

# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 4-21-2024



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## Total Dairy Seeing Growth in 2024YTD and Latest 4 Wks. Most Categories Experiencing Volume Gains

The dairy industry is experiencing overall growth both in year-to-date figures and the latest four weeks. In 2024YTD, dairy dollars are 1.6% higher than the previous year, with a similar pace of growth observed in the latest four weeks. This growth is seen across all regions, with continued positive performance in the most recent four weeks. In addition to the growth in dollars, there is also an increase in the total number of units of dairy products sold in 2024.

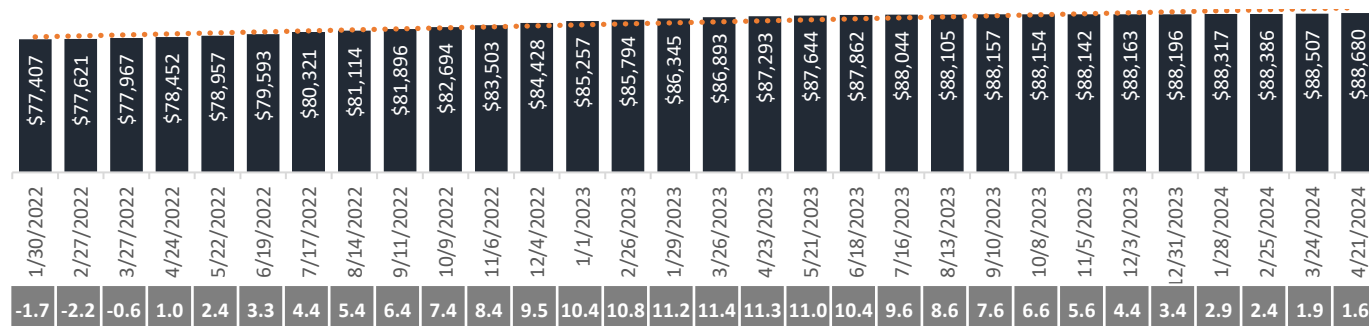
Almost all dairy categories are posting growth in 2024. The largest category, cheese, is showing volume gains of over 2% in 2024 and 2.9% in the latest four weeks, stemming from both an increase in the percentage of households purchasing as well as the amount purchased per buyer. Categories like milk and ice cream, which have seen declines in recent years, are showing signs of improvement with small volume upticks in 2024.

It's important to note that the rate of price growth has also lessened for all dairy categories, and in some cases, prices have dipped below last year. USDA projects 2024 full year dairy prices will be 1.6% below 2023 which should help to boost demand further.

Overall, the dairy industry is demonstrating resilience and growth at retail.

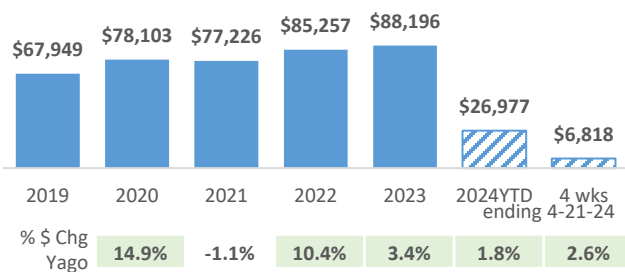
## Rolling 52 Weeks Dollar Trend Dairy spending continues to remain elevated compared to year ago. The rate of increase has moderated.

