TOTAL DAIRY RETAIL SNAPSHOT

52 Weeks, Year-to-date, and 4 Weeks Ending 9-06-2026



DAIRY SALES CONTINUE TO GROW, WITH YOGURT, COTTAGE CHEESE AND CREAMS LEADING VOLUME GAINS

Total dairy growth remains positive. Latest four-week dollar sales rose 2.4% and units rose 1.2% versus a year ago, reflecting increased buying alongside price and mix.

Protein and functional benefits are driving growth. Greek yogurt and cottage cheese gained 6.2% and 13.5%, respectively, with both attracting more households and increasing volume per buyer. Higher-protein milk options are also drawing buyers, while kefir volume rose 20.7% from a smaller base.

Dairy Creams are expanding everyday occasions. Dairy creamer now reaches 23% of households, up 5 percentage points in a year, as shoppers customize coffee at home; volume rose 28%. Whipping cream volume grew 9%, supported by more buyers seeking richness and indulgence.

Cheese performance shows modest growth year-to-date but softer volume sales over the latest four weeks which includes the Labor Day holiday. Natural continues to outperform processed and chunk and snack forms continue to show stronger trends than shreds and slices.

Total milk volume was down 0.5% YTD with slight improvement in the latest 4 weeks. Frozen dairy desserts are also seeing a small downturn for the year, continuing into recent weeks.

Butter remains a solid growth contributor. Volume up nearly 4% in the latest period, benefitting from renewed appreciation for dairy fat, flavor & versatility.

Dairy offers relative inflation relief. August dairy Consumer Price Index fell 0.3% year over year versus a 2.2% increase for food at home, helped by lower cheese and butter prices despite higher retail milk prices.

Rolling 52 Weeks Dollar Trend

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

1/28/2024	2/25/2024	3/24/2024	4/21/2024	5/19/2024	6/16/2024	7/14/2024	8/11/2024	9/8/2024	10/6/2024	11/3/2024	12/1/2024	12/29/2024	1/26/2025	2/23/2025	3/23/2025	4/20/2025	5/18/2025	6/15/2025	7/13/2025	8/10/2025	9/7/2025	10/5/2025	11/2/2025	11/30/2025	12/28/2025	1/25/2026	2/22/2026	3/22/2026	4/19/2026	5/17/2026	6/14/2026	7/12/2026	8/9/2026	9/6/2026
$88,522	$88,592	$88,720	$88,899	$89,060	$89,261	$89,524	$89,811	$90,127	$90,512	$90,843	$91,334	$91,587	$92,013	$92,386	$92,700	$93,160	$93,394	$93,711	$94,027	$94,304	$94,579	$94,748	$94,987	$95,095	$95,209	$95,555	$95,571	$95,713	$95,726	$95,969	$96,180	$96,406	$96,620	$96,802
3.2	2.5	2.0	1.7	1.5	1.4	1.5	1.8	2.1	2.5	2.9	3.4	3.6	3.9	4.3	4.5	4.8	4.9	5.0	5.0	5.0	4.9	4.7	4.6	4.1	4.0	3.8	3.4	3.3	2.8	2.8	2.6	2.5	2.5	2.4

Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)

	2021	2022	2023	2024	2025	2026YTD ending 9-06-2026	4 Wks
	$77,195	$85,233	$88,407	$91,587	$95,209	$67,070	$7,610
% $ Chg Yago		10.4%	3.7%	3.6%	4.0%	2.4%	2.4%

Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)

	2021	2022	2023	2024	2025	2026YTD ending 9-06-2026	4 Wks
	24,010	23,419	23,262	23,755	24,266	16,970	1,905
% Unit Chg Yago		-2.5%	-0.7%	2.1%	2.2%	1.6%	1.2%

