

TOTAL U.S. CHEESE SNAPSHOT

52 Weeks, Year-to-date, and 4 Weeks Ending 5-17-2026



RETAIL CHEESE VOLUME CONTINUES MODEST GROWTH AS GAINS SHIFT TO NATURAL CHEESE

Total cheese remains in growth mode despite softer buying rates. Retail cheese volume increased **+0.7% over the latest 52 weeks**, **+0.6% YTD**, and **+0.5% in the latest 4 weeks**, reaching **5.5B lbs** on a rolling 52-week basis.

Household penetration remains exceptionally strong, but consumers are buying slightly less. Cheese reached 96.9% of U.S. households (flat vs. year ago), while buy rate declined 1.4% to 42.1 lbs per buyer and purchase frequency fell 1.3% to 29.1 trips annually, indicating volume growth is being driven more by market reach than increased household consumption.

Natural cheese continues to outperform the category, with volume up +1.2% over the past 4 weeks, while processed cheese volume declined 4.2%.

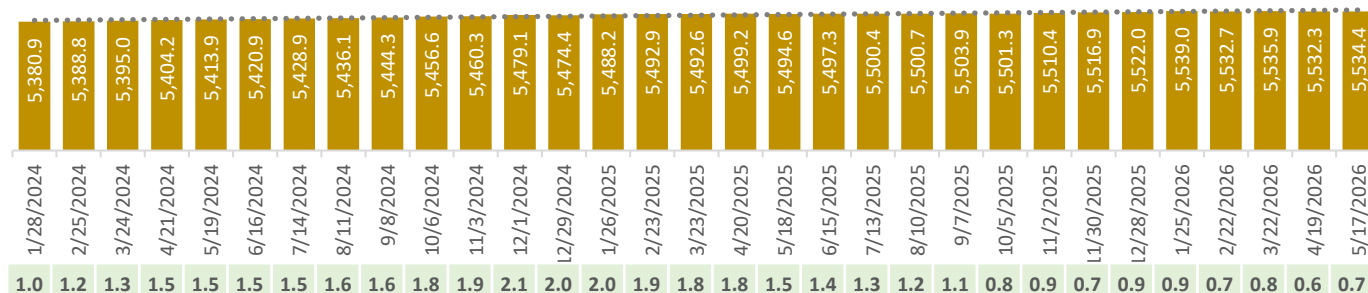
Growth is being driven by broad appeal of mozzarella (+1.6%) and high-growth natural segments, particularly Hispanic (+5.1%), Parmesan (+5.4%), and Colby Jack (+4.1%), which are offsetting softness in larger segments such as Cheddar.

Consumers are increasingly shifting purchases to chunk format. Volume sales are up 4% year-to-date and in the latest four weeks compared to last year. Chunk now holds 15.6% of retail volume, up from 13.8% in 2023. Chunk offers consumers flexibility—allowing them to slice, cube, shred, or melt cheese as needed—while supporting portion control and experimentation across meals, snacks, and entertaining occasions. **Snacking formats are also seeing strong growth** in string/stick (+4.4% YTD, and +5.1% in latest 4 weeks).

Rolling 52 Weeks Volume Trend

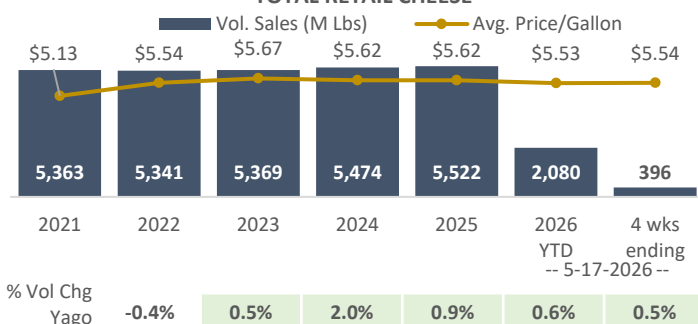
RETAIL CHEESE VOLUME (M Lbs) and % CHANGE VS YEAR AGO

* Total cheese includes small segments of vegan and imitation



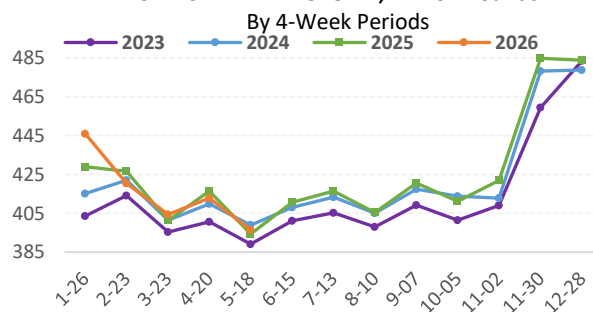
Calendar Year Volume and Price Trend

TOTAL RETAIL CHEESE



Quad-week Sales View

CHEESE RETAIL VOLUME, Million Pounds



Purchase Dynamics, Latest 52 Weeks

Note: Cheese includes small segments of vegan/imitation

How did buying behavior change over the last 52 wks?

