

# TOTAL U.S. YOGURT SNAPSHOT



52 Weeks, 2025YTD and 4 Weeks Ending 4-20-2025

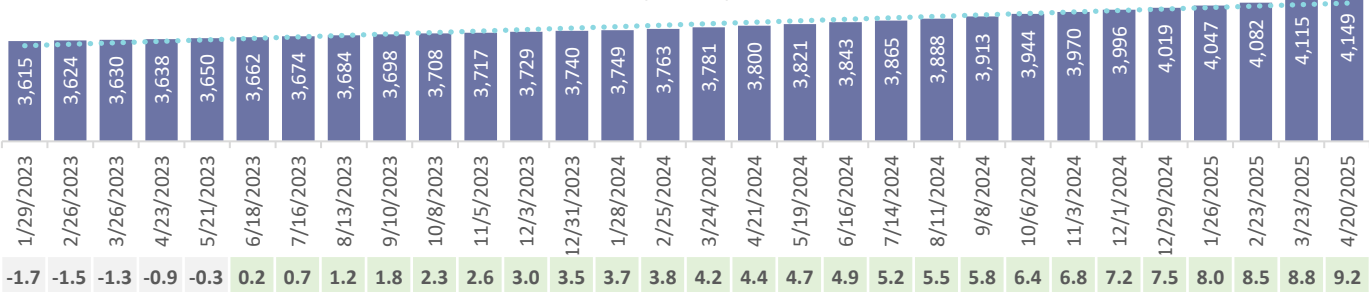
## YOGURT CONTINUES TO SEE INCREASED POPULARITY

Yogurt volume sales have risen by 11% year-over-year in the latest four weeks, with all regions showing increases of 9% to 13%.

- Household penetration has reached 83%, with an average of 40 pints purchased annually – a growth of 8.5% from year ago.
- Greek, traditional and other smaller segments are experiencing volume increases with double-digit growth for Greek, Australian and Icelandic in the latest period. Non-dairy alternatives are also increasing, albeit from a smaller base.
- Yogurt's diverse flavors, textures and packaging formats continue to attract consumers. Spoonable yogurts are leading in size, while grab-and-go drinkable yogurts have risen by 17% in the latest four weeks. All levels of fat – from fat free to whole are registering growth, with fat free and 1% yogurt the most popular.
- There's also a rapid increase in claims for lactose-free and no/low/less sugar options with both outperforming the market overall. Lactose-free accounts for 6% of overall yogurt volume (4% of dairy yogurts with remainder from alternatives). No/low/less sugar comprises 11% of total yogurt.

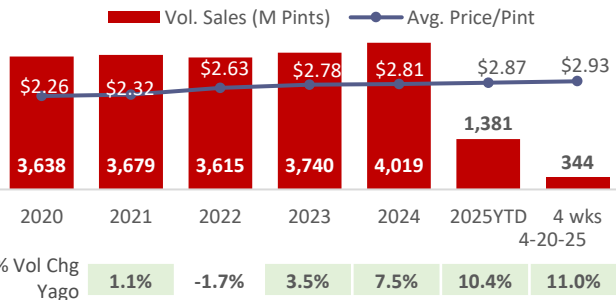
## Rolling 52 Weeks Volume Trend

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



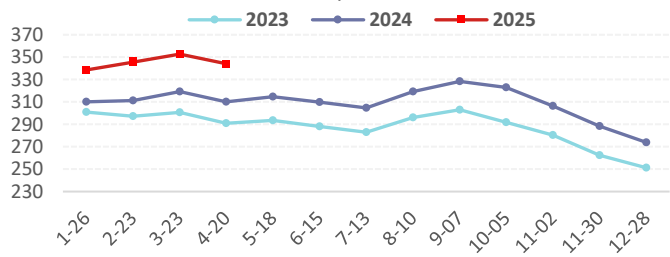
## Calendar Year Volume and Price Trend

TOTAL RETAIL YOGURT

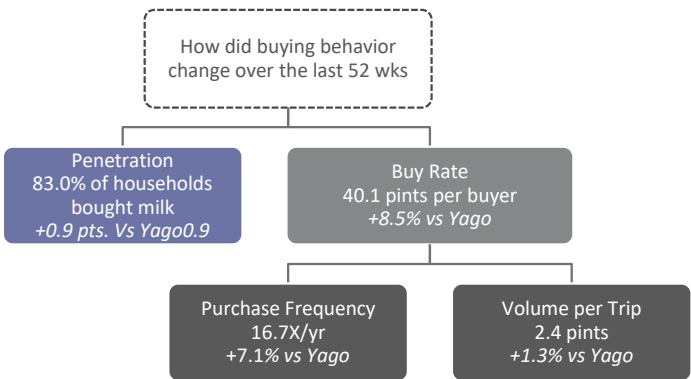


## Quad-week Sales View

YOGURT RETAIL VOLUME, Million Pints  
By 4-Week Periods



## Purchase Dynamics



## Regional Volume Trend

	% Chg vs Yago	Volume Index	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.		100	9.2%	10.4%	11.0%
California		93	8.8%	10.8%	10.7%
Great Lakes		100	9.6%	10.8%	10.9%
Mid-South		99	10.0%	10.8%	11.0%
Northeast		111	7.4%	8.0%	9.2%
Plains		106	9.3%	10.8%	12.5%
South Central		80	10.5%	12.7%	12.7%
Southeast		101	9.6%	10.4%	11.9%
West		108	9.5%	11.2%	11.0%

