

# TOTAL U.S. MILK SNAPSHOT

52 Weeks, Year-to-date, and 4 Weeks Ending 4-19-2026



## MILK PERFORMANCE REMAINS RELATIVELY STABLE, THOUGH SLIGHTLY NEGATIVE

Total U.S. milk volume is down **-0.4% YTD**, reflecting a modest decline that is less severe than prior years. Volume declined **-1.3%** over the latest 4 weeks, which may be in part influenced by calendar effects of Easter.

**Household penetration remains high at ~92%**, indicating milk continues to be a staple. The **buy rate has improved** modestly, although the amount of milk purchased per trip has softened (-0.8%).

**Growth is being driven by premium and differentiated offerings**, while the traditional white milk core continues to erode. Value-added white milk is expanding (+3.8% YTD), led by strong gains in lactose-free (+4.5%), organic (+4.4%), and A2 (+37% off a smaller base). This growth persists despite higher price points, signaling sustained consumer willingness to pay for perceived functional benefits.

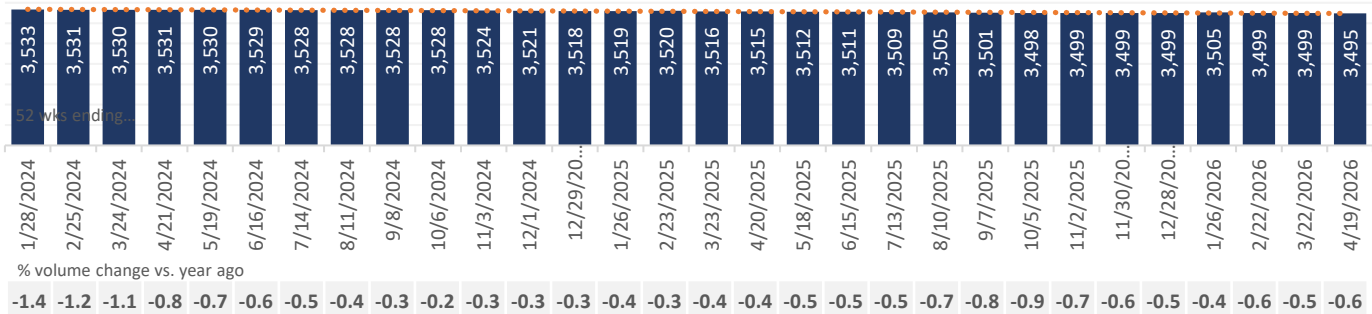
**Consumer preferences continue shifting toward higher fat milk.** Whole milk is growing (+4.3% YTD +3.4% latest 4 weeks), while lower-fat options (2%, 1%, fat-free) are in steady decline, reinforcing a long-term premiumization and taste-driven trend.

**Private label still dominates volume (74% share)**, but **branded milk is growing YTD**, fueled by value-added innovation. Branded value-added products now represent a significant portion (over 40%) of branded milk volume, while private label is also expanding in this space, albeit from a smaller base (value-added milk represents 9% of private label volume).

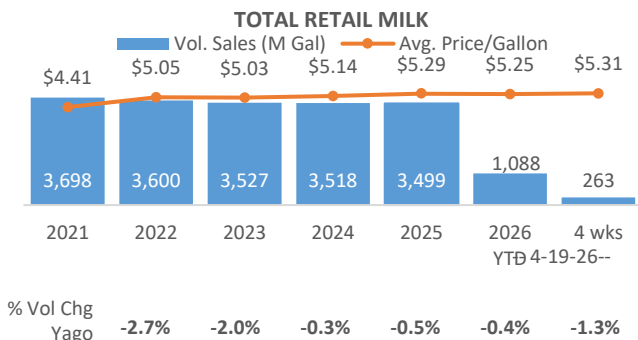
**Non-dairy alternatives continue to weaken** (-5% across all timeframes). Almond milk remains the primary drag, while smaller segments (soy, coconut, pea) show growth but lack scale to offset overall losses from the largest segment, almond. Oat, the second largest segment, is seeing a small decline (-1.5%) YTD.