Penetration
96.9% of households
bought cheese
flat vs Yago

Buy Rate
42.1 lbs per buyer
-1.4% vs Yago

Purchase Frequency
29.1 X/yr
-1.3% vs Yago

Purchase Size
1.4 lbs/trip
-0.1% vs Yago

Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2026YTD	Latest 4 Wks
TOTAL U.S.	100	0.7%	0.6%	0.5%
California	79	0.1%	-1.0%	-1.8%
Great Lakes	105	1.0%	0.7%	2.3%
Mid-South	106	0.8%	1.0%	0.1%
Northeast	97	0.7%	1.0%	1.5%
Plains	120	1.2%	0.5%	1.7%
South Central	84	0.9%	0.7%	-0.1%
Southeast	105	0.5%	0.9%	0.2%
West	113	0.7%	0.3%	-0.2%

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Largest Cheese Types Volume Trend

	52 Wks Volume (M lbs)	52 Wks Vol Share	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
Total Cheese	5,529.8	100.0%	0.7%	0.6%	0.5%
Total Natural	4,828.7	87.3%	1.3%	1.1%	1.2%
Cheddar	1,120.1	20.2%	-0.9%	-1.5%	-1.4%
Mozzarella	894.3	16.2%	2.3%	2.2%	1.6%
Cream Cheese	558.3	10.1%	0.4%	1.0%	1.3%
Blend	489.3	8.8%	-0.3%	-0.4%	0.6%
Colby Jack	367.1	6.6%	4.0%	3.9%	4.1%
Hispanic	205.5	3.7%	7.9%	5.3%	5.1%
Parmesan	202.0	3.6%	2.1%	2.4%	5.4%
Swiss	137.4	2.5%	-0.9%	0.2%	-1.1%
Pepper Jack	107.4	1.9%	1.0%	3.2%	4.3%
Ricotta	103.8	1.9%	0.7%	-1.5%	2.0%
Provolone	92.7	1.7%	2.5%	3.3%	5.1%
Monterey Jack	89.0	1.6%	-0.3%	-0.4%	0.5%
Feta	63.2	1.1%	2.4%	1.4%	0.3%
Gouda	51.2	0.9%	8.5%	9.7%	5.2%
Muenster	49.4	0.9%	0.6%	0.4%	-1.9%
Havarti	30.5	0.6%	-5.6%	-7.8%	-29.5%
Goat	21.6	0.4%	0.9%	-0.7%	-2.7%
Brie	17.1	0.3%	-1.2%	2.4%	-1.0%
Colby	12.0	0.2%	-7.0%	-8.2%	-9.9%
Total Processed	682.9	12.3%	-3.0%	-2.6%	-4.2%
American	474.0	8.6%	-2.2%	-2.2%	-3.7%
Total Imitation/Plant	21.3	0.4%	-8.9%	-7.8%	-4.7%

