

TOTAL DAIRY RETAIL SNAPSHOT

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



DAIRY SALES GROWTH UP 1.5% YTD (UNITS), WITH PERFORMANCE IMPACTED BY EASTER TIMING

The overall dairy category remains resilient, sustaining moderate growth. Recent 4-week trends have softened, reflecting a short-term slowdown driven in part by softer Easter holiday sales. Easter 2025 (4/20) was an especially strong period for food & beverage sales, creating a difficult year-over-year comparison for 2026.

Dairy growth continues to be led by value-added and functional segments. Cottage cheese (+11% YTD, +12% 52 wks) and yogurt (+5% YTD, +7% 52 wks) continue to display strong momentum. Creamers (+6% YTD, +7% 52 wks) and whipping cream (+7% YTD, +8% 52 wks) also continue to deliver sustained demand.

Milk is showing signs of stabilization (-0.4% YTD, -1.3% 52 wks). While still in decline, performance has improved versus prior periods, suggesting a potential leveling off.

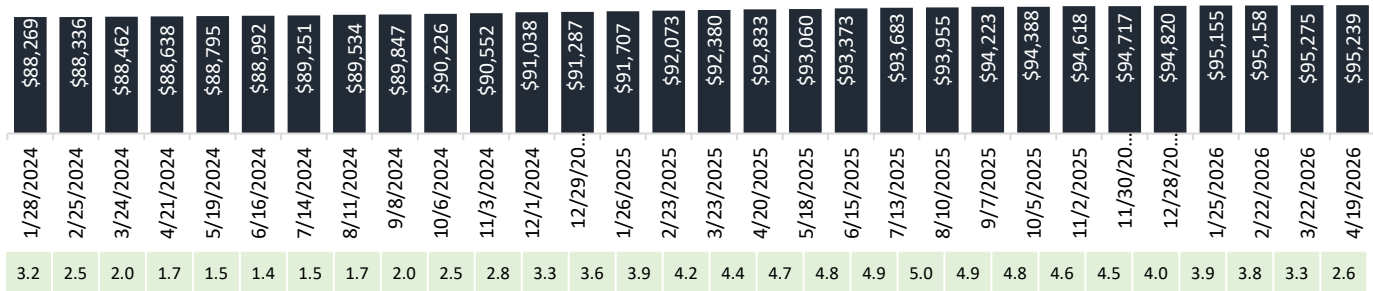
Cheese remains a steady and reliable contributor (+0.5% YTD, +0.6% 52 wks). Natural cheese segments, particularly snack-oriented formats such as chunk, string, stick & cube, continue to support sales gains.

Ice cream remains under pressure as health-conscious consumer preferences persist. While the broader ice cream/sherbet category is declining in sales and penetration, pockets of growth exist. Dairy desserts, many with lower calorie, lower fat, and higher-protein offerings, are growing. Additionally, premium brands offering indulgent flavors and premium ingredients are seeing growth.

The pricing environment remains dynamic. Consumer Price Index increases in both March and April, driven largely by higher energy costs, continue to strain consumer budgets. Food at-home and away-from-home costs have risen, while dairy prices have fallen.

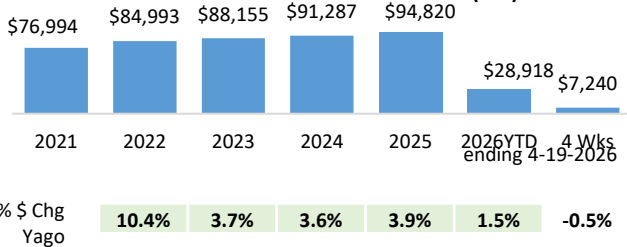
Rolling 52 Weeks Dollar Trend

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



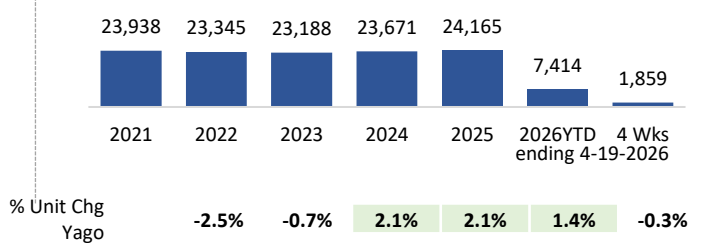
Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)



Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)



Purchase Dynamics, 52 Weeks ending 4-19-2026

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%	0.0	42.1 lbs	-1.0	29.1	-0.2	1.4	-0.2
Cow's Milk	91.6%	0.0	29.7 gal	0.4	30.3	1.9	1.0	-0.8
Dairy Yogurt	83.5%	1.2	42.4 pints	6.1	17.3	6.9	2.5	1.2
Ice Cream, Sherbet	81.2%	-1.1	41.6 pints	-0.7	10.4	0.4	4.0	-1.8
Butter, Blends	78.3%	0.7	12.6 lbs	1.5	8.0	1.9	1.6	1.1
Frozen Novelties	77.9%	-0.2	23.3 16 oz pkg	2.3	9.9	2.5	2.3	0.2
Sour Cream	71.4%	-0.6	8.3 pints	0.6	7.0	-0.6	1.2	0.9
Dairy Whipping Cream	61.4%	0.3	9.3 pints	7.3	6.2	7.0	1.5	1.4
Cottage Cheese	49.0%	2.4	12.6 pints	6.9	7.3	11.5	1.7	1.4
Dairy H+H, Lt/Reg Cream	32.5%	-0.6	22.8 pints	2.6	8.8	0.0	2.6	1.2
Dairy Creamer	21.2%	3.9	15.3 pints	3.3	6.3	26.9	2.4	0.6
Dairy Cream Spreads	1.3%	0.2	3.5 pints	3.5	3.7	29.3	0.9	-6.6

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Long-term Volume Sales Trend: % Change vs. Year Ago

Product	2022	2023	2024	2025	2026YTD (4-19)	Latest 4 Wks (4-19)	Latest 52 Wks (4-19)
Cheese incl random wt.	-0.4%	0.6%	2.0%	0.9%	0.5%	-1.1%	0.6%
Milk	-2.7%	-2.0%	-0.3%	-0.5%	-0.4%	-1.3%	-0.6%
Dairy Yogurt	-1.6%	3.6%	7.6%	9.2%	5.4%	3.8%	7.3%
Fz Novelties	0.1%	-2.3%	1.2%	0.5%	1.3%	0.7%	0.8%
Ice Cream/Sherbet	-3.5%	-1.1%	1.1%	-2.3%	-1.7%	-3.5%	-2.4%
Butter/Blends	-0.7%	2.8%	1.8%	1.8%	2.3%	-1.1%	1.7%
Dairy Whipping Cream	3.7%	7.9%	8.5%	8.1%	7.2%	5.1%	7.5%
Dairy Cream, Creamer	1.1%	0.5%	6.0%	7.7%	6.2%	4.4%	6.9%
Sour Cream	-0.3%	-0.7%	1.9%	-0.1%	-0.8%	-3.0%	-0.7%
Cottage Cheese	-3.6%	8.6%	12.5%	14.3%	11.0%	7.4%	12.2%

Retail Pricing

Average Price per Vol. Equivalent

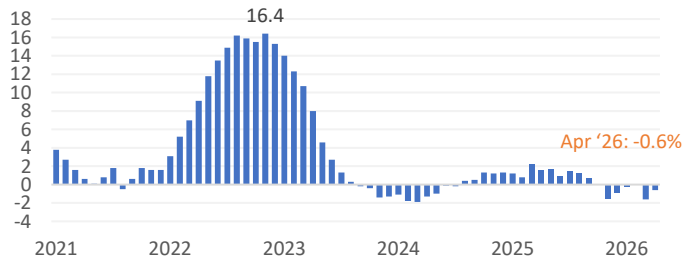
Category	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks
Cheese incl random wt (price/lb)*	\$5.57	\$5.52	\$5.47
Cow's Milk (price/gal)	\$5.30	\$5.25	\$5.31
White Conventional Gallon-size	\$3.51	\$3.46	\$3.50
Dairy Yogurt (price/pint)	\$2.94	\$2.96	\$2.99
Ice Cream, Sherbet (price/pint)	\$2.01	\$2.06	\$2.04
Fz Novelties (price 16 oz pkg)	\$3.88	\$4.06	\$4.04
Butter/Blends (price/lb)	\$4.69	\$4.52	\$4.33
Dairy Whip Cream, liquid/aerosol (prc/pint)	\$3.57	\$3.41	\$3.38
Sour Cream (price/pint)	\$2.63	\$2.64	\$2.61
Dairy Half & Half, Lt/Reg Cream (prc/pint)	\$1.79	\$1.75	\$1.73
Cottage Cheese (price/pint)	\$2.77	\$2.82	\$2.81
Dairy Creamer (price/pint)	\$2.99	\$3.02	\$3.03
Dairy Cream Spreads – (price/pint)	\$4.45	\$4.39	\$4.42

