

TOTAL U.S. MILK SNAPSHOT

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



MILK CATEGORY STABILIZES AS PREMIUM AND WHOLE MILK GROWTH OFFSET ONGOING DECLINES IN OTHER SEGMENTS Category trends are improving

- Total milk volume was down **0.5%** over the latest 52 weeks and **0.3% in 2026YTD**, but the **latest four weeks returned to growth (+0.1)**.

Consumers remain highly engaged with milk.

- Household penetration held at **91.6%**, while buyers purchased milk more often (**+1.1% frequency**) and bought more volume annually (**+0.5% buy rate**), demonstrating milk's continued importance in the household basket. Shoppers continue to purchase less volume per unit as sales of gallon-size milk experience a downturn.

Premium and functional milk continue to drive growth.

- Lactose-free milk grew **6.2%** over the latest 4 weeks, organic rose **1.0%**, ultra-filtered milk (lactose-free with higher protein & lower sugar) increased by **11.7%**, and A2 milk surged **26.9%**, highlighting strong consumer demand for differentiated offerings.

Whole milk remains the category's growth engine.

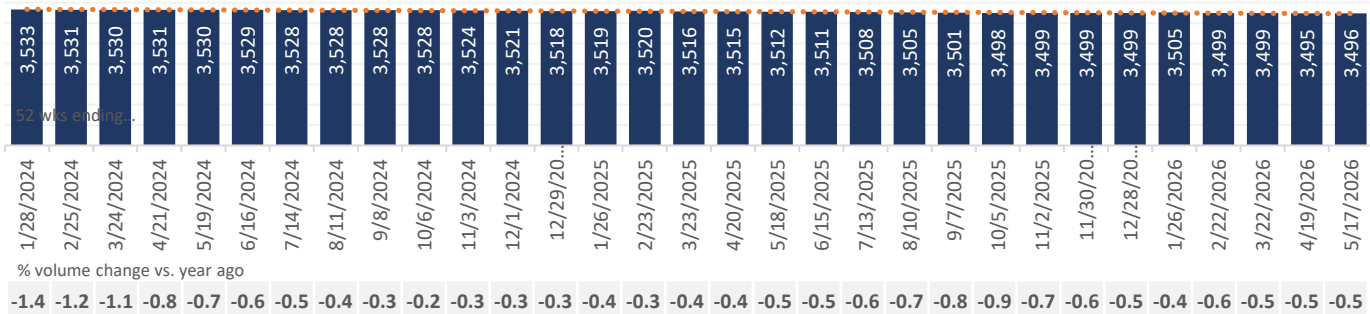
- Whole milk volume increased **4.3%** in the latest period, while lower-fat varieties continued to decline (2%: **-2.0%**, 1%: **-7.6%**, Fat Free: **-7.3%**), reflecting consumers' ongoing preference for fuller-fat dairy. Over the latest four weeks, whole milk's gain offset the combined loss of other fat levels.

Milk remains the 5th- largest retail beverage category at \$18.6 billion.

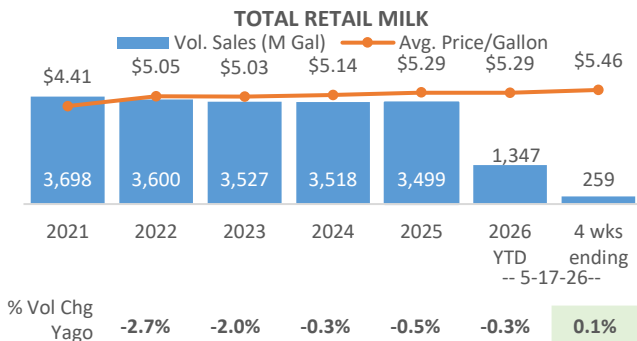
- With a slight downturn (-0.5%) over the latest 52 weeks, milk outperformed refrigerated juice (-3.4%), and plant-based milk alternatives (-5.0%), reinforcing milk's competitive position in the refrigerated beverage set..

