

# TOTAL U.S. YOGURT SNAPSHOT

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



## YOGURT MOMENTUM REMAINS STRONG AS GREEK AND WHOLE FAT DRIVE CATEGORY GROWTH

U.S. yogurt continues to post healthy growth, with volume up **7.4% over the latest 52 weeks**, accelerating to **8.0% in the latest 4 weeks**. Growth is being fueled by Greek yogurt, whole milk products, and strong performance in mass/club channels, while shopper engagement continues to improve through higher household penetration and buying rates.

**Greek continues to lead growth:** Greek yogurt accounts for **54.9% of category volume** and grew **16.6%** over the latest 52 weeks (**15.8%** in the latest 4 weeks), while Traditional yogurt declined 3.1%, 52 weeks and -1.6% (4 weeks)

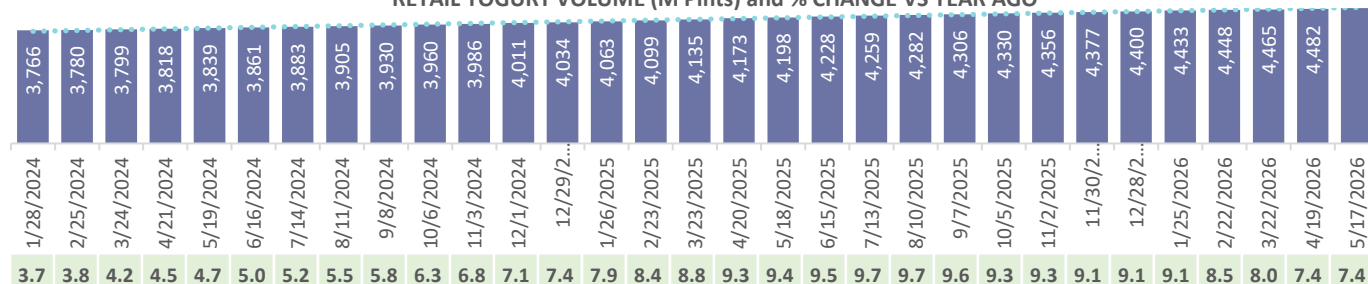
**Whole milk is the fastest-growing fat segment:** Whole-fat yogurt volume increased **13.8%** over the latest 52 weeks and accelerated to **21.0%** in the latest 4 weeks, significantly outpacing other fat levels. Twenty-four percent of households currently purchase whole fat yogurt, up 5 points from three years ago.

**Shopper engagement is strengthening.** Household penetration reached 84.5% (+1.3 pts vs. year ago), buy rate increased 5.7%, purchase frequency rose 4.2%, and volume per trip grew 1.5%. While all panel metrics grew, 53% of yogurt's volume increase was due to an increase in purchase frequency over the past 52 weeks.

**Growth is broad across channels.** Supercenter/Club continues to lead in absolute volume growth, with volume up **9.8%** over the latest 52 weeks and **10.1%** in the latest 4 weeks. Grocery also strengthened accelerating from 5.3% a to 6.1% growth, while c-store posted the fastest gains (33% and 44% respectively) from a small base.

## Rolling 52 Weeks Volume Trend

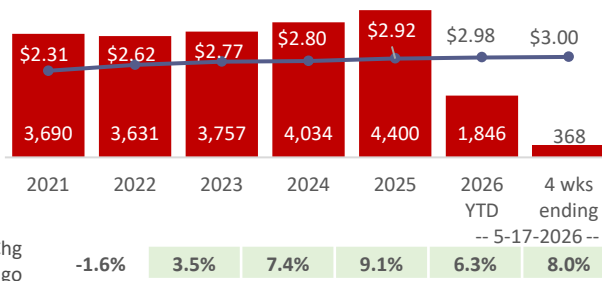
RETAIL YOGURT VOLUME (M Pints) and % CHANGE VS YEAR AGO



