

TOTAL U.S. CHEESE SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 07-13-2025

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CHEESE RETAIL VOLUME RISES 1.5% IN THE LAST 4 WEEKS VS. LAST YEAR

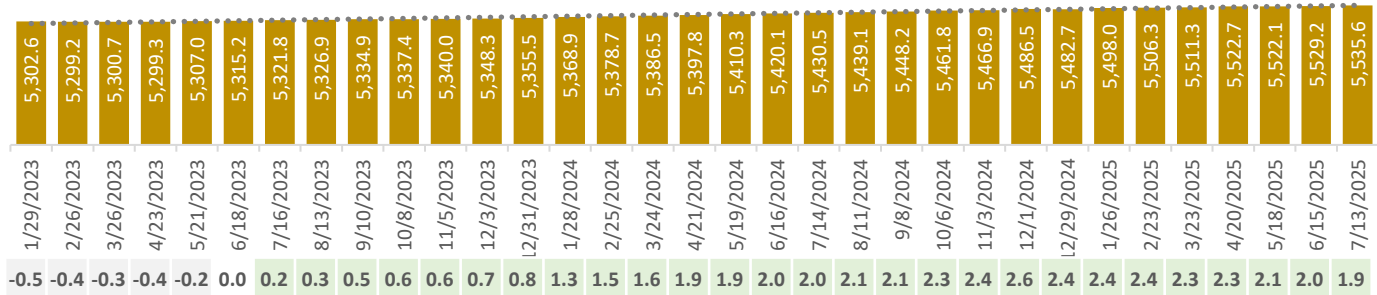
Cheese remains a near-universal household staple, reaching 97% of homes in the last year with strong and rising purchase rates. Over the last four weeks, retail cheese volume increased 1.5% year-over-year, slightly below the 1.9% growth seen over the past 52 weeks. Nearly all regions are reporting gains in 2025 year-to-date and the last four weeks

- Sales growth is particularly strong outside of traditional grocery stores, with **more consumers buying from mass merchandisers, supercenters and club stores**. Online shopping is playing a significant role, with 22% of shoppers ordering groceries online from mass and 23% from club stores as reported by the Hartman Group.
- Online momentum is building** as natural cheese sales reached \$2.2 billion, marking a 12% increase from last year.

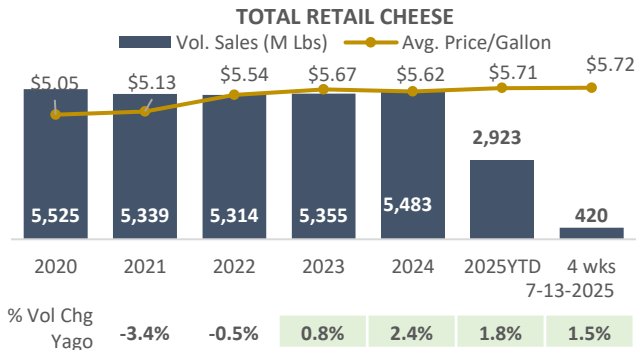
- Cheese **consumption is primarily meal-focused**, especially for lunch (29% cheese eatings) and dinner (34% eatings), with half of total cheese eatings incorporated into prepared dishes.
- Key drivers** for cheese consumption include **convenience and flavor**. Secondary reasons for consuming are perceived health & nutrition benefits and high protein content.

Rolling 52 Weeks Volume Trend

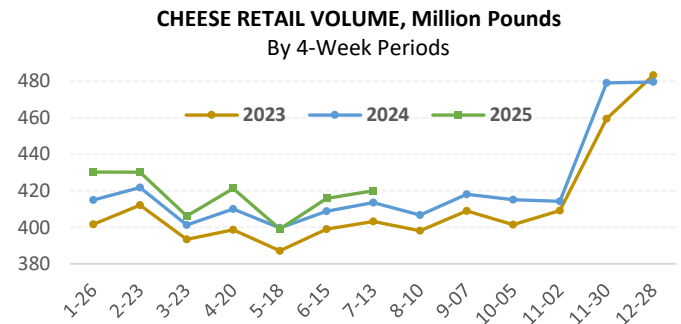
* Total cheese includes small segments of vegan and imitation



Calendar Year Volume and Price Trend



Quad-week Sales View



Purchase Dynamics

Note: Cheese includes small segments of vegan/imitation

How did buying behavior change over the last 52 wks?

