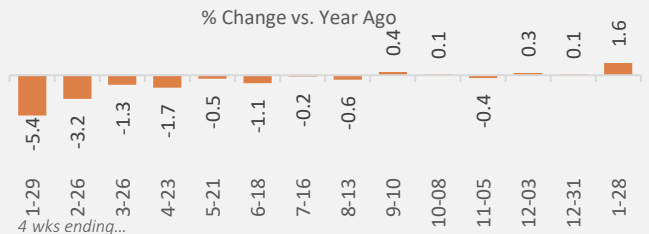
4 wks ending...

	2023	4 wks
Total Dairy	3.2%	1.1%
Total Edibles Across Store	4.7%	0.4%

Latest 4 weeks
through 1-28-2024

TOTAL DAIRY UNIT SALES

% Change vs. Year Ago



4 wks ending...

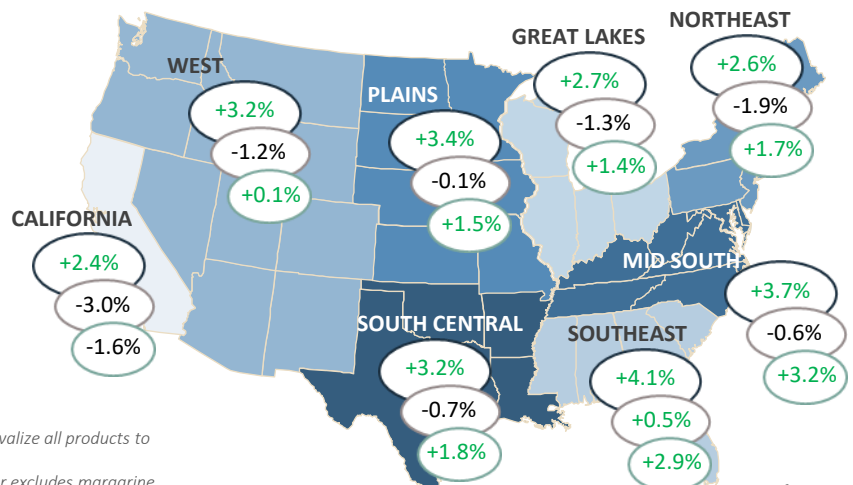
	2023	4 wks
Total Dairy	-1.0%	1.6%
Total Edibles Across Store	-2.2%	-1.1%

TOTAL DAIRY CATEGORY DOLLAR AND UNIT SALES BY REGION

2023 and Latest 4 Wks % CHANGE VS. YEAR AGO

TOTAL U.S.

+3.2% 2023 Dollars
-1.0% 2023 Units
+1.6% Latest 4 wks Units



Latest 4 weeks ending 1-28-2024.

Notes: Total dairy sales are aggregated on a dollar 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..

Total Dairy Retail Report

SALES UPDATE THROUGH JANUARY 28, 2024

RETAIL PRICING

Average Price per Vol. Equivalent
Latest

Category	2022	2023	4 wks
Cheese fixed wt. (prc/lb)	\$5.44	\$5.59	\$5.59
Total Milk (prc/gal)	\$5.05	\$5.02	\$4.95
Wht Conventional Gallon-size	\$3.71	\$3.53	\$3.49
Ice Cream/Sherbet (prc/pint)	\$1.80	\$1.91	\$1.98
Yogurt (pint)	\$2.69	\$2.85	\$2.83
FZ Novelties excl ice pop (prc/16 oz)	\$3.55	\$3.76	\$3.87
Dairy Cream/Creamers (prc/pint)	\$1.81	\$1.95	\$1.94
Butter/Blends (lb)	\$4.49	\$4.67	\$5.00
Dairy Whipping Cream (prc/pint)	\$3.55	\$3.77	\$3.69
Sour Cream (prc/pint)	\$2.32	\$2.53	\$2.58
Cottage Cheese (prc/pint)	\$2.35	\$2.53	\$2.55
Crema/Clotted Cream (prc/pint)	\$3.98	\$4.23	\$4.39