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



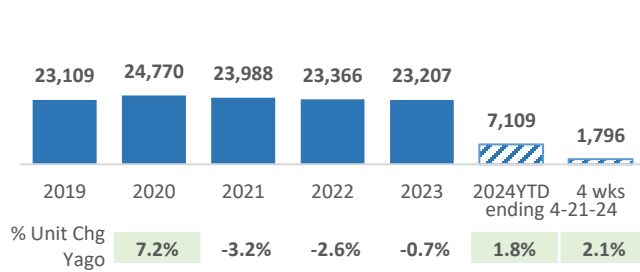
## Calendar Year Dollar Trend

### 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	41.9 lbs	1.4%	28.7	2.3%	1.5 lbs	0.0%
Milk	91.9%	0.03	29.6 gal	-0.8%	29.4	0.4%	1.0 gal	-0.6%
Ice Cream/Sherbet	82.5%	-0.9	42.0 pints	0.7%	10.1	-1.7%	4.1 pints	2.0%
Yogurt	82.2%	0.6	37.5 pints	3.9%	15.7	4.3%	2.4 pints	0.9%
FZ Novelties	78.9%	-0.3	22.5 pints	-0.8%	9.6	-1.8%	2.4 pints	1.3%
Butter/Blends	76.3%	0.3	12.0 lbs	2.0%	7.7	3.5%	1.6 lbs	-0.4%
Sour Cream	72.7%	-0.1	8.0 pints	0.5%	6.8	1.6%	1.2 pints	-0.6%
Dairy Whip Cream	59.8%	1.3	8.5 pints	8.1%	5.8	9.4%	1.5 pints	1.6%
Cottage Cheese	44.7%	2.2	10.9 pints	6.7%	6.4	12.7%	1.7 pints	0.3%
Dairy Half & Half	31.1%	-0.9	22.6 pints	1.7%	8.7	0.1%	2.6 pints	-0.6%
Dairy Creamer	12.8%	0.2	13.6 pints	1.7%	5.6	2.4%	2.4 pints	1.7%
Dairy Reg/Light Cream	4.4%	-0.7	7.8 pints	10.5%	4.6	-6.6%	1.7 pints	1.6%
Cream Spreads	3.0%	0.2	3.2 pints	-3.1%	3.2	0.9%	1.0 pints	2.1%

