

# TOTAL U.S. YOGURT SNAPSHOT



52 Weeks, 2025YTD and 4 Weeks Ending 2-23-2025

## YOGURT'S CONTINUES TO SHOW STRONG GROWTH IN 2025

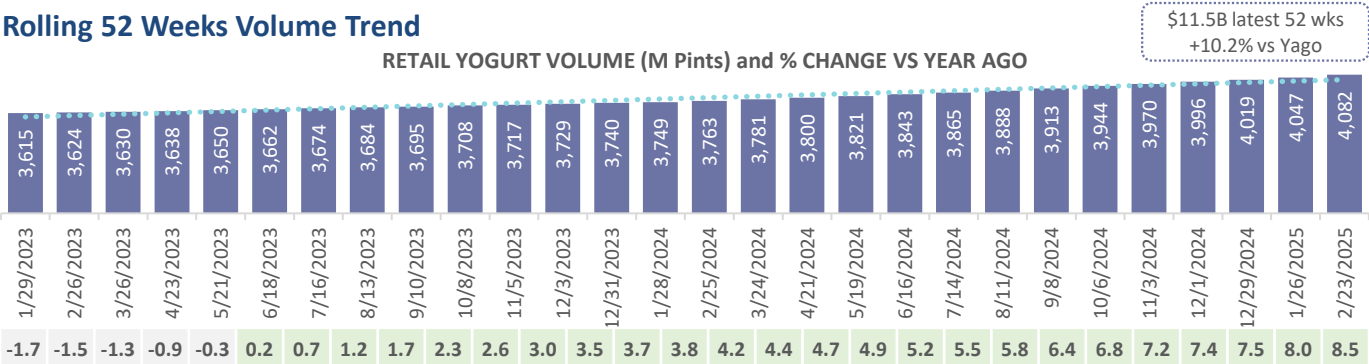
The yogurt market is experiencing a national volume increase of 10% year-to-date for 2025 and 11% over the past four weeks, with positive trends evident across all regions.

- The rate of yogurt purchases has risen by 7% over the past 52 weeks, with a double-digit increase in market penetration (+1%).
- All segments are experiencing growth, with Greek yogurt leading the way. Traditional yogurt is still the largest segment, holding 49% of the volume, and has seen a modest increase of 0.4% year-to-date and 2% in the recent period. However, Greek yogurt now represents 47% of the market volume, with growth exceeding 20% in 2025 compared to last year.
- Traditional grocery outlets and combined supercenters/club retailers are reporting double-digit growth,

- solidifying yogurt as a preferred shopping choice.
- Within the yogurt category, health & wellness claims are significant growth factors. Organic and low sugar products account for 7% and 11% of the category volume, respectively, outperforming their respective segments. Protein has also been a driver in overall yogurt sales and in the drinkable yogurt segment. Chobani's regular and high protein yogurt drink lines lead in volume contribution in 2025 alongside Dannon's Oikos Pro yogurt drinks, which also offer a high protein content (23 grams).

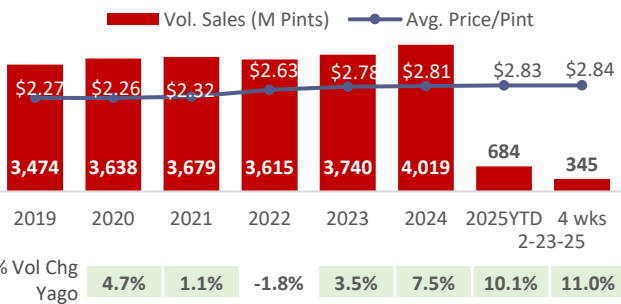
## Rolling 52 Weeks Volume Trend

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



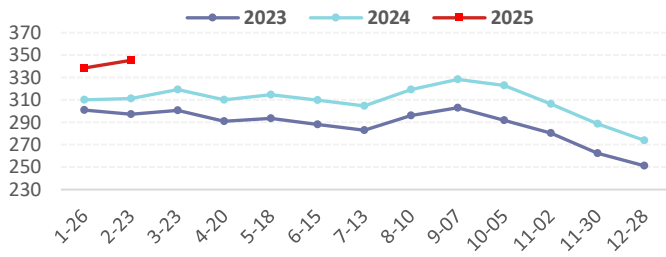
## Calendar Year Volume and Price Trend

TOTAL RETAIL YOGURT

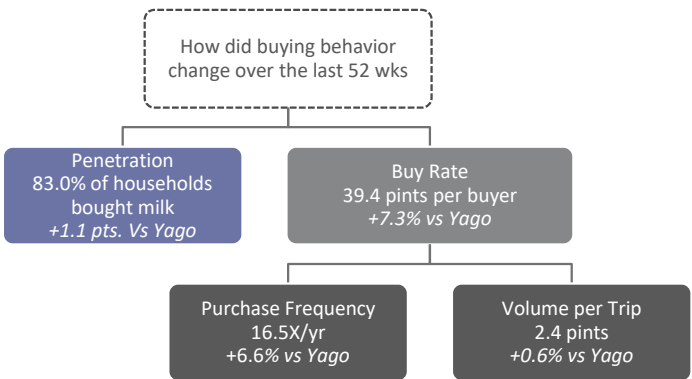


## Quad-week Sales View

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	8.5%	10.1%	11.0%
California		93	7.7%	10.3%	12.1%
Great Lakes		100	8.8%	10.6%	11.7%
Mid-South		99	9.4%	10.6%	11.1%
Northeast		112	7.0%	7.0%	7.6%
Plains		105	8.7%	10.4%	10.9%
South Central		80	9.5%	12.4%	12.9%
Southeast		101	9.2%	10.6%	11.6%
West		108	8.6%	11.1%	12.3%

