

# TOTAL U.S. MILK SNAPSHOT

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



## MILK RETAIL VOLUME HAS DIPPED BELOW YEAR AGO IN THE LATEST FOUR WEEKS

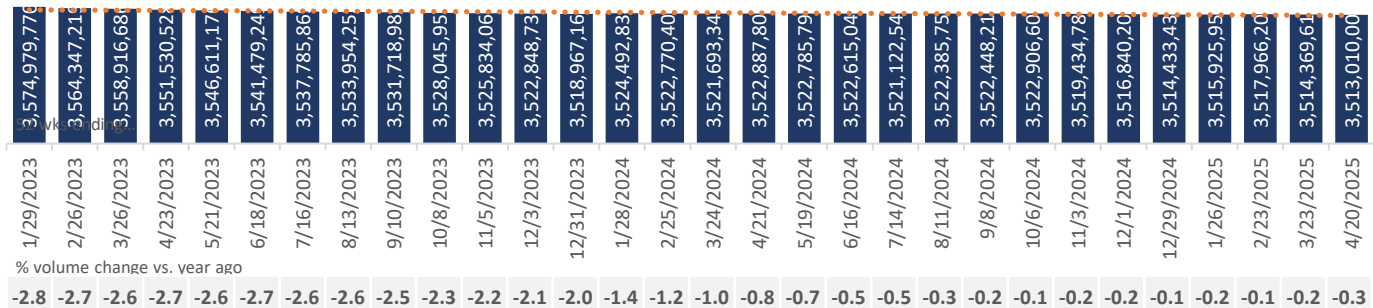
Retail milk started the year with two months of increased volume sales but has dropped in the last two periods. For the four weeks ending 4-20-2025, volume is down 0.5% compared to the previous year. Nearly all regions are experiencing a volume decline.

- Traditional white milk is seeing a more pronounced decline in the latest four weeks compared to earlier in the year while value-added white continues to grow, but at a more moderate rate in the latest four weeks. Lactose-free and higher protein are fueling the growth in value-added milk.

- Flavored milk volume has decreased by 1.8%, with the larger traditional products seeing a more noticeable drop. However, protein-enhanced flavored milks are showing steady growth.
- Milk remains the fourth largest ready-to-drink beverage at retail in dollar sales but falls behind carbonated soft drinks, bottled water and energy drinks in the rate of volume growth for 2025 year-to-date. The most rapidly growing beverage categories, however, are either dairy-based or include dairy ingredients. Yogurt drinks, kefir and RTD nutritionals/weight control are experiencing double-digit volume increases in 2025 year-to-date.