Latest 4 weeks through 1-28-2024

% Price Chg
vs. YA

% Chg
vs. 2YA

Category	2023	4 wks	4 wks
Cheese fixed wt.	2.7%	-1.3%	9.4%
Milk	-0.5%	-2.0%	7.6%
White Conventional Gallon-size	-5.0%	-5.5%	1.9%
Ice Cream/Sherbet	6.6%	1.3%	14.9%
Yogurt	5.9%	0.6%	15.5%
FZ Novelties excl ice pop	5.9%	-0.5%	14.1%
Dairy Cream/Creamers	7.5%	-1.4%	19.1%
Butter/Blends	4.0%	-2.6%	28.9%
Dairy Whipping Cream	6.0%	-2.7%	18.1%
Sour Cream	8.7%	1.5%	23.7%
Cottage Cheese	7.5%	1.8%	19.5%
Crema/Clotted Cream	6.4%	6.2%	19.7%

Products other than milk include a small amount of non-dairy. Butter excludes margarine.

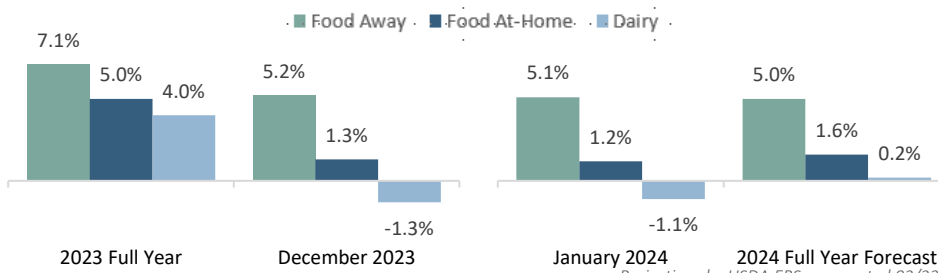
CONSUMER PRICE INDEX



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 (CPI)
% Increase Over Year Ago



Projections by USDA ERS as reported 02/23/24

Seasonally adjusted changes
from preceding month

	Dec 23	Jan 24
Food Away	0.3	0.5
Food At-Home	0.1	0.4
Dairy	0.1	0.2

Food prices in Jan '24 vs Dec '23 rose at a faster pace than the overall CPI. Restaurant prices increased faster compared to grocery and all food increased faster than dairy prices.

HOUSEHOLD BUYING DYNAMICS



HOUSEHOLD PENETRATION

% Purchasing 52 Wks Ending 1-28-2024

Point Chg
vs.
Yago

Cheese	96.3%	-0.1
Milk	91.5%	-0.1
Ice Cream/Sherbet	82.2%	-1.2
Yogurt	81.2%	0.1
FZ Novelties	80.2%	-0.8
Butter/Blends	75.0%	0.1
Sour Cream	71.8%	-0.4
Dairy Whipping Cream	57.3%	0.7
Cottage Cheese	43.3%	1.7
Dairy Cream/Creamers	39.3%	-1.2
Crema/Clotted Cream	2.8%	0.2

Cheese includes fixed weight

Volume Sales
Per Buyer




	52 wks 01-29-2023	52 wks 1-28-2024	% Change
Cheese (lbs)	38.2	38.2	-0.1%
Milk (gal)	28.3	27.9	-1.5%
Ice Cream/Sherbet (pints)	40.6	40.9	0.6%
Yogurt (pints)	34.1	34.9	2.4%
FZ Novelties (16oz units)	24.9	24.2	-3.0%
Butter/Blends (lbs)	10.8	10.9	1.5%
Sour Cream (pints)	7.6	7.5	-0.4%
Dairy Whipping Cream (pints)	7.1	7.5	5.7%
Cottage Cheese (pints)	9.8	10.2	4.2%
Dairy Cream/Creamers (pints)	21.2	21.7	2.1%
Crema/Clotted Cream (pints)	3.3	3.2	-1.7%