# TOTAL U.S. YOGURT SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 2-23-2025



## 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>4,079.8</b>	<b>100.0%</b>	<b>8.5%</b>	<b>10.1%</b>	<b>11.0%</b>
Traditional	2,016.6	49.4%	0.6%	0.4%	2.3%
Greek	1,884.5	46.2%	18.6%	21.8%	21.0%
Australian	59.9	1.5%	0.3%	0.0%	2.3%
Icelandic	54.4	1.3%	26.6%	26.6%	23.6%
Alternative	64.4	1.6%	-1.6%	6.0%	11.2%

## 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>\$2.82</b>	<b>\$2.83</b>	<b>\$2.84</b>	<b>1.6%</b>	<b>2.9%</b>	<b>2.3%</b>
Traditional	\$2.44	\$2.48	\$2.50	2.4%	5.1%	3.9%
Greek	\$3.07	\$3.03	\$3.02	-1.0%	-0.7%	-0.6%
Australian	\$3.91	\$3.64	\$3.32	-0.7%	0.7%	0.3%
Icelandic	\$4.82	\$4.79	\$4.79	1.5%	2.1%	3.0%
Alternative	\$4.95	\$4.90	\$4.94	1.9%	1.7%	0.6%

## Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

	52 Wks	2025YTD4 Wks		
<b>Total Yogurt</b>	<b>8.5%</b>	<b>10.1%</b>	<b>11.0%</b>	100.0%
Whole Fat	12.1%	13.2%	12.9%	22.7%
2%	24.2%	16.7%	17.2%	2.0%
1%	3.3%	5.8%	6.1%	39.2%
Fat Free	11.6%	12.7%	14.8%	36.1%

Penetration (% Households that purchased in latest 52 wks)

Total 83.0%; Whole 50.0% 2% 11.7%; 1% 63.2%; FF 61.2%

## Volume Share and Trend by Outlet

100.0% Volume Share

55.4%

44.3%

0.3%

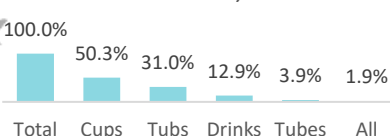
0.05%

% Volume Chg vs Yago	Latest 52 Wks	2025YTD	Latest 4 Wks
<b>TOTAL U.S.</b>	<b>8.5%</b>	<b>10.1%</b>	<b>11.0%</b>
Grocery	6.6%	8.6%	10.0%
Supercenters, Club, Other	11.0%	11.9%	12.2%
C-Store	-1.3%	1.5%	3.6%
Drug	5.8%	38.5%	35.7%

## Yogurt Packaging



Volume Share, 52 Wks



% Volume Chg vs Yago

	52 wks	2025YTD	4 wks
Total	8.5%	10.1%	11.0%
Cups	4.4%	4.8%	6.8%
Tubs	17.0%	19.9%	19.9%
Drinks	10.5%	14.8%	14.4%
Tubes	-3.7%	-4.1%	-7.0%
All Other	6.6%	3.9%	6.0%

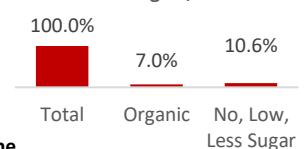
## Share and 52 Wk % Growth

Vol. Share Vol. % Chg

<b>Total Cups</b>	<b>100.0%</b>	<b>4.4%</b>
4.01-6oz MP	46.2%	7.0%
4.01-6oz SS	36.8%	3.4%
2.1-4oz MP	14.0%	-3.1%
<b>Total Drinks</b>	<b>100.0%</b>	<b>8.3%</b>
2.1-4ozMP	48.7%	-2.6%
6.01-8oz MP	16.4%	20.6%
6.01-8oz SS	12.8%	23.7%
48.01-64ozMS	4.8%	15.5%

## Yogurt Claims

Volume Share of Yogurt, 52 Wks



% Volume Chg vs Yago

	52 wks	2025YTD	4 wks
Total	8.5%	14.4%	23.8%
Organic	10.1%	15.4%	31.4%
No, Low, Less Sugar	1.0%	14.8%	35.0%

## New Product Spotlight



**USA (Mar '25)**  
Lifeway Lactose-free cultured low fat milk kefir with Sakura cherry blossom flavor. Limited edition.

Source: Innova



**USA (Mar '25)**  
Noosa Full fat yogurt in lemon, lime and mango. Made with real fruit.



**USA (Mar '25)**  
Danone Activia Probiotic Kefir. Contains 16 active ferments. Free from artificial colors, flavors or preservatives.



**USA (Feb '25)**  
**Kefir Lab**  
Organic milk with vegan live and active probiotic cultures. Promotes brain health. Helps restore gut diversity. Helps fight inflammation. Balances stress and mood. Doctor developed 36 probiotic strains.