% Price Change vs. Year Ago

Category	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks
Cheese incl random wt	-0.9%	-2.2%	-2.7%
Cow's Milk	1.6%	0.4%	0.4%
Wht Conventional Gallon-size	-2.5%	-4.2%	-3.6%
Dairy Yogurt	5.1%	5.1%	4.4%
Ice Cream, Sherbet	2.8%	2.1%	2.2%
Fz Novelties	3.2%	3.1%	2.6%
Butter/Blends	-4.6%	-9.2%	-10.3%
Dairy Whip Cream, liquid/aerosol	-5.4%	-8.1%	-8.8%
Sour Cream	1.4%	0.6%	0.8%
Dairy Half & Half, Lt/Reg Cream	-0.9%	-2.9%	-3.8%
Cottage Cheese	4.3%	4.3%	3.7%
Dairy Creamer	2.7%	3.5%	5.1%
Dairy Cream Spreads	3.7%	2.2%	2.8%

Consumer Price Index – Dairy Products

12 Month % Change, Jan 2021–Apr 2026
not seasonally adjusted



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

12 Month Inflation Rate, not seasonally adjusted

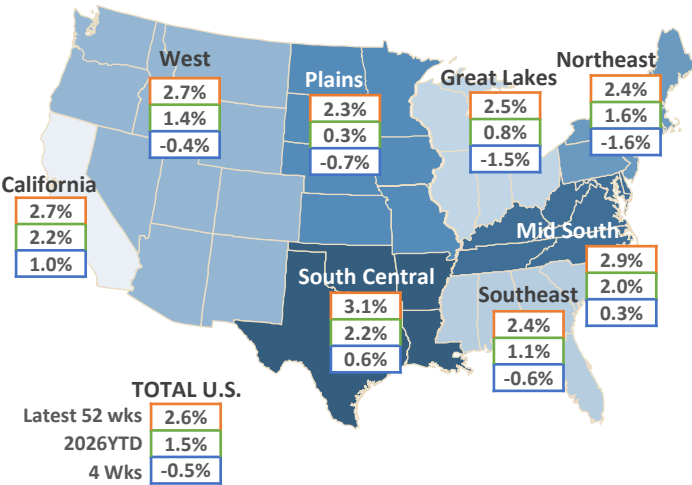
	Jan '26	Feb '26	Mar '26	Apr '26
All Items	2.4%	2.4%	3.3%	3.8%
Food Away-from-home	4.0%	3.9%	3.8%	3.6%
Food At-home	2.1%	2.4%	1.9%	2.9%
Dairy	-0.3%	0.1%	-1.6%	-0.6%
Milk	-0.3%	0.5%	-0.4%	0.5%
Cheese	-1.2%	-1.1%	-4.4%	-3.1%
Ice Cream	0.1%	3.6%	2.5%	2.7%
Butter	-5.0%	-7.6%	-8.3%	-5.8%

