

TOTAL DAIRY RETAIL SNAPSHOT

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



TOTAL DAIRY CONTINUES TO OUTPERFORM WITH GROWTH BROADENING ACROSS CATEGORIES

Total dairy unit sales increased 1.7% YTD and accelerated to 2.5% over the latest four weeks as strong gains in dairy creamers (+35.3% latest 4 weeks), kefir (+20.8%), cottage cheese (+12.1%), yogurt (+8.1%) and whipping cream (+8.0%) more than offset continued softness in ice cream. The acceleration in recent weeks suggests dairy demand remains resilient heading into the summer selling season.

Consumer engagement remains a key driver of category strength. Growth is increasingly supported by higher purchase frequency. Cottage cheese (+11.0%), dairy creamers (+27.9%), whipping cream (+7.7%) and kefir (+24.9%) all generated meaningful increases in shopping trips, indicating these products are becoming more deeply embedded in everyday eating occasions.

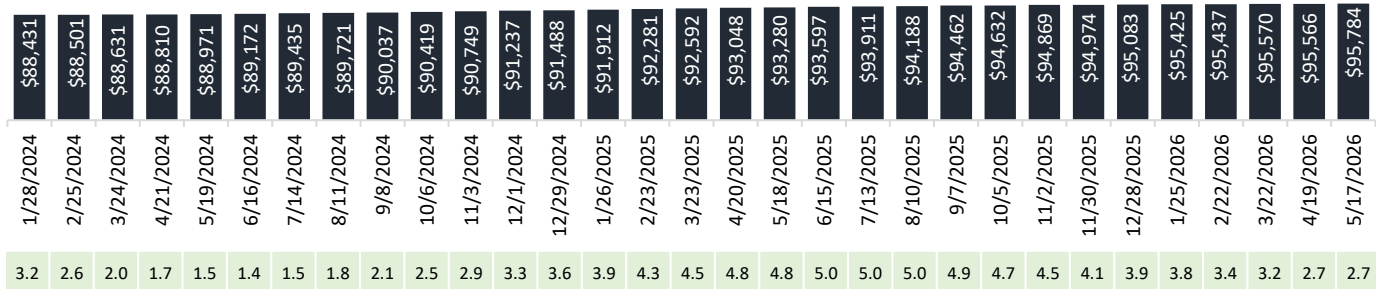
A favorable pricing environment is reinforcing dairy's value proposition. Dairy CPI remained below overall inflation in May (-1.0% vs. +4.2% for all items), with notable price declines in cheese (-6.0%) and butter (-8.0%). Lower prices, combined with positive unit growth across many categories, indicate consumers are purchasing more dairy, not simply spending more because of inflation.

Protein continues to be a dominant growth platform. The fastest-growing categories—cottage cheese, yogurt, kefir and high-protein dairy beverages and creamers—align closely with consumer demand for protein, satiety and functional nutrition.

Category growth is becoming more diversified. Rather than relying on a single standout category, dairy is benefiting from multiple growth engines across beverages, cultured dairy, cheese and ingredients, making overall category performance more resilient.

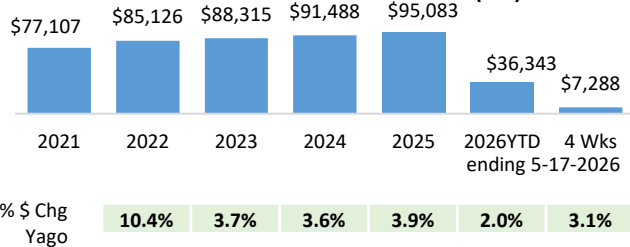
Rolling 52 Weeks Dollar Trend

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



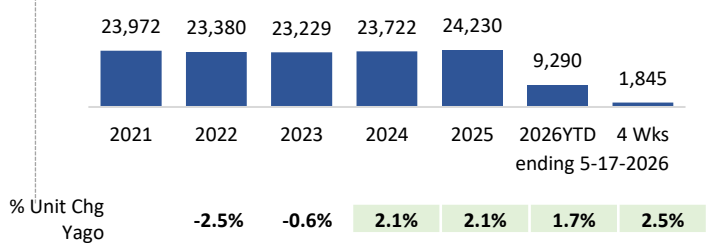
Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)



Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)



Purchase Dynamics, 52 Weeks ending 5-17-2026

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	96.8%	0.0	42.0 lbs	-1.3	29.0	-0.6	1.4	-0.1
Cow's Milk	91.6%	0.0	29.7 gal	0.5	30.3	1.8	1.0	-0.6
Dairy Yogurt	84.0%	1.5	42.5 pints	5.8	17.3	6.8	2.5	1.4
Ice Cream, Sherbet	81.6%	-0.5	41.5 pints	-0.8	10.4	1.0	4.0	-1.7
Butter, Blends	78.5%	0.7	12.7 lbs	2.0	8.0	2.7	1.6	0.9
Frozen Novelties	78.2%	0.1	23.2 16 oz pkg	2.1	10.0	3.5	2.3	-0.5
Sour Cream	71.5%	-0.7	8.2 pints	0.6	7.0	-0.6	1.2	0.9
Dairy Whipping Cream	61.6%	0.6	9.3 pints	6.9	6.3	7.7	1.5	0.8
Cottage Cheese	49.0%	1.8	12.7 pints	8.2	7.4	11.0	1.7	1.8
Dairy H+H, Lt/Reg Cream	32.6%	-0.5	22.8 pints	2.2	8.9	0.5	2.6	0.8
Dairy Creamer	21.8%	4.5	15.3 pints	1.0	6.3	27.9	2.4	0.3
Kefir	6.9%	1.3	1.8 gal	1.3	5.4	24.9	0.3	0.7
Dairy Cream Spreads	1.4%	0.2	3.4 pints	0.7	3.6	32.8	0.9	-8.5

TOTAL DAIRY RETAIL SNAPSHOT

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

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

Product	2022	2023	2024	2025	2026YTD (5-17)	Latest 4 Wks (5-17)	Latest 52 Wks (5-17)
Cheese incl random wt.	-0.4%	0.6%	2.0%	0.9%	0.6%	0.6%	0.8%
Milk	-2.7%	-2.0%	-0.3%	-0.5%	-0.3%	0.1%	-0.5%
Dairy Yogurt	-1.6%	3.6%	7.6%	9.2%	6.4%	8.1%	7.5%
Ice Cream/Sherbet	-3.5%	-1.1%	1.1%	-2.3%	-0.9%	1.0%	-1.9%
Butter/Blends	-0.7%	2.8%	1.8%	1.8%	2.7%	4.2%	2.1%
Fz Novelties	0.1%	-2.3%	1.2%	0.5%	0.9%	-1.2%	1.1%
Sour Cream	-0.3%	-0.7%	1.9%	-0.1%	-0.5%	0.4%	-0.5%
Dairy Whipping Cream	3.7%	7.9%	8.5%	8.1%	7.3%	8.0%	7.6%
Cottage Cheese	-3.6%	8.6%	12.5%	14.3%	11.7%	12.1%	12.3%
Dairy Half & Half, Lt Cream	-0.5%	-0.6%	0.7%	0.8%	-0.2%	0.2%	0.3%
Dairy Creamer	8.7%	5.2%	27.7%	30.1%	27.2%	35.3%	27.8%
Kefir	6.2%	12.1%	26.9%	24.0%	26.0%	20.8%	25.9%
Cream Spreads	1.1%	0.5%	6.0%	7.7%	7.1%	9.5%	7.3%