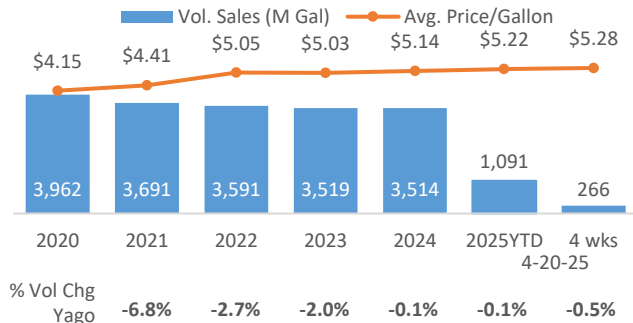
## Rolling 52 Weeks Volume

RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO



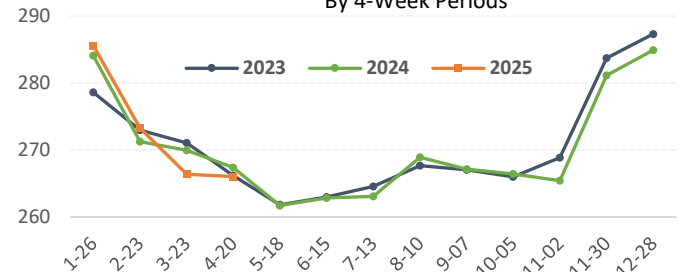
## Calendar Year Volume and Price Trend

TOTAL RETAIL MILK



## Quad-week Sales View

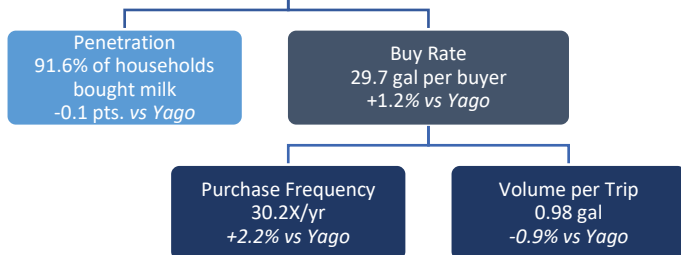
MILK RETAIL VOLUME, Million Gallons  
By 4-Week Periods



## Purchase Dynamics

While purchase frequency has increased, shoppers are purchasing less volume per trip

How did buying behavior change over the last 52 wks?



## Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2025YTD	4 Wks
<b>TOTAL U.S.</b>	<b>100</b>	-0.3%	-0.1%	-0.5%
California	83	0.2%	-0.5%	-0.7%
Great Lakes	113	-0.4%	0.0%	0.2%
Mid-South	109	-0.1%	0.4%	-1.1%
Northeast	91	-1.1%	-0.7%	-0.7%
Plains	125	-0.5%	0.0%	0.0%
South Central	84	-0.7%	-0.2%	-1.2%
Southeast	101	0.3%	0.1%	-0.6%
West	107	0.1%	-0.2%	0.0%

# TOTAL U.S. MILK SNAPSHOT

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

## Milk Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL U.S.</b>	<b>3,513.0</b>	<b>100.0%</b>	<b>-0.3%</b>	<b>-0.1%</b>	<b>-0.5%</b>
<b>White</b>	3,268.2	93.0%	-0.2%	0.0%	-0.5%
Trad'l White	2,738.9	78.0%	-1.4%	-1.3%	-1.6%
Trad'l Wht Gallon	2,094.3	59.6%	-2.0%	-1.7%	-1.9%
Value-add White	529.3	15.1%	6.6%	6.8%	5.9%
<b>Flavored + Milkshake</b>	205.8	5.9%	-0.5%	-2.3%	-1.8%
Trad'l Flavored	165.8	4.7%	-1.3%	-2.5%	-2.4%
Value-add Flavored.	39.8	1.1%	2.6%	-1.6%	0.3%
<b>Buttermilk</b>	20.3	0.6%	-1.0%	-1.3%	0.2%
<b>Eggnog</b>	18.3	0.5%	-7.2%	30.9%	88.2%
Lactose-free	313.1	8.9%	9.9%	9.0%	6.9%
Organic	269.6	7.7%	2.0%	1.1%	-0.1%
A2 (multiple brands)	23.9	0.7%	78.2%	129.4%	138.1%

## Milk Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL U.S.</b>	<b>\$5.21</b>	<b>\$5.22</b>	<b>\$5.28</b>	<b>3.8%</b>	<b>4.8%</b>	<b>5.5%</b>
<b>White</b>	\$4.85	\$4.91	\$4.96	4.1%	5.0%	5.6%
Trad'l White	\$3.98	\$3.99	\$4.02	3.2%	3.9%	4.7%
Trad'l Wht Gallon	\$3.59	\$3.60	\$3.62	3.3%	4.0%	4.6%
Value-add White	\$9.41	\$9.58	\$9.63	2.2%	3.4%	3.9%
<b>Flavored + Milkshake</b>	\$9.70	\$9.75	\$9.94	1.9%	3.4%	4.3%
Trad'l Flavored	\$8.40	\$8.36	\$8.54	0.5%	1.8%	3.0%
Value-add Flavored.	\$15.03	\$15.39	\$15.43	3.7%	6.0%	5.6%
<b>Buttermilk</b>	\$8.78	\$8.96	\$9.00	3.9%	4.8%	5.0%
<b>Eggnog</b>	\$13.66	\$13.90	\$17.10	6.0%	4.5%	-6.1%
Lactose-free	\$9.94	\$10.17	\$10.21	4.0%	5.3%	5.5%
Organic	\$9.51	\$9.57	\$9.66	0.9%	1.7%	2.8%
A2 (multiple brands)	\$9.31	\$9.15	\$8.62	-4.8%	-4.8%	-9.9%

## Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks
	52 Wks	2025YTD	4 Wks	
<b>Total Milk</b>	<b>-0.3%</b>	<b>0.0%</b>	<b>-1.3%</b>	100.0%
Whole Fat	2.8%	3.1%	1.8%	47.4%
2%	-2.3%	-1.8%	-3.3%	35.3%
1%	-4.1%	-4.6%	-5.9%	12.0%
Fat Free	-4.6%	-3.8%	-4.7%	5.3%



Penetration (% Households that purchased in latest 52 wks)  
Total 91.6%; Whole 70.2% 60.8%; 1% 38.8%; FF 16.6%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
<b>100.0% Volume Share</b>	<b>TOTAL U.S.</b>	<b>-0.3%</b>	<b>-0.1%</b>	<b>-0.5%</b>
50.7%	Grocery	-1.6%	-1.2%	-1.6%
44.3%	Supercenters, Club, Other	3.0%	2.8%	2.4%
4.5%	C-Store	-12.2%	-13.1%	-12.4%
0.5%	Drug	-19.7%	-19.2%	-19.3%



## Milk Sizing/Packaging



Volume Share, 52 Wks							
	TOTAL MILK	128 oz Gallon	96 oz	64 oz HGal	>=48 oz to <64 oz	32 oz Qt	16 oz or less including multi-pack
<b>% Volume Chg vs Yago</b>							
52 wks	-0.3%	-2.1%	7.3%	0.0%	21.3%	-3.2%	-7.1%
2025YTD	-0.1%	-1.8%	8.4%	-0.2%	21.1%	-1.6%	-8.6%
4 wks	-0.5%	-2.0%	7.0%	-1.4%	20.5%	1.6%	-5.5%

## Milk – Branded and Private Label Trends

	52 Wks -- Volume % Chg -- vs Yago				-- 52 Wks Ending 04-20-2025 --			
	Vol. Share	Latest 52 Wks	2025 YTD	4 Wks	% Hhlds Buy	Chg Yago	Vol/ Buyer	% Chg Yago
<b>TOTAL U.S.</b>	100.0%	-0.3%	-0.1%	-0.5%	91.6%	-0.1 pts	29.6 gal	+1.2%
Private Label	73.8%	-0.2%	-0.4%	-1.0%	82.6%	-0.5	24.9	+1.2%
Branded	26.2%	-0.4%	0.6%	0.9%	69.3%	-0.4	9.5	+2.7%

# TOTAL U.S. MILK SNAPSHOT

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

## Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL Non-Dairy</b>	<b>375.4</b>	<b>100.0%</b>	<b>-6.1%</b>	<b>-7.4%</b>	<b>-8.1%</b>
<b>Plant-based Alts</b>	<b>373.5</b>	<b>99.5%</b>	<b>-6.2%</b>	<b>-7.4%</b>	<b>-8.2%</b>
Almond	238.5	63.5%	-9.1%	-9.7%	-10.5%
Oat	65.8	17.5%	0.3%	-0.4%	0.4%
Coconut	29.7	7.9%	5.4%	2.5%	0.8%
Soy	27.4	7.3%	-4.6%	-12.1%	-14.6%
Pea	4.2	1.1%	-10.7%	-12.1%	-10.9%
Rice	1.7	0.5%	-16.6%	-20.8%	-20.5%
Cashew	1.6	0.4%	-25.5%	-31.2%	-34.3%
Horchata	1.5	0.4%	6.1%	9.2%	6.2%
All Other Plant	3.3	0.9%	9.4%	3.4%	-8.7%
<b>Goat Milk</b>	<b>1.9</b>	<b>0.5%</b>	<b>9.5%</b>	<b>11.3%</b>	<b>11.9%</b>