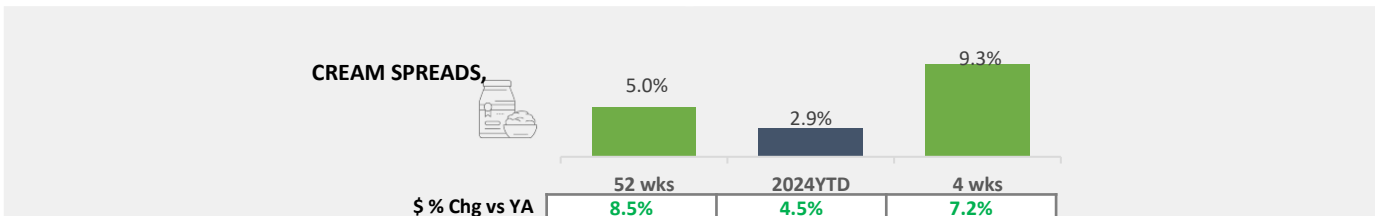
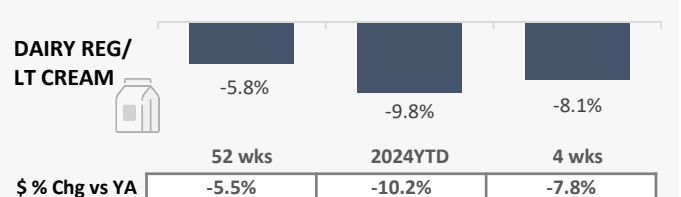
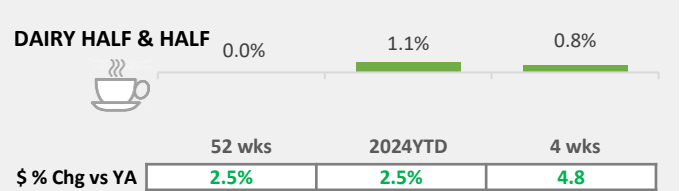
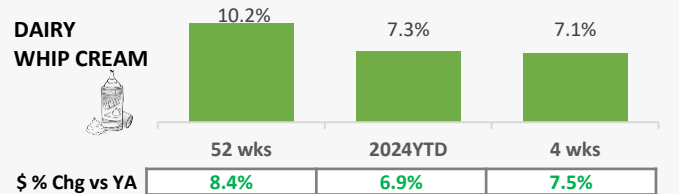
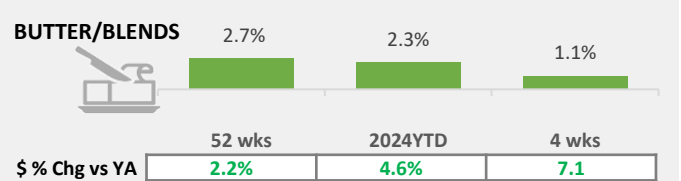
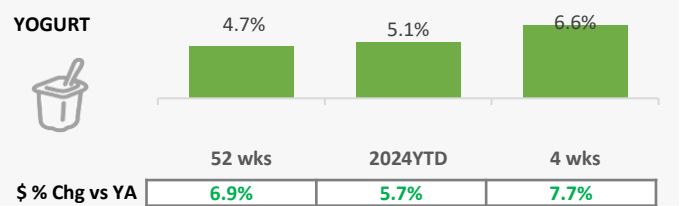
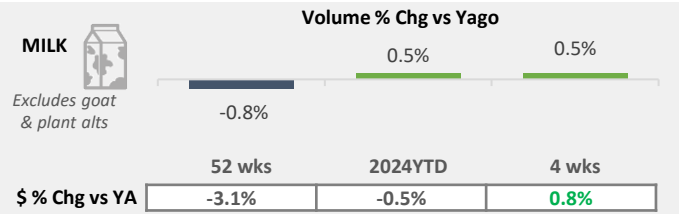
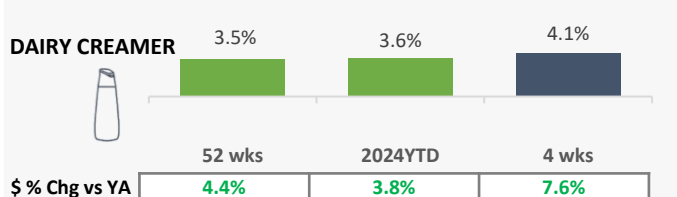
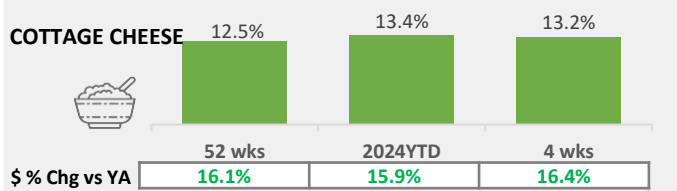
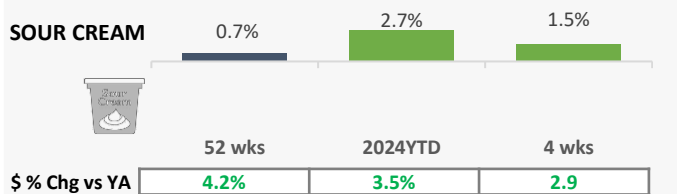
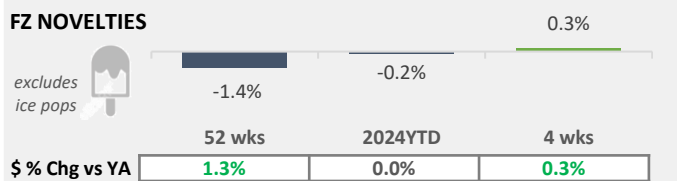
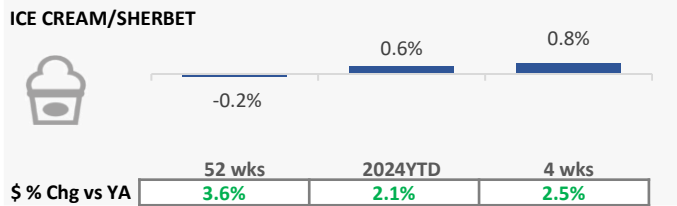
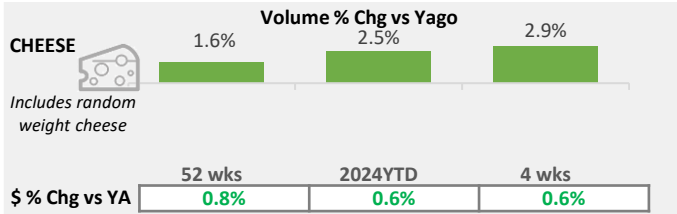
# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 4-21-2024



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## Product Volume and Dollar % Change vs Year Ago



