

TOTAL U.S. YOGURT SNAPSHOT

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

YOGURT CATEGORY GROWTH CONTINUES THOUGH MOMENTUM IS MODERATING

Volume growth remains solid at +7.2% over the past 52 weeks, easing to +5.3%YTD and +3.7% in the latest 4 weeks. While recent performance is softer versus prior periods, it is measured against a particularly strong year-ago comparison. Encouragingly, the latest week shows a rebound to stronger sales gains (+11.5%).

Growth is being driven by stronger buying behavior with all core purchase metrics improving over the past year: more buyers, increased purchase rate, and higher purchase frequency and volume per trip.

Greek and Icelandic segments continue to lead growth, reinforcing the ongoing consumer shift toward protein-rich options.

Pricing is up ~4% in the latest four weeks across both premium and traditional segments, likely contributing to a larger decline in traditional yogurt sales versus year ago.

Yogurt drinks continue to be a growth engine, with volume up 11.5% year-to-date and 9.4% in the latest 4 weeks.

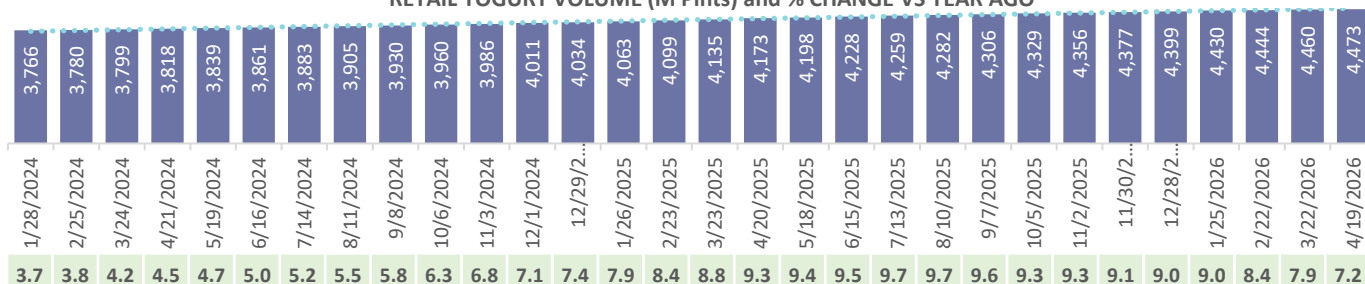
Growth is being driven by convenient formats, particularly 6-16 oz single-serve and 8-12 oz multi-packs.

Whole milk yogurt is outperforming, growing at more than twice the total category rate both in 2026YTD and in the latest four weeks.

Functional and health claims continue to resonate. No/low/less sugar claims account for 14% of volume and are growing 31% year-to-date, while lactose-free is accelerating even faster (+60%). Yogurt drinks are capturing disproportionate growth from both trends.

Rolling 52 Weeks Volume Trend

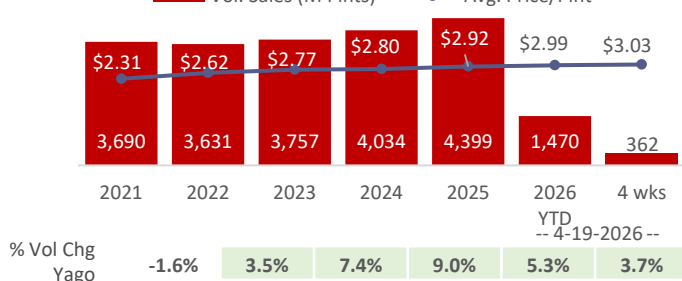
RETAIL YOGURT VOLUME (M Pints) and % CHANGE VS YEAR AGO



Calendar Year Volume and Price Trend

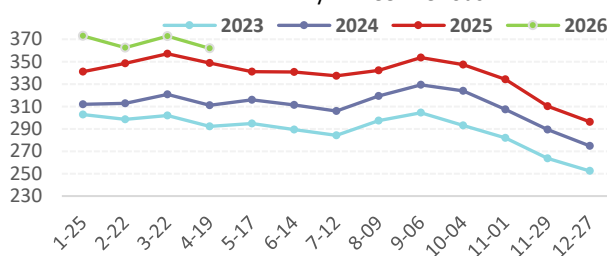
TOTAL RETAIL YOGURT

Vol. Sales (M Pints) Avg. Price/Pint



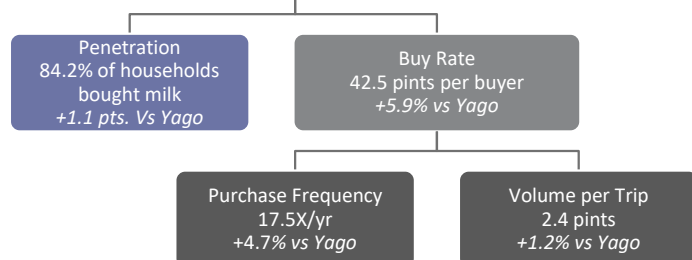
Quad-week Sales View

YOGURT RETAIL VOLUME, Million Pints By 4-Week Periods



Purchase Dynamics, Latest 52 Weeks

How did buying behavior change over the last 52 wks



Regional Volume Trend

% Volume Chg vs Yago

	Volume Index	Latest 52 wks	2026YTD (4/19)	Latest 4 wks
TOTAL U.S.	100	7.2%	5.3%	3.7%
California	91	5.9%	4.5%	2.3%
Great Lakes	101	7.9%	4.8%	3.0%
Mid-South	100	7.7%	5.4%	4.5%
Northeast	110	6.0%	4.1%	2.6%
Plains	106	8.2%	6.3%	4.0%
South Central	82	8.6%	6.9%	5.3%
Southeast	102	7.1%	5.7%	4.3%
West	107	7.4%	6.3%	4.9%