## Rolling 52 Weeks Volume

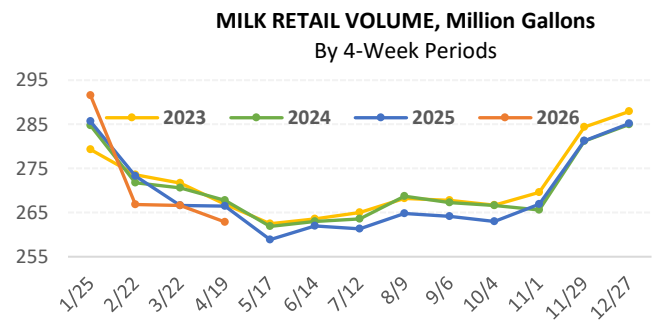
RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO



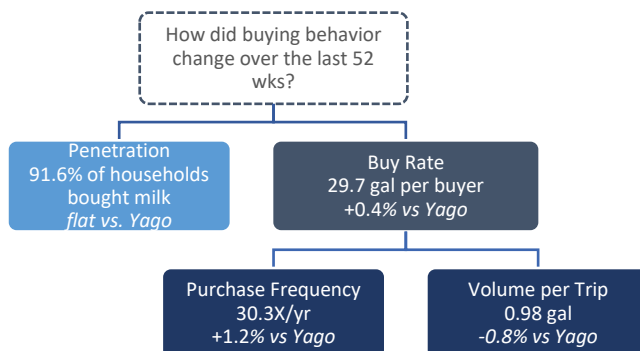
## Calendar Year Volume and Price Trend



## Quad-week Sales View



## Purchase Dynamics, Latest 52 Weeks



## Regional Volume Trend

| % Chg vs Yago     | Volume Index | Latest 52 Wks | 2026YTD (4/19) | Latest 4 Wks |
|-------------------|--------------|---------------|----------------|--------------|
| <b>TOTAL U.S.</b> | <b>100</b>   | -0.6%         | -0.4%          | -1.3%        |
| California        | 83           | -0.2%         | 0.0%           | -0.1%        |
| Great Lakes       | 112          | -1.0%         | -1.4%          | -3.3%        |
| Mid-South         | 110          | -0.4%         | 0.0%           | -1.1%        |
| Northeast         | 91           | -0.7%         | -0.2%          | -2.4%        |
| Plains            | 123          | -0.9%         | -1.0%          | -1.1%        |
| South Central     | 85           | -0.7%         | -0.6%          | -0.8%        |
| Southeast         | 102          | -0.3%         | 0.4%           | -0.1%        |
| West              | 107          | -0.4%         | -0.3%          | -0.6%        |

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## Milk Segments Volume Trend

-- % Chg vs Yago --

|                             | 52 Wks<br>Volume<br>(M gal) | 52 Wks<br>Vol Share | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks |
|-----------------------------|-----------------------------|---------------------|------------------|-------------------|-----------------|
| <b>TOTAL U.S.</b>           | <b>3,495.3</b>              | <b>100.0%</b>       | <b>-0.6%</b>     | <b>-0.4%</b>      | <b>-1.3%</b>    |
| <b>White</b>                | <b>3,249.8</b>              | <b>93.0%</b>        | <b>-0.6%</b>     | <b>-0.4%</b>      | <b>-1.3%</b>    |
| Trad'l White                | 2,693.7                     | 77.1%               | -1.6%            | -1.5%             | -2.3%           |
| Trad'l Wht Gallon           | 2,046.9                     | 58.6%               | -2.1%            | -1.8%             | -2.7%           |
| Value-add White             | 556.1                       | 15.9%               | 4.9%             | 4.8%              | 3.8%            |
| <b>Flavored + Milkshake</b> | <b>206.2</b>                | <b>5.9%</b>         | <b>-0.9%</b>     | <b>-0.4%</b>      | <b>-2.5%</b>    |
| Trad'l Flavored             | 165.0                       | 4.7%                | -1.0%            | -0.6%             | -2.5%           |
| Value-add Flavored.         | 40.8                        | 1.2%                | -0.6%            | 0.0%              | -2.8%           |
| <b>Buttermilk</b>           | <b>20.3</b>                 | <b>0.6%</b>         | <b>0.1%</b>      | <b>1.0%</b>       | <b>-2.3%</b>    |
| <b>Eggnog</b>               | <b>18.2</b>                 | <b>0.5%</b>         | <b>-0.6%</b>     | <b>22.2%</b>      | <b>23.4%</b>    |
| Lactose-free                | 327.6                       | 9.4%                | 5.2%             | 4.5%              | 3.9%            |
| Organic                     | 277.0                       | 7.9%                | 2.6%             | 4.4%              | 2.4%            |
| A2 (multiple brands)        | 40.9                        | 1.2%                | 72.1%            | 37.0%             | 24.2%           |