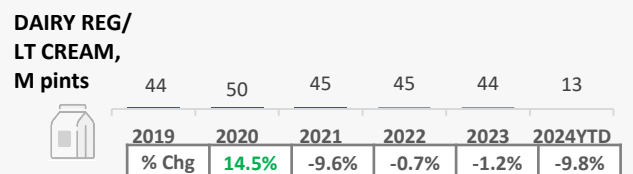
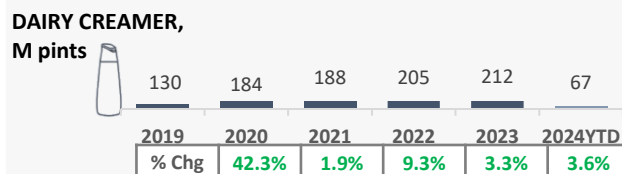
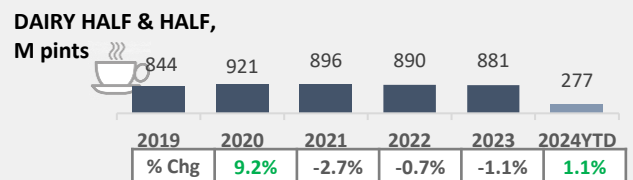
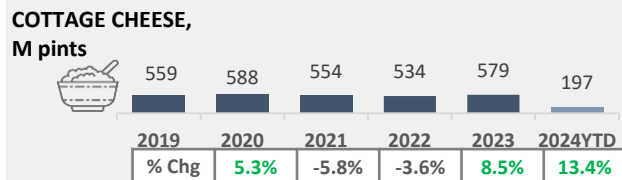
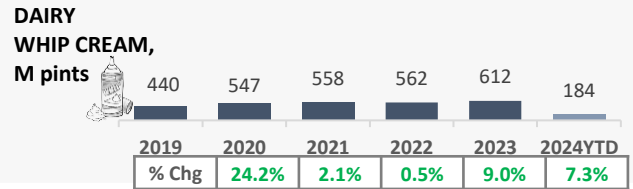
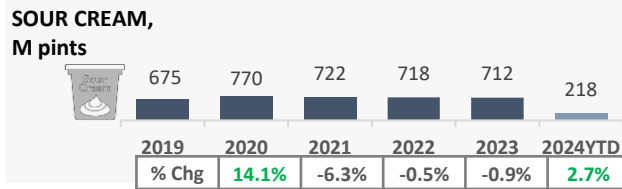
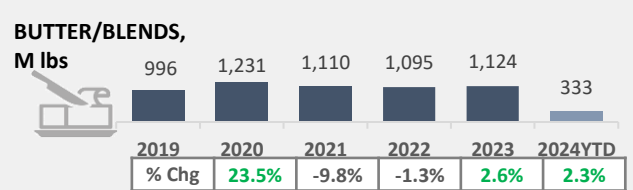
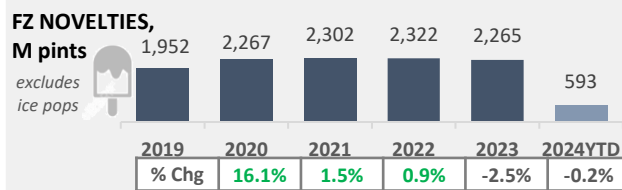
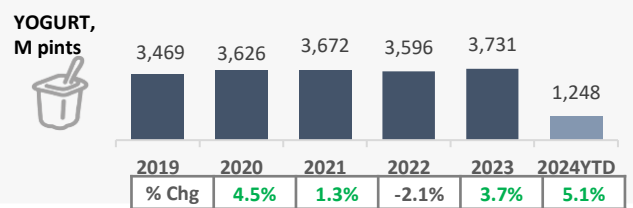
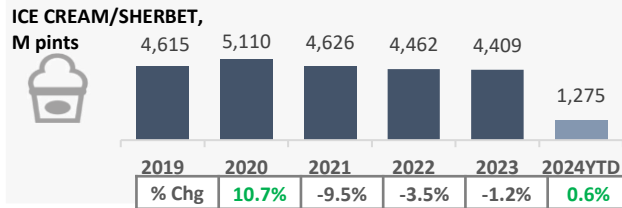
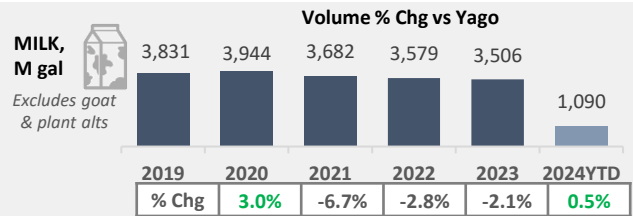
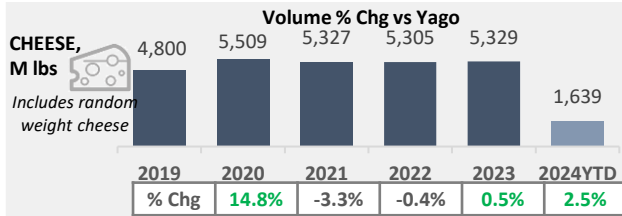
# TOTAL DAIRY RETAIL SNAPSHOT