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Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M pints)	52 Wks Vol Share	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks
TOTAL Yogurt	4,471.8	100.0%	7.2%	5.3%	3.7%
Traditional	1,841.1	41.2%	-3.2%	-3.6%	-5.0%
Greek	2,437.1	54.5%	16.4%	12.5%	10.9%
Australian	64.6	1.4%	6.0%	1.4%	-12.5%
Icelandic	71.0	1.6%	26.8%	23.3%	17.1%
Alternative	58.0	1.3%	0.0%	0.1%	-2.4%

Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks
TOTAL Yogurt	\$2.97	\$2.98	\$3.03	5.0%	5.1%	4.3%
Traditional	\$2.44	\$2.48	\$2.52	3.3%	3.6%	3.7%
Greek	\$3.22	\$3.21	\$3.24	4.3%	4.6%	3.5%
Australian	\$3.86	\$3.78	\$4.18	-1.3%	-1.3%	2.3%
Icelandic	\$4.93	\$5.00	\$5.13	1.7%	2.8%	0.8%
Alternative	\$5.32	\$5.36	\$5.47	4.4%	4.0%	2.8%

Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks	Volume Share 52 Weeks
Total Yogurt	7.2%	5.3%	3.7%	100.0%
Whole Fat	12.9%	11.6%	9.6%	24.0%
2%	3.0%	0.0%	-2.6%	2.0%
1%	5.5%	6.0%	2.6%	38.2%
Fat Free	5.8%	1.1%	1.6%	35.9%

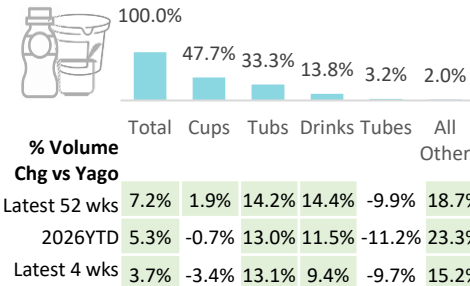
Penetration (% Households that purchased in latest 52 wks)
Total 84.2%; Whole 52.0% 2% 11.9%; 1% 64.1%; FF 62.9%

Volume Share and Trend by Outlet

% Volume Chg vs Yago	Latest 52 Wks	2026YTD (4/19)	Latest 4 Wks
TOTAL U.S.	7.2%	5.3%	3.7%
Grocery	5.3%	3.5%	2.8%
Supercenters, Club, Other	9.4%	7.3%	4.5%
C-Store	30.8%	38.1%	41.6%

Yogurt Packaging

Volume Share, 52 Wks



Drinks Share and % Growth

MP=multi-pack, SS= single-serve, MS=multi-serve
52 wks ending 4-19-26

	Volume Share	Volume % Chg	Vol Chg vs YA Mil pints
Total Drinks	100.0%	14.4%	+77.4
2.1-4oz MP	40.7%	-1.7%	-4.4
6.01-8oz SS	14.3%	24.3%	+17.2
8.01-12oz MP	12.5%	206.8%	+51.8
6.01-8oz MP	11.4%	-19.3%	-16.7
8.01-12oz SS	7.4%	61.2%	+17.2
48.01-64oz MS	4.4%	7.0%	+1.8
12.01-16oz SS	3.7%	+134.0%	+13.0
4.01-6oz MP	3.0%	+1.0%	+0.2

Yogurt Claims

Volume Share of Yogurt 52 Wks

Lactose-free Share of DAIRY yogurt: 7.1%

	Total	No, Low, Lactose-free	Organic	Less Sugar
52 wks	7.2%	33.3%	69.7%	4.8%
2026YTD	5.3%	31.0%	59.6%	-0.4%
4 wks	3.7%	31.0%	47.5%	3.2%

note: yogurt includes dairy + alternatives

New Product Spotlight

Source: Innova

USA, imported from Greece (Mar '26)
Coop Hellenic Dairies
Kefir yogurt made from 82% fermented cow's milk. Natural source of calcium, contributing to the normal functioning of digestive enzymes.



USA (Mar '26)
Hungryroot Velvety cacao dairy yogurt with almond butter caramel, sweet raspberry jam and crunchy granola,



CANADA (Mar '26)
Tree Island Non-homogenized yogurt which makes the natural cream rise to the top. Made in small batches with whole milk from grass-fed cows.



ENGLAND (Mar '26)
Bio & Me Line of functional kefir drinks. Good for your gut. Notable for no thickeners or emulsifiers and a count of 18 live cultures.