## Milk Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

|                             | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks |
|-----------------------------|------------------|-------------------|-----------------|------------------|-------------------|-----------------|
| <b>TOTAL U.S.</b>           | <b>\$5.30</b>    | <b>\$5.25</b>     | <b>\$5.31</b>   | <b>1.6%</b>      | <b>0.4%</b>       | <b>0.4%</b>     |
| <b>White</b>                | <b>\$4.94</b>    | <b>\$4.93</b>     | <b>\$4.99</b>   | <b>1.5%</b>      | <b>0.3%</b>       | <b>0.4%</b>     |
| Trad'l White                | \$3.90           | \$3.85            | \$3.90          | -1.9%            | -3.7%             | -3.2%           |
| Trad'l Wht Gallon           | \$3.51           | \$3.46            | \$3.50          | -2.5%            | -4.2%             | -3.6%           |
| Value-add White             | \$9.93           | \$10.07           | \$10.08         | 5.6%             | 5.1%              | 4.6%            |
| <b>Flavored + Milkshake</b> | <b>\$9.73</b>    | <b>\$9.69</b>     | <b>\$9.85</b>   | <b>0.9%</b>      | <b>0.4%</b>       | <b>0.2%</b>     |
| Trad'l Flavored             | \$8.37           | \$8.29            | \$8.47          | -0.3%            | -0.7%             | -0.6%           |
| Value-add Flavored.         | \$15.15          | \$15.24           | \$15.26         | 3.6%             | 2.5%              | 2.3%            |
| <b>Buttermilk</b>           | <b>\$9.03</b>    | <b>\$9.08</b>     | <b>\$9.09</b>   | <b>3.1%</b>      | <b>1.7%</b>       | <b>1.5%</b>     |
| <b>Eggnog</b>               | <b>\$14.35</b>   | <b>\$14.91</b>    | <b>\$15.81</b>  | <b>5.2%</b>      | <b>8.1%</b>       | <b>-7.4%</b>    |
| Lactose-free                | \$10.01          | \$10.18           | \$10.20         | 3.4%             | 2.3%              | 2.3%            |
| Organic                     | \$10.26          | \$10.37           | \$10.35         | 8.1%             | 8.2%              | 7.0%            |
| A2 (multiple brands)        | \$9.22           | \$9.27            | \$9.32          | -1.5%            | 1.4%              | 8.1%            |

## Volume Trends by Fat Content

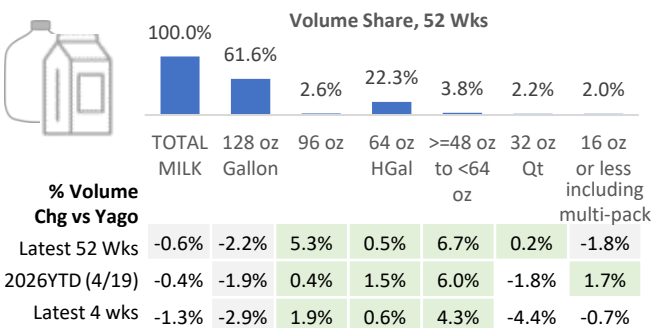
|                   | Volume % Chg vs Yago |                   |                 | Volume Share<br>52 Weeks |        |
|-------------------|----------------------|-------------------|-----------------|--------------------------|--------|
|                   | Latest<br>52 Wks     | 2026YTD<br>(4/19) | Latest<br>4 Wks |                          |        |
| <b>Total Milk</b> | <b>-0.6%</b>         | <b>-0.4%</b>      | <b>-1.3%</b>    |                          | 100.0% |
| Whole Fat         | 3.4%                 | 4.3%              | 3.4%            |                          | 49.4%  |
| 2%                | -3.1%                | -3.2%             | -4.0%           |                          | 34.5%  |
| 1%                | -6.2%                | -7.4%             | -8.6%           |                          | 11.3%  |
| Fat Free          | -6.9%                | -8.6%             | -10.1%          |                          | 4.8%   |

Penetration (% Households that purchased in latest 52 wks)  
Total 91.6%; Whole 71.1%; 2% 60.4%; 1% 37.6%; FF 16.2%