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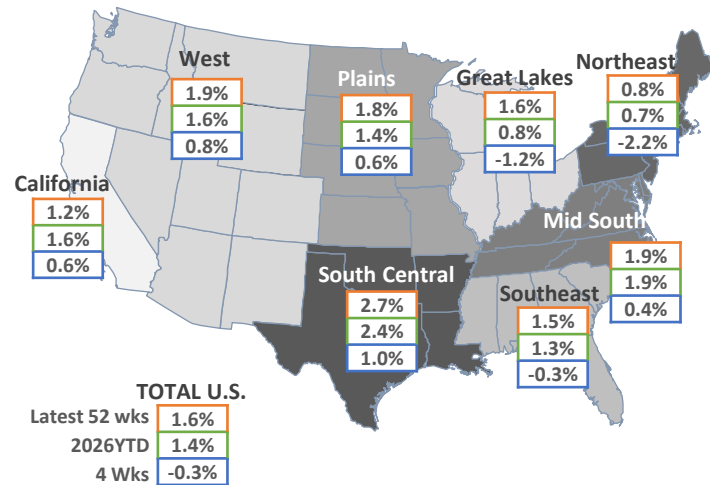
52 Weeks, Year-to-date, and 4 Weeks Ending 4-19-2026

Total Dairy Category Sales View by Region

Dollar Sales % Chg vs. Year Ago



Unit Sales % Chg vs. Year Ago



52 wks, 2026YTD & 4 wks ending 4-19-2026. 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

Latest 52 Weeks Regional View: Volume Sales % Change vs. Year Ago

	Cheese w Random Wt	Cow's Milk	Dairy Yogurt	Ice Cream, Sherbet	Fz Novelties	Butter, Blends	Dairy Whip Cream	Sour Cream	Dairy H&H, Cream	Cottage Cheese	Dairy Creamer	Dairy Spread
TOTAL U.S.	0.8%	-0.6%	8.6%	-2.2%	0.7%	1.7%	7.5%	-0.5%	0.3%	13.9%	28.2%	15.6%
California	0.7%	-0.2%	7.3%	-3.7%	-0.1%	1.0%	2.4%	-0.5%	0.9%	16.4%	31.3%	11.5%
Great Lakes	0.9%	-0.9%	9.5%	-1.6%	0.4%	2.0%	9.6%	-0.6%	-0.3%	9.4%	32.4%	17.7%
Mid-South	0.7%	-0.5%	9.1%	-2.6%	0.9%	2.0%	9.8%	-0.7%	-0.2%	14.0%	25.0%	-5.7%
Northeast	0.6%	-0.5%	7.3%	-2.5%	0.2%	2.6%	7.8%	-1.1%	-0.9%	14.6%	23.9%	-4.2%
Plains	1.3%	-1.0%	9.6%	-2.2%	1.8%	1.7%	8.9%	-0.1%	-2.1%	9.0%	33.7%	17.7%
S. Central	0.9%	-0.9%	10.0%	-1.6%	1.7%	2.9%	9.9%	0.2%	4.2%	18.8%	29.1%	49.3%
Southeast	0.5%	-0.5%	8.3%	-2.0%	0.4%	0.3%	9.0%	-1.0%	1.2%	19.7%	22.9%	7.3%
West	1.3%	-0.4%	8.5%	-1.5%	0.9%	0.9%	2.9%	0.1%	1.1%	15.0%	34.3%	4.4%

New Product Spotlight A sampling of new dairy products launched recently



USA (Apr '26)
Go Puff Chocolate ice cream bites with a soft fudgy coating or vanilla ice cream with a strawberry coating.



USA (Apr '26) Dutch Bros Flavored creamer line made with real dairy - heavy cream & skimmed milk. Five flavors. Inspired by the coffee chain's beverages: coconut mocha, Irish cream, caramel mocha, vanilla caramel, chocolate macadamia nut.



USA (Apr '26) Nurri Ultra-filtered protein creamer with chocolate flavor. 5g protein and 1g sugar per 4 Tbsp.



USA (Apr '26) Natty High protein ice cream dessert with 35g protein per container. Contains 1/2 the calories and 1/3 the fat of regular ice cream. 15g fiber.



USA (Apr '26) 'ndulge Greek yogurt coated in milk chocolate and sprinkled with cookie bits or almonds. 10g protein per bar, 160 calories. Real milk and cream. Only has 3g sugar. Gut friendly probiotics.