Largest Cheese Types Pricing Trend

	-- Avg Price/Gal--			-- % Chg vs Yago --		
	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
Total Cheese	\$5.57	\$5.53	\$5.53	-1.2%	-2.3%	-2.3%
Total Natural	\$5.66	\$5.60	\$5.60	-1.4%	-2.7%	-2.8%
Cheddar	\$5.18	\$5.14	\$5.12	-2.0%	-3.5%	-3.8%
Mozzarella	\$4.83	\$4.74	\$4.82	-1.6%	-3.7%	-2.9%
Cream Cheese	\$5.26	\$5.26	\$5.25	-3.6%	-4.5%	-4.8%
Blend	\$4.64	\$4.60	\$4.56	-3.4%	-4.3%	-3.6%
Colby Jack	\$4.78	\$4.70	\$4.69	-4.2%	-6.2%	-6.6%
Hispanic	\$5.53	\$5.45	\$5.34	0.2%	-0.3%	-1.7%
Parmesan	\$9.51	\$9.54	\$9.63	3.5%	2.9%	2.4%
Swiss	\$7.80	\$7.72	\$7.51	0.9%	-1.2%	-3.2%
Pepper Jack	\$5.27	\$5.14	\$5.08	-4.3%	-8.0%	-9.6%
Ricotta	\$3.26	\$3.29	\$3.34	2.5%	1.8%	0.9%
Provolone	\$6.16	\$6.02	\$5.95	-3.2%	-5.2%	-6.0%
Monterey Jack	\$4.64	\$4.61	\$4.68	-3.9%	-4.4%	-2.1%
Feta	\$9.57	\$9.70	\$9.62	-0.8%	0.5%	0.5%
Gouda	\$8.06	\$7.94	\$8.00	-3.5%	-5.0%	-3.6%
Muenster	\$5.90	\$5.75	\$5.68	-3.6%	-6.4%	-7.3%
Havarti	\$7.33	\$7.30	\$8.04	1.9%	0.3%	10.7%
Goat	\$13.30	\$13.57	\$13.56	-1.2%	-1.3%	-1.7%
Brie	\$12.92	\$12.85	\$13.22	2.6%	1.7%	-0.3%
Colby	\$5.41	\$5.44	\$5.52	-2.4%	-3.3%	-3.0%
Total Processed	\$4.85	\$4.87	\$4.89	0.1%	0.6%	1.7%
American	\$5.02	\$5.06	\$5.03	-0.1%	0.7%	1.7%
Total Imitation/Plant	\$8.03	\$8.06	\$8.09	0.5%	-0.2%	-3.0%

Volume Trends by Top Cheese Forms

	Volume % Chg vs Yago			Volume Share
	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks	
Total Cheese	0.7%	0.6%	0.5%	100.0%
Shredded	-0.4%	-1.2%	-0.9%	29.6%
Sliced	-1.6%	-1.9%	-3.0%	19.6%
Chunk	4.7%	4.3%	4.4%	15.6%
Cream Chs	0.4%	1.0%	1.3%	10.1%
String/Stick	3.0%	4.4%	5.1%	5.9%
Loaf	-2.5%	-2.0%	-5.4%	2.2%
Grated	-1.5%	-0.6%	1.9%	2.0%
Grab & Go*	10.5%	16.4%	20.3%	2.0%
Ricotta	0.7%	-1.5%	2.0%	1.9%
Round	5.0%	2.7%	3.5%	1.7%
Crumbled	1.7%	1.9%	0.2%	1.4%
Spread	-2.6%	-3.4%	-3.3%	1.2%
Ball	7.7%	4.6%	2.1%	0.7%
Cube	6.3%	4.2%	2.3%	0.6%

* pre-sliced
deli cheese

New Product Spotlight: a sampling of new products



USA (May 2026) Sartori
Tennessee whiskey gives the rich, creamy BellaVitano a mellow warmth.



KENYA (May 2026)
Produced in Egypt
Laughing Cow
Fortified with iron to combat nutritional deficiencies in parts of the world.



USA (May 2026)
HEB Mi Tienda
Line of Hispanic shredded cheeses made in the U.S.



UK (May 2026)
Coop UK
High protein baked cheddar and black pepper crunchies.



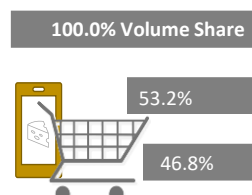
USA (May 2026) Weiss
Honey pecan cream cheese spread.

E-Commerce Sales Trend

E-Commerce, 13% Volume			Brick & Mortar, 87% Volume		
		% chg			% chg
2021	423		2021	4,922	
2022	442	4.6%	2022	4,881	-0.8%
2023	491	11.1%	2023	4,861	-0.4%
2024	573	16.7%	2024	4,886	0.5%
2025	666	16.2%	2025	4,842	-0.9%
2026YTD	298	24.5%	2026YTD	4,777	-2.5%
4 Wks	57	23.6%	4 Wks	338	-2.5%

Volume share based on Circana MULO+

Volume Share and Trend by Outlet



% Volume Chg vs Yago	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
TOTAL U.S.	0.7%	0.6%	0.5%
Grocery	-1.3%	-1.8%	-0.7%
Supercenters, Club, Other	3.2%	3.4%	1.9%