## Volume Share and Trend by Outlet

|                              | % Volume Chg<br>vs Yago | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks |
|------------------------------|-------------------------|------------------|-------------------|-----------------|
| <b>100.0% Volume Share</b>   |                         |                  |                   |                 |
| <b>TOTAL U.S.</b>            | <b>-0.6%</b>            | <b>-0.4%</b>     | <b>-1.3%</b>      |                 |
| Grocery                      | -2.3%                   | -2.5%            | -3.9%             |                 |
| Supercenters,<br>Club, Other | 2.4%                    | 2.7%             | 2.2%              |                 |
| C-Store                      | -10.1%                  | -7.8%            | -8.4%             |                 |

## Milk Sizing/Packaging



## Milk – Branded and Private Label Trends

|                   | 52 Wks     | -- Volume % Chg --<br>vs Yago |          |              | ----- 52 Wks end 4-19-26 ----- |          |                 |              |
|-------------------|------------|-------------------------------|----------|--------------|--------------------------------|----------|-----------------|--------------|
|                   | Vol. Share | Latest 52 Wks                 | 2026 YTD | Latest 4 Wks | % Hhlds Buy                    | Chg Yago | Vol/ Buyer      | % Chg Yago   |
| <b>TOTAL U.S.</b> | 100.0%     | -0.6%                         | -0.4%    | -1.3%        | <b>91.6</b>                    | flat     | <b>29.7 gal</b> | <b>+0.4%</b> |
| Private Label     | 73.6%      | -0.8%                         | -0.7%    | -1.4%        | 82.6                           | -0.1 pts | 25.0            | +0.1%        |
| Branded           | 26.4%      | 0.0%                          | 0.5%     | -1.1%        | 68.7                           | -0.4     | 9.6             | +2.1%        |

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## Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

|                         | 52 Wks<br>Volume<br>(M gal) | 52 Wks<br>Vol Share | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks |
|-------------------------|-----------------------------|---------------------|------------------|-------------------|-----------------|
| <b>TOTAL Non-Dairy</b>  | <b>357.7</b>                | <b>100.0%</b>       | <b>-5.1%</b>     | <b>-5.1%</b>      | <b>-5.3%</b>    |
| <b>Plant-based Alts</b> | <b>352.6</b>                | <b>98.6%</b>        | <b>-5.2%</b>     | <b>-5.1%</b>      | <b>-5.4%</b>    |
| Almond                  | 219.6                       | 61.4%               | -8.4%            | -9.3%             | -9.4%           |
| Oat                     | 66.8                        | 18.7%               | 1.1%             | -1.5%             | -4.0%           |
| Coconut                 | 31.1                        | 8.7%                | 3.7%             | 3.0%              | 1.8%            |
| Soy                     | 27.3                        | 7.6%                | -0.3%            | 15.0%             | 19.6%           |
| Pea                     | 4.0                         | 1.1%                | -4.4%            | 2.0%              | 8.4%            |
| Rice                    | 1.4                         | 0.4%                | -17.0%           | -14.7%            | -16.0%          |
| Cashew                  | 1.0                         | 0.3%                | -33.9%           | -39.1%            | -42.2%          |
| Horchata                | 1.4                         | 0.4%                | 2.9%             | 4.9%              | 5.8%            |
| <b>Goat Milk</b>        | <b>1.9</b>                  | <b>0.5%</b>         | <b>-1.2%</b>     | <b>-4.9%</b>      | <b>-1.8%</b>    |