Rolling 52 Weeks Volume

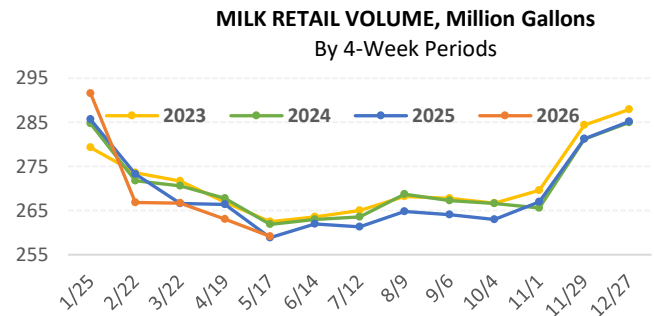
RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO



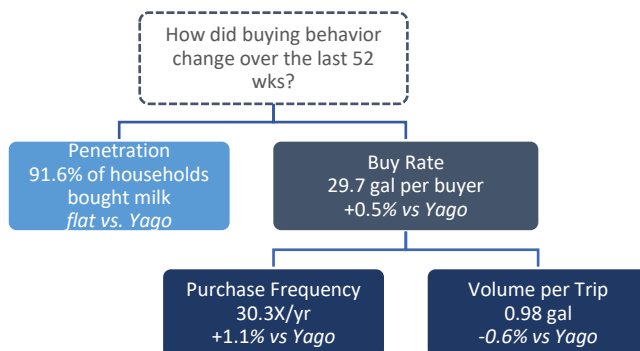
Calendar Year Volume and Price Trend



Quad-week Sales View



Purchase Dynamics, Latest 52 Weeks



Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
TOTAL U.S.	100	-0.5%	-0.3%	0.1%
California	83	-0.2%	-0.1%	-0.5%
Great Lakes	112	-0.9%	-1.2%	-0.4%
Mid-South	110	-0.3%	0.0%	0.2%
Northeast	91	-0.5%	-0.1%	0.3%
Plains	123	-0.6%	-0.7%	0.8%
South Central	85	-0.6%	-0.6%	-1.1%
Southeast	102	-0.2%	0.5%	0.7%
West	107	-0.2%	0.0%	0.8%

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Milk Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M gal)	52 Wks Vol Share	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
TOTAL U.S.	3,495.8	100.0%	-0.5%	-0.3%	0.1%
White	3,250.3	93.0%	-0.5%	-0.3%	0.1%
Trad'l White	2,692.3	77.0%	-1.5%	-1.3%	-0.8%
Trad'l Wht Gallon	2,045.4	58.5%	-1.9%	-1.6%	-1.1%
Value-add White	558.1	16.0%	4.8%	4.7%	4.5%
Flavored + Milkshake	206.2	5.9%	-0.6%	-0.4%	-0.1%
Trad'l Flavored	164.9	4.7%	-0.8%	-0.7%	-1.3%
Value-add Flavored.	41.0	1.2%	-0.2%	0.8%	4.4%
Buttermilk	20.4	0.6%	0.4%	1.2%	1.9%
Eggnog	18.2	0.5%	-0.7%	21.7%	10.3%
Lactose-free	329.1	9.4%	5.2%	4.8%	6.2%
Organic	277.2	7.9%	2.6%	3.7%	1.0%
Ultra-filtered	112.0	3.2%	7.1%	4.4%	11.7%
A2 (multiple brands)	41.7	1.2%	63.4%	35.0%	26.9%

Milk Segments 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 U.S.	\$5.31	\$5.29	\$5.46	1.5%	1.1%	3.9%
White	\$4.95	\$4.97	\$5.14	1.5%	1.0%	4.0%
Trad'l White	\$3.91	\$3.89	\$4.07	-2.0%	-2.5%	2.3%
Trad'l Wht Gallon	\$3.51	\$3.50	\$3.67	-2.6%	-3.0%	2.2%
Value-add White	\$9.97	\$10.07	\$10.08	5.6%	5.0%	4.6%
Flavored + Milkshake	\$9.74	\$9.75	\$10.02	0.9%	0.8%	2.5%
Trad'l Flavored	\$8.38	\$8.36	\$8.65	-0.4%	-0.1%	2.2%
Value-add Flavored.	\$15.17	\$15.22	\$15.18	3.4%	2.2%	1.0%
Buttermilk	\$9.05	\$9.09	\$9.13	2.9%	1.8%	2.1%
Eggnog	\$14.35	\$15.02	\$18.14	5.2%	7.0%	-9.8%
Lactose-free	\$10.03	\$10.18	\$10.24	3.2%	2.5%	3.1%
Organic	\$10.31	\$10.36	\$10.34	8.4%	7.9%	6.6%
Ultra-filtered	\$13.59	\$13.90	\$13.96	7.3%	6.4%	5.6%
A2 (multiple brands)	\$9.27	\$9.28	\$9.40	-0.1%	2.8%	9.0%

Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks	
	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks		
Total Milk	-0.5%	-0.3%	0.1%		100.0%
Whole Fat	3.6%	4.3%	4.3%		49.6%
2%	-2.9%	-2.9%	-2.0%		34.4%
1%	-6.3%	-7.3%	-7.6%		11.2%
Fat Free	-7.0%	-8.4%	-7.3%		4.8%



Penetration (% Households that purchased in latest 52 wks)
Total 91.6%; Whole 71.2%; 2% 60.6%; 1% 37.4%; FF 16.0%

Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
100.0% Volume Share				
TOTAL U.S.	-0.5%	-0.3%	0.1%	
Grocery	-2.2%	-2.3%	-1.6%	
Supercenters, Club, Other	2.5%	2.7%	2.8%	
C-Store	-9.9%	-7.8%	-7.7%	



Milk Sizing/Packaging

	Volume Share, 52 Wks						
	TOTAL MILK	128 oz Gallon	96 oz	64 oz HGal	>=48 oz to <64 oz	32 oz Qt	16 oz or less including multi-pack
% Volume Chg vs Yago							
Latest 52 Wks	-0.5%	-2.1%	5.2%	0.7%	6.8%	-0.1%	-1.5%
2026YTD (5/17)	-0.3%	-1.8%	1.3%	1.4%	7.4%	-1.6%	1.5%
Latest 4 wks	0.1%	-1.4%	4.9%	1.0%	13.3%	-0.9%	0.7%



Milk – Branded and Private Label Trends

	52 Wks	-- Volume % Chg -- vs Yago			----- 52 Wks end 5-17-26 -----			
	Vol. Share	Latest 52 Wks	2026 YTD	Latest 4 Wks	% Hhlds Buy	Chg Yago	Vol/ Buyer	% Chg Yago
TOTAL U.S.	100.0%	-0.5%	-0.3%	0.1%	91.6	flat	29.7 gal	+0.5%
Private Label	73.6%	-0.7%	-0.6%	-0.4%	82.6	-0.3 pts	25.0	+0.4%
Branded	26.4%	0.2%	0.7%	1.6%	68.7	-0.5 pts	9.6	+2.4%

TOTAL U.S. MILK SNAPSHOT

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

Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M gal)	52 Wks Vol Share	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
TOTAL Non-Dairy	356.7	100.0%	-4.9%	-4.8%	-4.9%
Plant-based Alts	351.4	98.5%	-5.0%	-5.0%	-5.2%
Almond	218.3	61.2%	-8.2%	-9.0%	-8.9%
Oat	66.6	18.7%	0.9%	-1.9%	-3.6%
Coconut	31.0	8.7%	3.1%	2.0%	-2.1%
Soy	27.7	7.8%	2.3%	16.3%	20.9%
Pea	4.0	1.1%	-2.5%	3.9%	6.7%
Rice	1.4	0.4%	-16.7%	-14.9%	-15.4%
Horchata	1.4	0.4%	2.8%	5.1%	5.9%
Cashew	1.0	0.3%	-35.1%	-39.5%	-41.1%
Goat Milk	1.9	0.5%	-1.8%	-4.2%	-1.2%