Annual View, 2019-2024YTD



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## Product Volume – Calendar View



## CREAM SPREADS, M pints



8 10 10 11 12 4

2024 YTD ending 4-21-2024

Year	2019	2020	2021	2022	2023	2024YTD
Volume (M pints)	8	10	10	11	12	4
% Chg		25.3%	4.7%	5.0%	8.0%	2.9%

# TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 4-21-2024



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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)	\$5.43	\$5.40	\$5.38
Total Milk (prc/gal)	\$5.02	\$4.98	\$5.00
Wht Conventional Gallon-size	\$3.48	\$3.46	\$3.46
Ice Cream/Sherbet (prc/pint)	\$1.93	\$1.97	\$1.96
Yogurt (pint)	\$2.79	\$2.78	\$2.82
FZ Novelties excl ice pop (prc/16 oz)	\$3.73	\$3.85	\$3.81
Butter/Blends (lb)	\$4.77	\$4.93	\$4.74
Sour Cream (prc/pint)	\$2.50	\$2.52	\$2.52
Dairy Whipping Cream (prc/pint)	\$3.51	\$3.53	\$3.52
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	\$2.80	\$2.87
Lt. & Reg Cream (prc/pint)	\$3.06	\$3.08	\$3.09
Cream Spreads – (prc/pint)	\$4.24	\$4.27	\$4.20

% Price Change vs. Year Ago

Category	52 Wks	2024YTD	4 wks
Cheese fixed wt. (prc/lb)	-0.8%	-1.9%	-2.2%
Total Milk (prc/gal)	-2.3%	-1.0%	0.3%
Wht Conventional Gallon-size	-6.8%	-4.1%	-2.0%
Ice Cream/Sherbet (prc/pint)	3.8%	1.5%	1.8%
Yogurt (pint)	2.1%	0.6%	1.1%
FZ Novelties excl ice pop (prc/16 oz)	2.7%	0.2%	0.0%
Butter/Blends (lb)	-0.5%	2.2%	6.0%
Sour Cream (prc/pint)	3.5%	0.8%	1.3%
Dairy Whipping Cream (prc/pint)	-1.6%	-0.5%	0.5%
Cottage Cheese (prc/pint)	3.1%	2.2%	2.8%
Half & Half (prc/pint)	2.6%	1.4%	4.0%
Dairy Creamer (prc/pint)	0.8%	0.1%	3.4%
Lt. & Reg Cream (prc/pint)	0.3%	-0.5%	0.4%
Cream Spreads – (prc/pint)	3.4%	1.6%	-1.9%

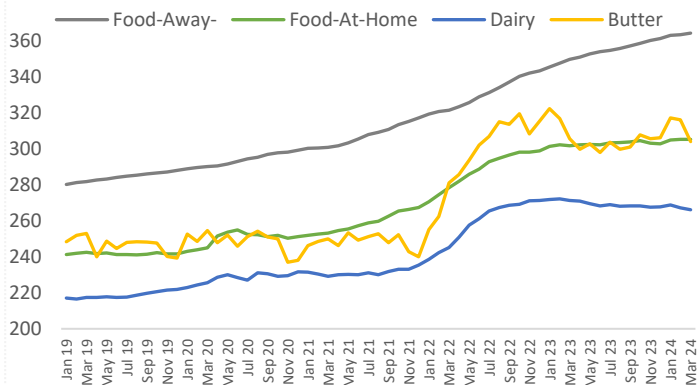


The CPI measures change in consumer prices over time based on a basket of goods.