Retail Pricing

Average Price per Vol. Equivalent

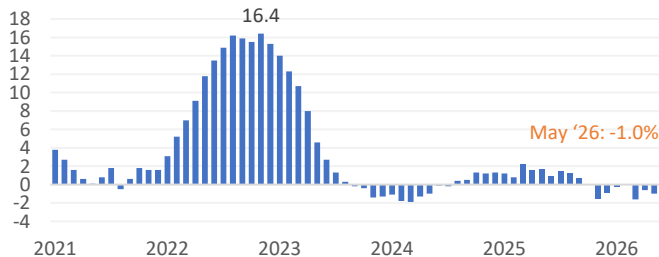
Category	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
Cheese incl random wt (price/lb)*	\$5.56	\$5.52	\$5.53
Cow's Milk (price/gal)	\$5.31	\$5.29	\$5.46
White Conventional Gallon-size	\$3.51	\$3.50	\$3.67
Dairy Yogurt (price/pint)	\$2.94	\$2.95	\$2.97
Ice Cream, Sherbet (price/pint)	\$2.02	\$2.07	\$2.08
Butter/Blends (price/lb)	\$4.66	\$4.52	\$4.53
Fz Novelties (price 16 oz pkg)	\$3.89	\$4.05	\$3.98
Sour Cream (price/pint)	\$2.63	\$2.64	\$2.64
Dairy Whip Cream, liquid/aerosol (prc/pint)	\$3.55	\$3.42	\$3.42
Cottage Cheese (price/pint)	\$2.78	\$2.82	\$2.84
Dairy Half & Half, Lt/Reg Cream (prc/pint)	\$1.77	\$1.75	\$1.74
Dairy Creamer (price/pint)	\$2.99	\$3.01	\$3.02
Kefir	\$17.24	\$17.12	\$17.39
Dairy Cream Spreads (price/pint)	\$4.47	\$4.41	\$4.47

% Price Change vs. Year Ago

Category	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
Cheese incl random wt	-1.2%	-2.2%	-2.2%
Cow's Milk	1.5%	1.1%	3.9%
White Conventional Gallon-size	-2.6%	-3.0%	2.2%
Dairy Yogurt	4.8%	4.3%	2.9%
Ice Cream, Sherbet	3.0%	2.6%	3.7%
Butter/Blends	-5.4%	-9.0%	-8.0%
Fz Novelties	3.3%	3.5%	3.7%
Sour Cream	1.3%	0.6%	0.6%
Dairy Whip Cream, liquid/aerosol	-5.8%	-8.1%	-8.0%
Cottage Cheese	4.0%	4.2%	4.1%
Dairy Half & Half, Lt/Reg Cream	-1.7%	-3.1%	-3.3%
Dairy Creamer	2.2%	2.6%	-0.2%
Kefir	2.6%	0.9%	1.4%
Dairy Cream Spreads	4.2%	2.9%	5.3%

Consumer Price Index – Dairy Products

12 Month % Change, Jan 2021–May 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

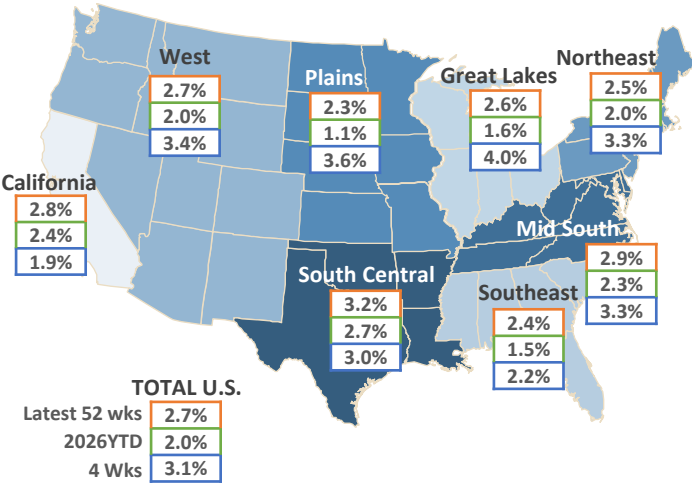
	Jan '26	Feb '26	Mar '26	Apr '26	May '26
All Items	2.4%	2.4%	3.3%	3.8%	4.2%
Food Away-from-home	4.0%	3.9%	3.8%	3.6%	3.5%
Food At-home	2.1%	2.4%	1.9%	2.9%	2.7%
Dairy	-0.3%	0.1%	-1.6%	-0.6%	-1.0%
Milk	-0.3%	0.5%	-0.4%	0.5%	3.7%
Cheese	-1.2%	-1.1%	-4.4%	-3.1%	-6.0%
Ice Cream	0.1%	3.6%	2.5%	2.7%	0.9%
Butter	-5.0%	-7.6%	-8.3%	-5.8%	-8.0%