Alternatives Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

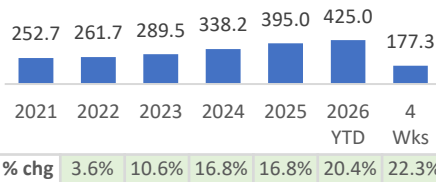
	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks	Latest 52 Wks	2026YTD (5/17)	Latest 4 Wks
TOTAL Non-Dairy	\$8.91	\$8.97	\$9.06	4.1%	4.3%	3.6%
Plant-based Alts	\$8.75	\$8.81	\$8.89	4.1%	4.2%	3.4%
Almond	\$7.18	\$7.19	\$7.28	3.9%	3.7%	3.4%
Oat	\$10.20	\$10.23	\$10.18	-0.2%	1.0%	0.2%
Coconut	\$16.23	\$16.46	\$16.66	3.3%	5.5%	5.7%
Soy	\$8.36	\$8.48	\$8.62	4.2%	0.7%	-0.9%
Pea	\$13.55	\$13.35	\$13.18	-0.2%	-0.9%	-0.2%
Rice	\$11.02	\$11.24	\$11.34	3.6%	3.5%	4.0%
Horchata	\$8.78	\$8.71	\$8.47	4.7%	0.7%	-2.6%
Cashew	\$12.52	\$13.30	\$13.60	13.1%	15.7%	17.1%
Goat Milk	\$26.97	\$27.51	\$27.58	7.5%	10.0%	10.0%

E-Commerce Sales Trend

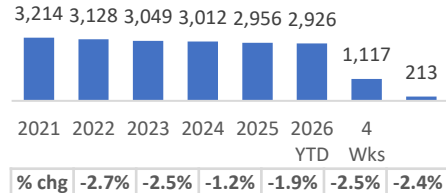
E-Commerce Milk Volume, Mil Gallons



e-Commerce Dairy Milk
52 Wk Volume: 425M Gal
Volume Share
E-Commerce: 12.7%
Brick & Mortar: 87.3%

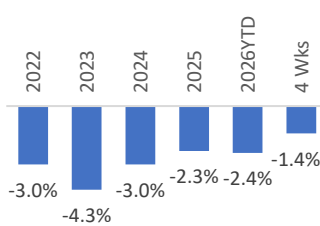


Brick & Mortar Milk Volume, Mil Gallons



RTE Cereal Trend

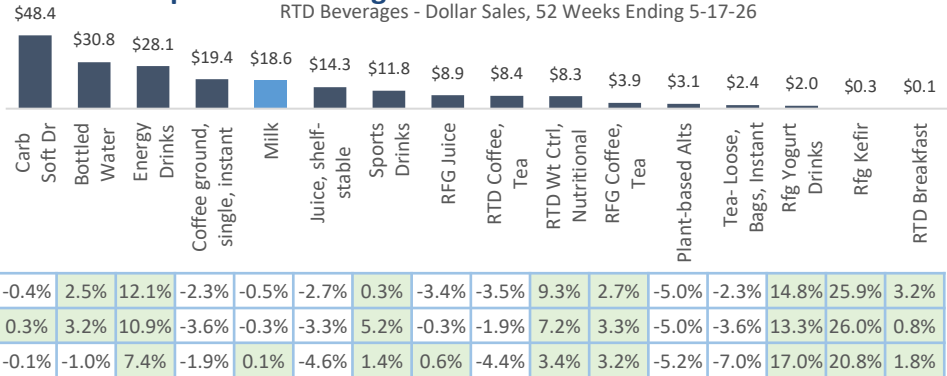
Volume % Chg vs Yago



Latest 4 wks through 5-17-26
Avg price: +2.4% vs year ago.

Milk – Competitive Beverages

RTD Beverages - Dollar Sales, 52 Weeks Ending 5-17-26



RTD Wt Ctrl/Nutritionals includes shelf-stable and refrigerated.

New Product Spotlight



USA (May '26)
Kemps Protein+
Lactose free, ultra pasteurized, ultra filtered whole milk. less sugar than regu milk; 50% more prot (13g per serving).



USA (May '26)
Maola More
Ultra pasteurized, homogenized, ultra filtered whole milk. More protein, 15g per serving. Less sugar; 8g total sugar. Gut-friendly; added prebiotic fiber feeds the good bacteria in your gut and helps you feel fuller for longer.



CANADA (May '26)
Sealtest 6%
Discover the pure, delicious taste of high fat milk, offering a luxuriously creamy texture. 20 calories per serving, 15 grams of fat (9 grams saturated) and 8 grams of protein.



INDONESIA (May '26)
Vidoran Milk with DHA, to support growth. Cod liver oil, for children's brain development. Vitamin A & D, to promote eye health, bone & tooth growth, maintain endurance. Vitamins C, D3, E, zinc, important for the immune system.