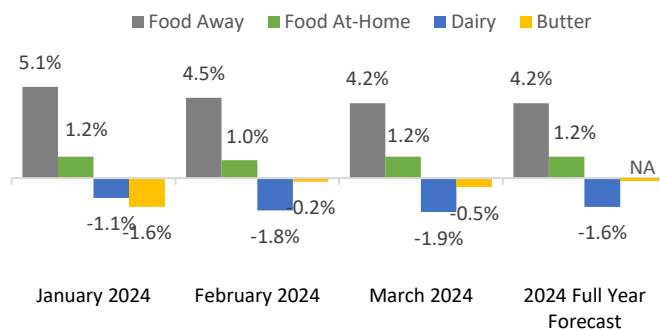
Note: butter is not included in 'dairy'. It is considered part of fats & oils.

**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

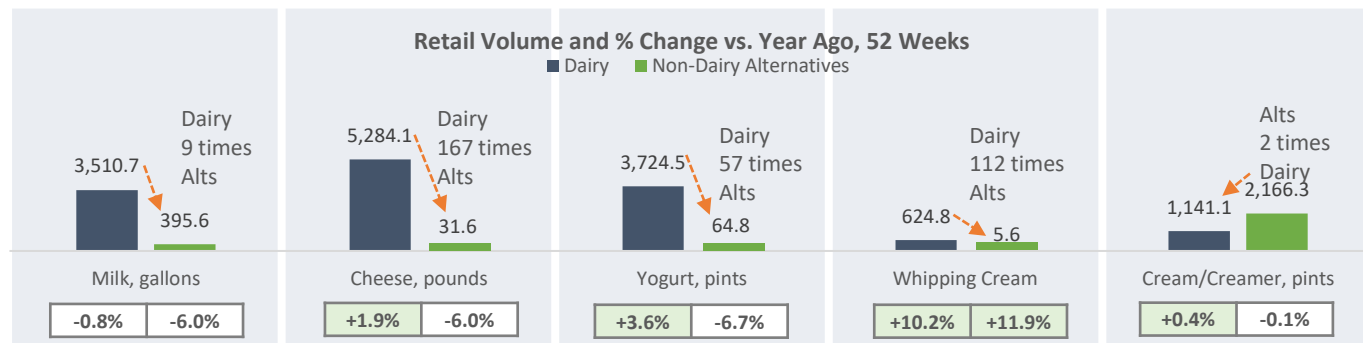


Projections by USDA ERS  
as reported 04/25/24

**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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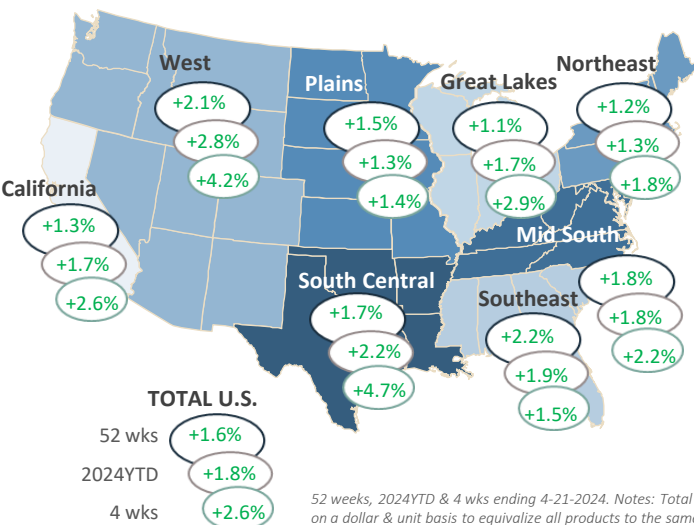
4 Weeks, 2024YTD and Latest 52 Weeks Ending 2-25-2024