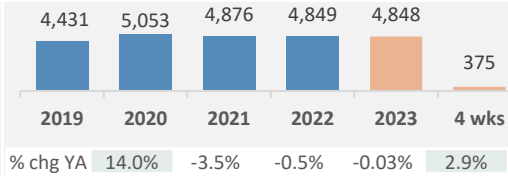
Milk is 100% dairy; other categories may include small amounts of non-dairy. Butter excludes margarine.

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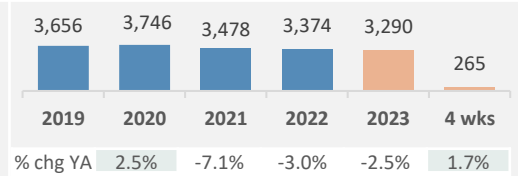
NATIONAL VIEW: VOLUME AND % CHANGE VS. SAME PERIOD YEAR AGO

**CHEESE,
M lbs**

*Includes random
weight cheese*

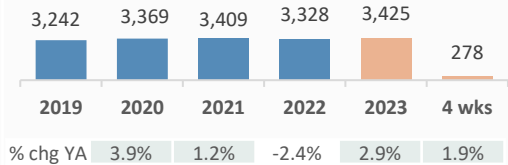


MILK, M gal

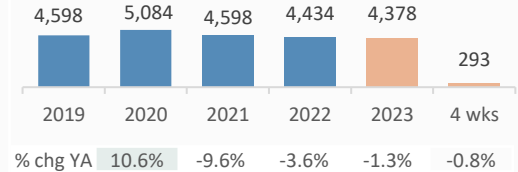
*excludes
goat & plant
alternatives*



**YOGURT,
M pints**

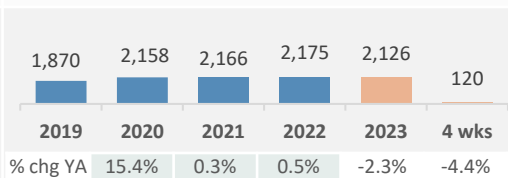




**ICE CREAM/
SHERBET,
M pints**

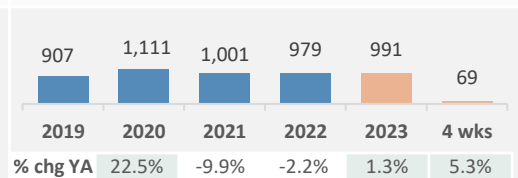




**FROZEN
NOVELTIES,
M pints**

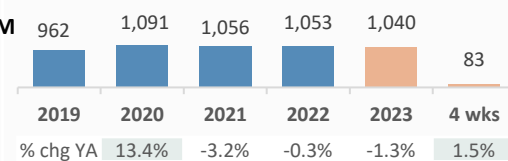
*excludes
ice pops*




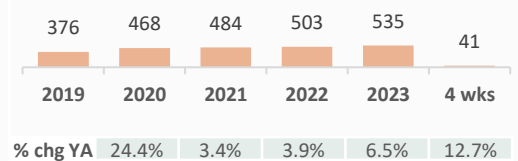
**BUTTER/
BLENDS,
M lbs**




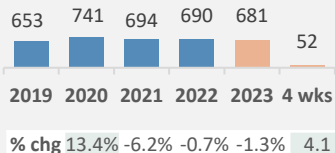
**DAIRY CREAM
/CREAMER,
M pints**





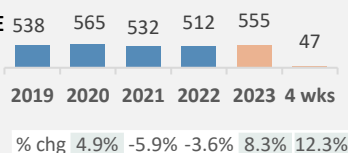
**DAIRY
WHIPPING
CREAM,
M pints**




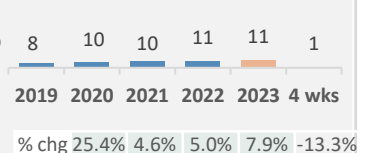
**SOUR
CREAM,
M pints**

**COTTAGE
CHEESE,
M pints**




**CREMA/
CLOTTED
CREAM
M pints**

Latest 4 weeks through 1-28-2024

REGIONAL VIEW: 2023 VOLUME SALES % CHG VS. SAME PERIOD YEAR AGO

Category	Cheese	Milk	Ice Cream/ Sherbet	FZ Novelties	Yogurt	Butter/ Blends	Dairy Whipping Cream	Sour Cream	Cottage Cheese	Dairy Cream/ Creamers	Crema/ Clotted Cream