Penetration
97.0% of households bought cheese
+0.4 pts vs Yago

Buy Rate
42.8 lbs per buyer
+2.4% vs Yago

Purchase Frequency
29.7X/yr
+3.8% vs Yago

Purchase Size
1.4 lbs/trip
-1.3% vs Yago

Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2025YTD	Latest 4 Wks
TOTAL U.S.	100	1.9%	1.8%	1.5%
California	80	2.4%	2.3%	4.1%
Great Lakes	105	1.9%	1.7%	0.2%
Mid-South	105	2.0%	1.9%	0.8%
Northeast	96	0.1%	-0.3%	-1.0%
Plains	120	2.4%	2.7%	1.4%
South Central	84	2.5%	3.0%	3.7%
Southeast	105	2.5%	2.1%	1.6%
West	114	2.5%	2.5%	3.6%

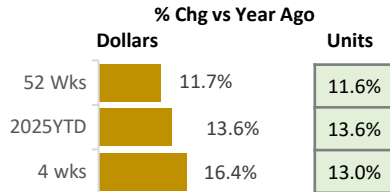
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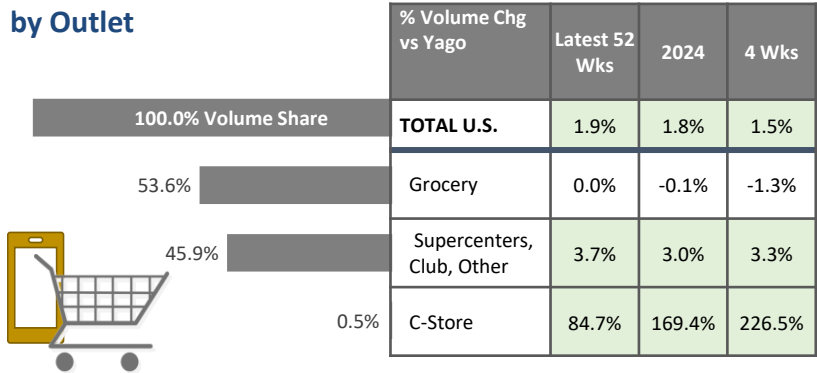
E-Commerce Sales Trend



**e-Commerce
Natural Cheese**
Latest 52 Wks Sales: \$2,215M
+\$232M vs Yago



Volume Share and Trend by Outlet



New Product Spotlight: a sampling of new products



USA (Jul 2025)
McCain Tastiez
Frozen breaded sour cream & onion cheese curds.



USA (Jul 2025)
HEB Tangy feta cheese cubes in a blend of crunchy pumpkin and sesame seeds, almonds, chili paste, garlic and spices, in a 113g plastic tub.



UK (Aug 2025)
Morrisons Cheddar cheese with balsamic onion. Red Tractor certified (farm assurance program) milk.



AUSTRALIA (Aug 2025)
Kenilworth Dairies Mango & macadamia club cheddar, lime & cracked pepper cheddar, pickled onion & chives cheddar, sweet chili, sour cream, & bell pepper club cheddar



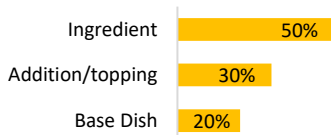
GERMANY (Aug 2025)
Rocker Semi hard cheese with a honey barbecue seasoning mix for pan or grilling. High protein content by nature.

Cheese Consumption Facts

Source: National Eating Trends, Circana 12 mos., Jul '24-Jun '25

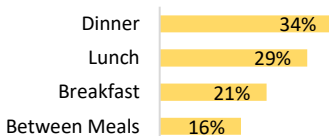
HOW USED

% Cheese Eatings



WHEN CONSUMED

% Cheese Eatings



DISH POSITION

% Cheese Eatings

75%
Main Dish

13%
Side Dish/app

11%
Snack/dessert

1%
Beverage

WHY CONSUMED

% Cheese Eatings