## Calendar Year Volume and Price Trend

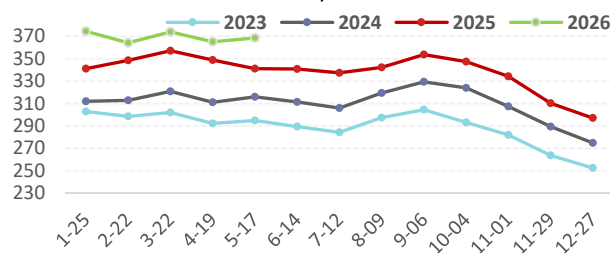
### TOTAL RETAIL YOGURT

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



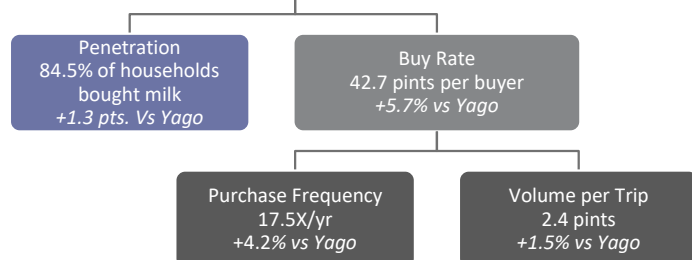
## Quad-week Sales View

### 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 (5/17) | Latest 4 wks |
|-------------------|--------------|---------------|----------------|--------------|
| <b>TOTAL U.S.</b> | <b>100</b>   | <b>7.4%</b>   | <b>6.3%</b>    | <b>8.0%</b>  |
| California        | 91           | 6.1%          | 5.6%           | 5.5%         |
| Great Lakes       | 101          | 8.0%          | 6.0%           | 8.9%         |
| Mid-South         | 100          | 7.9%          | 6.3%           | 7.3%         |
| Northeast         | 110          | 6.1%          | 4.8%           | 7.4%         |
| Plains            | 106          | 8.3%          | 6.9%           | 8.6%         |
| South Central     | 82           | 8.6%          | 7.7%           | 8.4%         |
| Southeast         | 102          | 7.3%          | 6.4%           | 7.8%         |
| West              | 108          | 8.0%          | 7.9%           | 10.2%        |

# TOTAL U.S. YOGURT SNAPSHOT

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

## Yogurt Segments Volume Trend

-- % Chg vs Yago --

|                     | 52 Wks Volume (M pints) | 52 Wks Vol Share | Latest 52 Wks | 2026YTD (5/17) | Latest 4 Wks |
|---------------------|-------------------------|------------------|---------------|----------------|--------------|
| <b>TOTAL Yogurt</b> | <b>4,507.7</b>          | <b>100.0%</b>    | <b>7.4%</b>   | <b>6.3%</b>    | <b>8.0%</b>  |
| Traditional         | 1,839.9                 | 40.8%            | -3.1%         | -3.1%          | -1.6%        |
| Greek               | 2,473.5                 | 54.9%            | 16.6%         | 13.9%          | 15.8%        |
| Australian          | 64.9                    | 1.4%             | 5.9%          | 2.3%           | 6.3%         |
| Icelandic           | 71.5                    | 1.6%             | 25.3%         | 20.1%          | 8.6%         |
| Alternative         | 57.9                    | 1.3%             | -0.1%         | -0.3%          | -1.9%        |

## Yogurt 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 |
|---------------------|---------------|----------------|---------------|---------------|----------------|--------------|
| <b>TOTAL Yogurt</b> | <b>\$2.97</b> | <b>\$2.98</b>  | <b>\$3.00</b> | <b>4.7%</b>   | <b>4.2%</b>    | <b>2.8%</b>  |
| Traditional         | \$2.45        | \$2.48         | \$2.51        | 3.3%          | 3.6%           | 3.8%         |
| Greek               | \$3.22        | \$3.19         | \$3.20        | 3.8%          | 3.1%           | 0.8%         |
| Australian          | \$3.86        | \$3.83         | \$4.05        | -1.4%         | -1.3%          | -1.7%        |
| Icelandic           | \$4.96        | \$5.00         | \$5.04        | 2.1%          | 3.5%           | 6.1%         |
| Alternative         | \$5.34        | \$5.38         | \$5.46        | 4.2%          | 4.0%           | 3.8%         |

## Volume Trends by Fat Content

Volume % Chg vs Yago

Volume Share 52 Weeks

|                     | Latest 52 Wks | 2026YTD (5/17) | Latest 4 Wks | Volume Share 52 Weeks |
|---------------------|---------------|----------------|--------------|-----------------------|
| <b>Total Yogurt</b> | <b>7.4%</b>   | <b>6.3%</b>    | <b>8.0%</b>  | 100.0%                |
| Whole Fat           | 13.8%         | 14.0%          | 21.0%        | 24.3%                 |
| 2%                  | 3.0%          | 1.4%           | 9.4%         | 1.9%                  |
| 1%                  | 5.1%          | 5.0%           | 0.9%         | 37.9%                 |
| Fat Free            | 6.0%          | 3.1%           | 7.0%         | 35.9%                 |