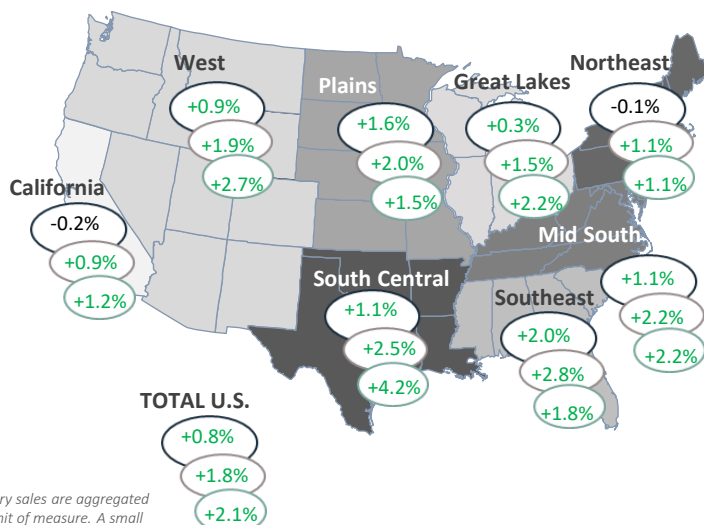
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## Total Dairy Category Sales View by Region

Dollar Sales % Chg vs. Year Ago



Unit Sales % Chg vs. Year Ago



52 weeks, 2024YTD & 4 wks ending 4-21-2024. 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 4-21 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
<b>TOTAL U.S.</b>	2.5%	0.5%	0.6%	5.1%	-0.2%	2.3%	2.7%	7.3%	13.4%	1.1%	3.6%	-9.8%	2.9%
California	2.9%	0.3%	3.8%	2.7%	-1.8%	-7.4%	2.3%	3.2%	10.9%	2.5%	3.4%	113.1%	-6.1%
Great Lakes	2.1%	-0.3%	0.5%	4.9%	2.4%	0.7%	2.4%	2.4%	10.1%	-1.1%	-1.5%	16.7%	-0.1%
Mid-South	2.9%	1.1%	-0.6%	6.3%	-0.9%	6.0%	3.0%	10.1%	16.0%	-2.3%	3.3%	-38.8%	1.0%
Northeast	1.4%	-0.3%	-0.6%	5.2%	-1.7%	1.1%	2.0%	9.2%	14.8%	0.2%	0.4%	-6.6%	17.0%
Plains	2.5%	-0.2%	0.7%	6.0%	3.5%	1.0%	2.0%	5.6%	10.5%	3.1%	3.3%	-50.0%	1.4%
S. Central	3.2%	1.6%	1.4%	4.6%	-0.6%	7.0%	3.9%	8.8%	18.9%	5.3%	0.7%	58.3%	8.9%
Southeast	3.3%	0.7%	-0.2%	6.7%	-0.8%	6.2%	3.4%	10.3%	18.2%	2.2%	6.8%	-1.9%	1.5%
West	2.1%	1.0%	1.6%	4.2%	0.6%	4.7%	2.6%	9.2%	13.1%	2.5%	13.8%	-24.7%	-2.9%

## New Product Spotlight

A sampling of new dairy products launched recently



**USA (Apr '24)**  
**Prairie Farms**  
lactose-free sour cream.



**USA (Apr '24)**  
**Pure Culture**  
lactose-free probiotic kefir.



**USA (Apr '24)**  
**Churn Foods** teamed up with Mean Girls for the 20<sup>th</sup> anniversary of the movie to launch a limited-edition hot honey butter (butter, honey, chili peppers, vinegar, avocado oil, cayenne pepper, sea salt)



**USA (Feb '24)**  
**Marble Blue Jack Cheese**  
Stack of sliced marble blue jack cheese for burgers. It slices rather than crumbles.



**Netherlands (Mar '24)**  
**Blue Band**  
Cooking cream with 15% fat. 24% buttermilk mixed with vegetable oil.



**United Kingdom (Mar '24)**  
**Protein Power.** High protein, low sugar mint ice cream with chocolate sauce