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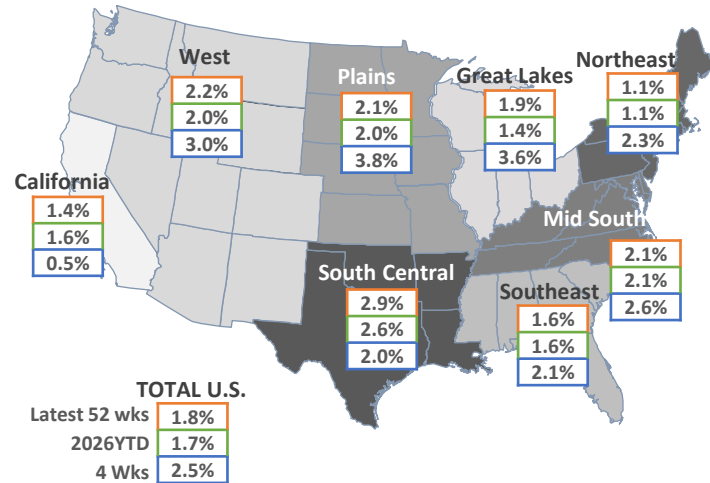
52 Weeks, Year-to-date, and 4 Weeks Ending 5-17-2026

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 5-17-2026. 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	Kefir	Dairy Spread
TOTAL U.S.	0.8%	-0.5%	7.5%	-1.9%	1.1%	2.1%	7.6%	-0.5%	0.3%	12.3%	27.8%	25.9%	17.8%
California	0.1%	-0.2%	6.1%	-2.5%	1.9%	1.7%	3.7%	-1.0%	0.2%	13.1%	29.8%	34.2%	6.4%
Great Lakes	1.0%	-0.9%	8.2%	-1.1%	0.7%	2.5%	8.9%	-1.0%	-0.1%	8.3%	30.2%	15.6%	29.6%
Mid-South	0.9%	-0.3%	8.0%	-2.0%	1.0%	3.0%	9.4%	-0.5%	0.0%	12.3%	25.2%	20.3%	-6.7%
Northeast	0.7%	-0.5%	6.2%	-2.1%	0.2%	2.6%	8.2%	-0.9%	-1.2%	12.3%	25.0%	23.2%	-4.7%
Plains	1.3%	-0.6%	8.4%	-1.5%	2.1%	1.8%	8.0%	-0.1%	0.8%	9.0%	32.8%	19.4%	44.1%
S. Central	1.0%	-0.6%	8.7%	-2.0%	2.1%	3.5%	9.7%	0.5%	4.4%	17.8%	27.9%	51.3%	55.0%
Southeast	0.5%	-0.2%	7.5%	-2.3%	0.4%	1.2%	8.5%	-0.7%	0.7%	17.5%	23.1%	17.6%	6.6%
West	0.8%	-0.2%	8.2%	-1.5%	1.4%	0.7%	3.8%	-0.2%	1.5%	13.1%	34.0%	35.6%	20.8%

New Product Spotlight A sampling of new dairy products launched recently



USA (May '26)
Kraft Grey Poupon
Dijon butter. Brings French-inspired flavor to chicken, pork, fish and sandwiches.



USA (May '26)
Sweet Gains
Light protein ice cream. Nonfat milk. 40g protein per 14 oz. container.



USA (May '26)
Chobani
Toasted vanilla coffee creamer. Made with real cream.



USA (May 2026)
Curd
Cottage cheese vanilla cinnamon swirl protein pudding. 16g protein, 4g fiber.



USA (May 2026)
Crepini
Chocolate chip protein pancakes. Four pancakes, 18g protein.



USA (May 2026)
Quest
Protein milkshake with 45g complete protein. Made with nonfat ultra-filtered milk.