## Alternatives Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL Non-Dairy</b>	<b>\$8.55</b>	<b>\$8.59</b>	<b>\$8.74</b>	<b>1.7%</b>	<b>2.6%</b>	<b>4.6%</b>
<b>Plant-based Alts</b>	<b>\$8.47</b>	<b>\$8.51</b>	<b>\$8.65</b>	<b>1.5%</b>	<b>2.4%</b>	<b>4.5%</b>
Almond	\$6.91	\$6.92	\$7.03	1.1%	2.2%	4.2%
Oat	\$10.29	\$10.25	\$10.27	-0.8%	-0.5%	0.7%
Coconut	\$15.69	\$15.55	\$15.81	-5.2%	-4.1%	-0.6%
Soy	\$7.97	\$8.37	\$8.76	5.2%	8.9%	12.9%
Pea	\$13.61	\$13.56	\$13.76	-4.3%	-4.6%	-4.0%
Rice	\$10.61	\$10.86	\$10.97	2.6%	4.5%	5.2%
Cashew	\$11.21	\$11.76	\$11.96	8.0%	11.2%	14.5%
Horchata	\$8.17	\$8.40	\$8.55	3.7%	8.4%	10.0%
All Other Plant	\$15.21	\$16.01	\$15.88	4.3%	7.1%	8.1%
<b>Goat Milk</b>	<b>\$25.04</b>	<b>\$24.92</b>	<b>\$24.86</b>	<b>5.0%</b>	<b>1.7%</b>	<b>-1.3%</b>

## E-Commerce Sales Trend

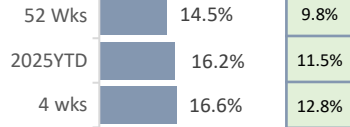
% Chg vs Year Ago

Dollars

Units



**e-Commerce RFG Milk**  
Latest 52 wks Sales: \$1,418M  
+\$179M vs Yago

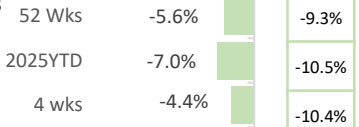


**e-Commerce RFG Plant Milk Alts**  
Latest 52 wks Sales: \$235M  
-\$14M vs Yago

% Chg vs Year Ago

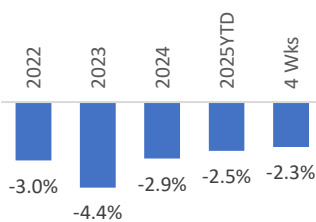
Dollars

Units



## RTE Cereal Trend

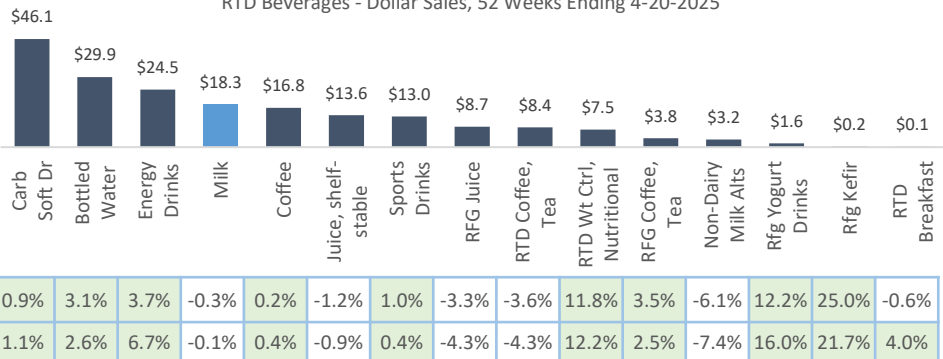
Volume % Chg vs Yago



Latest 4 wks through 3-23-25  
Avg price: +1.4% vs year ago.

## Milk – Competitive Beverages

RTD Beverages - Dollar Sales, 52 Weeks Ending 4-20-2025



## New Product Spotlight

Source: Innova



**USA (Apr '25)**  
**Spylt** Caffeinated high protein flavored milk. 20g protein in 11 oz can. Lactose-free ultra-filtered milk. 90 calories.



**USA (Apr '25)**  
**Homestead Creamery A2A2** chocolate milk



**USA (Apr '25)**  
**Prairie Farms** Shelf-stable UHT lactose-free milk in 8 oz containers (pack of 3 white or flavored).



**USA (Apr '25)**  
**Laura Lynn (Ingles Markets)** Lactose-free whole and reduced fat milk.