## Alternatives Pricing Trend

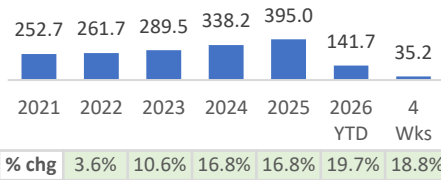
-- Avg Price/Gal--

-- % Chg vs Yago --

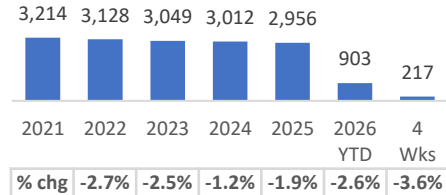
|                         | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks | Latest<br>52 Wks | 2026YTD<br>(4/19) | Latest<br>4 Wks |
|-------------------------|------------------|-------------------|-----------------|------------------|-------------------|-----------------|
| <b>TOTAL Non-Dairy</b>  | <b>\$8.88</b>    | <b>\$8.93</b>     | <b>\$9.00</b>   | <b>4.1%</b>      | <b>4.3%</b>       | <b>3.4%</b>     |
| <b>Plant-based Alts</b> | <b>\$8.73</b>    | <b>\$8.77</b>     | <b>\$8.83</b>   | <b>4.0%</b>      | <b>4.3%</b>       | <b>3.3%</b>     |
| Almond                  | \$7.15           | \$7.14            | \$7.18          | 3.8%             | 3.5%              | 2.4%            |
| Oat                     | \$10.19          | \$10.24           | \$10.24         | -0.2%            | 1.2%              | 1.1%            |
| Coconut                 | \$16.16          | \$16.40           | \$16.57         | 2.7%             | 5.4%              | 4.8%            |
| Soy                     | \$8.36           | \$8.45            | \$8.61          | 5.1%             | 1.1%              | -1.3%           |
| Pea                     | \$13.56          | \$13.43           | \$13.14         | -0.3%            | -0.9%             | -4.5%           |
| Rice                    | \$10.99          | \$11.21           | \$11.32         | 3.6%             | 3.4%              | 3.4%            |
| Cashew                  | \$12.37          | \$13.24           | \$13.82         | 12.3%            | 15.4%             | 18.2%           |
| Horchata                | \$8.80           | \$8.78            | \$8.93          | 5.6%             | 1.7%              | 2.1%            |
| <b>Goat Milk</b>        | <b>\$26.77</b>   | <b>\$27.49</b>    | <b>\$27.59</b>  | <b>6.7%</b>      | <b>10.1%</b>      | <b>10.8%</b>    |

## E-Commerce Sales Trend

E-Commerce Milk Volume, Mil Gallons



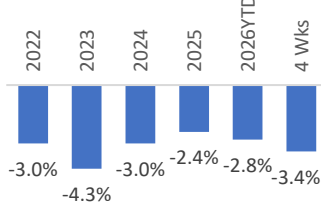
Brick & Mortar Milk Volume, Mil Gallons



**e-Commerce Dairy Milk**  
52 Wk Volume: 418M Gal  
Volume Share  
E-Commerce: 12.5%  
Brick & Mortar: 87.5%

## RTE Cereal Trend

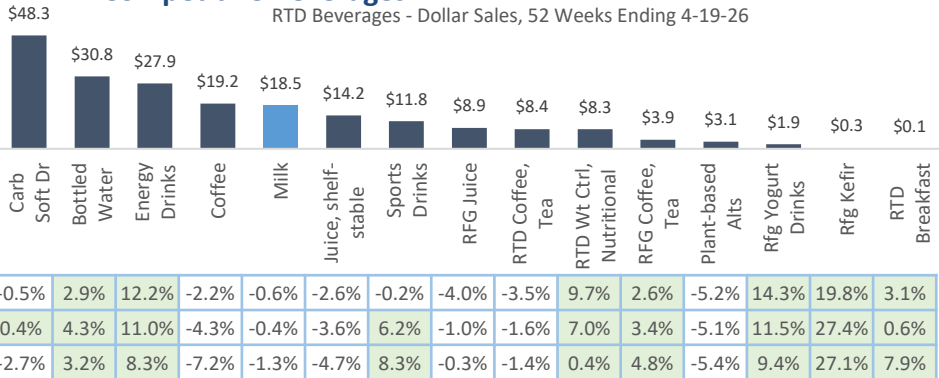
Volume % Chg vs Yago



Latest 4 wks through 4-19-26  
Avg price: +0.8% vs year ago.

## Milk – Competitive Beverages

RTD Beverages - Dollar Sales, 52 Weeks Ending 4-19-26



RTD Wt Ctrl/Nutritional includes shelf-stable and refrigerated.

## New Product Spotlight

Source: Innova



**USA (Mar '26)**  
**Walmart Bettergoods**  
Strong Kids whole milk with choline, prebiotics, and DHA omega-3. Choline helps support normal brain and nervous system function.



**THAILAND (Apr '26)**  
**Nestle Bear Brand** Low fat milk product. High vitamin B12: helps with the functioning of the nervous system & brain. High calcium to aid in the process of building strong bones & teeth.



**SOUTH KOREA (Mar '26)**  
**Seoul Dairy** Raw milk product contains ginseng, which is known to help boost immunity and improve fatigue.



**POLAND (Mar '26)**  
**Mlekovita** Selenium-enriched milk to help maintain healthy hair/nails, contribute to the proper functioning of the immune system and thyroid, helps protect cells from oxidative stress, and contributes to normal spermatogenesis.