TOTAL U.S.	-0.03%	-2.5%	-1.3%	-2.3%	2.9%	1.3%	6.5%	-1.3%	8.3%	-1.3%	7.9%
California	-0.5%	-3.2%	-2.2%	-8.7%	-1.0%	1.4%	3.9%	-2.3%	5.4%	-0.4%	3.0%
Great Lakes	-0.4%	-2.9%	-0.6%	-2.2%	2.8%	0.6%	6.5%	-1.8%	6.6%	-2.3%	8.7%
Mid-South	0.2%	-2.1%	-2.0%	-3.7%	3.9%	1.2%	7.5%	-1.4%	11.6%	-0.9%	7.4%
Northeast	-1.6%	-2.4%	-3.4%	-3.0%	2.7%	0.9%	6.4%	-1.0%	10.7%	-2.3%	17.3%
Plains	1.4%	-2.8%	-0.1%	2.9%	4.2%	2.4%	7.1%	-0.4%	5.8%	1.1%	9.0%
South Central	0.1%	-2.3%	-0.5%	-2.2%	3.4%	2.5%	7.7%	-0.4%	11.7%	-0.6%	6.9%
Southeast	1.4%	-1.7%	-0.9%	1.0%	5.6%	2.5%	8.2%	-0.5%	15.0%	0.0%	11.0%
West	-0.1%	-2.8%	0.8%	-1.3%	1.3%	-0.3%	4.5%	-2.3%	3.5%	-1.8%	6.5%

REGIONAL VIEW: 4 WKS 1-28-24 VOLUME SALES % CHG VS. SAME PERIOD YEAR AGO

TOTAL U.S.	2.9%	1.7%	-0.8%	-4.4%	1.9%	5.3%	12.7%	4.1%	12.3%	1.5%	-13.3%
California	-1.6%	-2.3%	0.6%	-7.0%	-1.3%	-4.7%	2.8%	-1.5%	9.3%	-0.5%	-30.5%
Great Lakes	3.2%	0.6%	0.1%	-3.7%	1.9%	4.6%	8.5%	5.4%	11.3%	-0.5%	-28.8%
Mid-South	4.7%	3.8%	0.0%	-4.2%	3.1%	10.0%	19.8%	5.4%	16.3%	-0.6%	-13.6%
Northeast	3.3%	0.8%	-1.8%	-2.7%	3.3%	4.7%	15.8%	4.7%	14.2%	0.9%	15.5%
Plains	3.2%	1.8%	-0.6%	-0.7%	2.7%	3.6%	12.0%	4.3%	7.9%	6.1%	-20.6%
South Central	3.9%	5.0%	-2.1%	-11.5%	-1.3%	11.1%	16.0%	5.7%	13.2%	6.6%	-3.6%
Southeast	3.3%	2.5%	-1.2%	-0.8%	3.8%	6.7%	14.4%	5.7%	17.7%	3.1%	-13.9%
West	1.2%	0.5%	-1.0%	-5.3%	0.6%	3.7%	10.8%	1.6%	10.1%	1.4%	-25.7%

Latest 4-wks through 1-28-2024