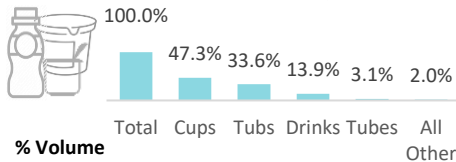
Penetration (% Households that purchased in latest 52 wks)  
Total 84.4%; Whole 52.4% 2% 11.2%; 1% 64.1%; FF 63.2%

## Volume Share and Trend by Outlet

|                           | % Volume Chg vs Yago | Latest 52 Wks | 2026YTD (5/17) | Latest 4 Wks |
|---------------------------|----------------------|---------------|----------------|--------------|
| <b>TOTAL U.S.</b>         | <b>7.4%</b>          | <b>6.3%</b>   | <b>8.0%</b>    |              |
| Grocery                   | 5.3%                 | 4.1%          | 6.1%           |              |
| Supercenters, Club, Other | 9.8%                 | 8.8%          | 10.1%          |              |
| C-Store                   | 32.9%                | 39.4%         | 44.0%          |              |

## Yogurt Packaging

Volume Share, 52 Wks



|           | % Volume Chg vs Yago | Latest 52 wks | 2026YTD | Latest 4 wks |
|-----------|----------------------|---------------|---------|--------------|
| Total     | 7.4%                 | 1.7%          | 14.9%   | 14.9%        |
| Cups      | 1.7%                 | -0.4%         | 14.8%   | 13.3%        |
| Tubs      | 14.9%                | 13.3%         | -10.5%  | 22.2%        |
| Drinks    | 14.9%                | -10.5%        | 22.2%   | 18.0%        |
| Tubes     | -10.0%               | 16.7%         | 17.0%   | -7.2%        |
| All Other | 19.6%                | 18.0%         |         |              |

## Drinks Share and % Growth

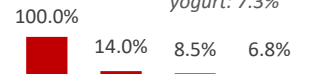
MP=multi-pack, SS=single-serve, MS=multi-serve  
52 wks ending 5-17-26

|                     | Volume Share  | Volume % Chg | Vol Chg vs YA Mil pints |
|---------------------|---------------|--------------|-------------------------|
| <b>Total Drinks</b> | <b>100.0%</b> | <b>14.9%</b> | <b>+81.1</b>            |
| 2.1-4oz MP          | 40.1%         | -1.5%        | -3.9                    |
| 6.01-8oz SS         | 14.2%         | 22.1%        | +16.0                   |
| 8.01-12oz MP        | 13.2%         | 191.5%       | +54.5                   |
| 6.01-8oz MP         | 11.1%         | -20.2%       | -17.5                   |
| 8.01-12oz SS        | 7.6%          | 62.0%        | +18.2                   |
| 48.01-64oz MS       | 4.5%          | 8.4%         | +2.2                    |
| 12.01-16oz SS       | 3.9%          | +129.4%      | +13.8                   |
| 4.01-6oz MP         | 3.0%          | +5.0%        | +0.9                    |

## Yogurt Claims

Volume Share of Yogurt 52 Wks

Lactose-free Share of DAIRY yogurt: 7.3%



Total No, Low, Lactose-free Sugar free

|                       | % Volume Chg vs Yago | 52 wks | 2026YTD | 4 wks |
|-----------------------|----------------------|--------|---------|-------|
| Total                 | 7.4%                 | 35.0%  | 62.5%   | 4.1%  |
| No, Low, Lactose-free | 6.3%                 | 35.2%  | 49.1%   | -0.3% |
| Sugar free            | 8.0%                 | 47.7%  | 34.3%   | 0.2%  |

note: total yogurt includes dairy + alternatives

## New Product Spotlight

Source: Innova



**SINGAPORE, produced in UK (May '26)**  
**M&S Food Kefir yogurt** with mango and passion fruit. Contains live cultures, folic acid and vitamin B12 along with iron to support brain health.



**COLUMBIA (Apr '26)**  
**Dejamu**  
Full fat Greek yogurt with hydrolyzed collagen.



**UNITED ARAB EMIRATES (Apr '26)**  
**Saba Organic vanilla** flavored fermented coconut milk with kefir cultures. Boost your gut health with billions of healthy bacteria, reduce cholesterol and normalize blood pressure.



**UK (May '26)**  
**Muller Whipped Greek** style yogurt with a separate portion of tiramisu flavor - a luxurious treat that brings together the creamy texture of Greek style yogurt and the light, airy consistency of mousse.