# TOTAL U.S. YOGURT SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 4-20-2025



## Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M pints)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL Yogurt</b>	<b>4,147.6</b>	<b>100.0%</b>	<b>9.2%</b>	<b>10.5%</b>	<b>11.0%</b>
Traditional	2,027.8	48.9%	1.6%	2.0%	3.8%
Greek	1,935.7	46.7%	18.6%	19.8%	18.3%
Australian	61.1	1.5%	2.6%	5.9%	12.2%
Icelandic	56.2	1.4%	26.0%	24.8%	18.2%
Alternative	66.8	1.6%	2.5%	14.3%	25.4%

## Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL Yogurt</b>	<b>\$2.84</b>	<b>\$2.87</b>	<b>\$2.93</b>	<b>2.2%</b>	<b>3.5%</b>	<b>4.3%</b>
Traditional	\$2.46	\$2.50	\$2.55	3.0%	5.0%	5.1%
Greek	\$3.08	\$3.06	\$3.12	-0.3%	0.4%	1.6%
Australian	\$3.91	\$3.82	\$4.08	-0.6%	0.1%	0.0%
Icelandic	\$4.85	\$4.86	\$5.09	2.5%	3.2%	6.4%
Alternative	\$5.04	\$5.15	\$5.33	3.7%	6.1%	8.3%

## Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	52 Wks	2025YTD4 Wks	Volume Share 52 Weeks
<b>Total Yogurt</b>	<b>8.8%</b>	<b>10.2%</b>	<b>10.5%</b>
Whole Fat	12.7%	13.4%	13.9%
2%	23.2%	15.7%	13.7%
1%	4.0%	6.3%	7.2%
Fat Free	11.3%	12.4%	11.8%

Penetration (% Households that purchased in latest 52 wks)

Total 83.0%; Whole 50.2% 2% 11.7%; 1% 63.4%; FF 61.0%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
100.0% Volume Share	TOTAL U.S.	9.2%	10.4%	11.0%
55.2%	Grocery	7.1%	8.4%	8.3%
44.5%	Supercenters, Club, Other	11.9%	13.0%	14.5%
0.3%	C-Store	1.0%	7.8%	14.7%
0.05%	Drug	12.3%	31.0%	21.6%

## Yogurt Packaging

Volume Share, 52 Wks

	Total	Cups	Tubs	Drinks	Tubes	All Other
<b>% Volume Chg vs Yago</b>						
52 wks	9.2%	4.9%	17.7%	12.3%	-3.9%	6.5%
2025YTD	10.5%	5.6%	18.9%	16.2%	-4.8%	5.9%
4 wks	11.0%	7.0%	17.9%	16.5%	-6.8%	10.0%

## Share and 52 Wk % Growth

Vol. Share Vol. % Chg

<b>Total Cups</b>	<b>100.0%</b>	<b>4.9%</b>
4.01-6oz MP	46.4%	7.2%
4.01-6oz SS	36.5%	2.9%
2.1-4oz MP	13.9%	-1.1%
<b>Total Drinks</b>	<b>100.0%</b>	<b>12.3%</b>
2.1-4ozMP	47.5%	-1.8%
6.01-8oz MP	16.3%	20.2%
6.01-8oz SS	13.1%	25.6%
48.01-64ozMS	4.7%	13.4%

## Yogurt Claims (note: yogurt includes dairy +alts)

Volume Share of Yogurt 52 Wks

	Total	No, Low, Organic Less Sugar	Lactose-free
<b>% Volume Chg vs Yago</b>			
52 wks	9.2%	26.0%	14.0%
2025YTD	10.4%	32.4%	14.9%
4 wks	11.0%	33.8%	12.5%

## New Product Spotlight



**USA (Apr '25)**  
Yoplait Go GURT partnered with Minecraft. Package include special game discounts.



**SPAIN, produced in France (Apr '25)**  
Danone YoPro Helps increase muscle mass and reduce your fatigue. Contains 42g protein. With added magnesium and vitamin B9. Complete protein.



**PORTUGAL (Apr '25)**  
Mimosa Lactose free skimmed yogurt drink with blueberry and green tea flavor



**IRELAND (Apr '25)**  
Aldi Luxury yogurt made with whipping cream and Sicilian lemon juice.