Purchase Dynamics, 52 Weeks ending 9-06-2026

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%	0.1	42.3 lbs	0.2	29.0	0.6	1.5	0.3
Cow's Milk	91.4%	-0.1	29.7 gal	0.3	30.4	1.3	1.0	-0.5
Dairy Yogurt	84.3%	1.3	43.4 pints	5.2	17.6	6.1	2.5	1.3
Ice Cream, Sherbet	81.5%	-0.4	41.5 pints	-0.1	10.4	0.8	4.0	-0.8
Butter, Blends	78.8%	0.9	12.8 lbs	2.0	8.0	2.9	1.6	0.9
Frozen Novelties	77.8%	0.0	23.2 16 oz pkg	0.3	10.0	2.6	2.3	-1.6
Sour Cream	71.5%	-0.6	8.2 pints	0.1	7.0	-0.6	1.2	0.5
Dairy Whipping Cream	62.0%	0.7	9.5 pints	6.8	6.3	7.2	1.5	1.4
Cottage Cheese	49.5%	1.5	13.0 pints	8.8	7.5	9.9	1.7	2.6
Dairy H+H, Lt/Reg Cream	32.5%	-0.5	22.8 pints	1.1	8.9	-0.2	2.6	0.6
Dairy Creamer	23.2%	5.2	15.4 pints	-0.7	6.4	27.7	2.4	0.9
Kefir	7.2%	1.2	1.9 gal	3.3	5.5	21.0	0.3	2.3
Dairy Cream Spreads	1.4%	0.2	3.6 pints	6.2	3.8	31.2	1.0	-7.1

TOTAL DAIRY RETAIL SNAPSHOT

52 Weeks, Year-to-date, and 4 Weeks Ending 9-06-2026

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

Product	2022	2023	2024	2025	2026YTD (9-06)	Latest 4 Wks (9-06)		Latest 52 Wks (9-06)
Cheese incl random wt.	-0.4%	0.5%	2.0%	0.9%	0.3%	-1.5%		0.6%
Milk	-2.7%	-2.0%	-0.3%	-0.5%	-0.4%	-0.5%		-0.3%
Dairy Yogurt	-1.6%	3.5%	7.3%	9.0%	6.5%	6.2%		6.8%
Ice Cream/Sherbet	-3.5%	-1.1%	1.1%	-2.3%	-0.7%	-0.4%		-0.9%
Butter/Blends	-0.9%	2.8%	1.9%	2.1%	3.4%	3.8%		3.1%
Fz Novelties	0.2%	-2.0%	1.2%	0.3%	-0.4%	-0.2%		-0.2%
Sour Cream	-0.3%	-0.8%	1.9%	-0.1%	-0.7%	-2.0%		-0.6%
Dairy Whipping Cream	3.7%	7.9%	8.5%	8.1%	7.8%	9.1%		7.7%
Cottage Cheese	-3.6%	8.6%	12.5%	14.3%	12.0%	13.5%		12.2%
Half & Half, Lt/Reg Cream	-0.5%	-0.6%	0.7%	0.8%	-0.7%	-2.0%		-0.5%
Dairy Creamer	8.7%	5.1%	27.6%	30.1%	27.9%	28.1%		28.0%
Kefir	6.2%	12.1%	26.9%	24.1%	24.2%	20.7%		25.0%
Cream Spreads	5.8%	8.1%	3.5%	13.4%	17.7%	5.2%		19.1%

Retail Pricing

Average Price per Vol. Equivalent

Category	Latest 52 Wks	2026YTD (9-06)	Latest 4 Wks
Cheese incl random wt (price/lb)*	$5.53	$5.52	$5.53
Cow's Milk (price/gal)	$5.42	$5.44	$5.58
White Conventional Gallon-size	$3.60	$3.64	$3.74
Dairy Yogurt (price/pint)	$2.98	$2.98	$3.05
Ice Cream, Sherbet (price/pint)	$2.04	$2.05	$2.05
Butter/Blends (price/lb)	$4.55	$4.51	$4.40
Fz Novelties (price 16 oz pkg)	$3.95	$3.92	$3.92
Sour Cream (price/pint)	$2.64	$2.65	$2.67
Dairy Whip Cream, liquid/aerosol (prc/pint)	$3.46	$3.40	$3.35
Cottage Cheese (price/pint)	$2.83	$2.85	$2.94
Dairy Half & Half, Lt/Reg Cream (prc/pint)	$1.76	$1.74	$1.74
Dairy Creamer (price/pint)	$3.00	$3.02	$3.02
Kefir	$17.24	$17.19	$17.51
Dairy Cream Spreads (price/pint)	$4.51	$4.48	$4.56

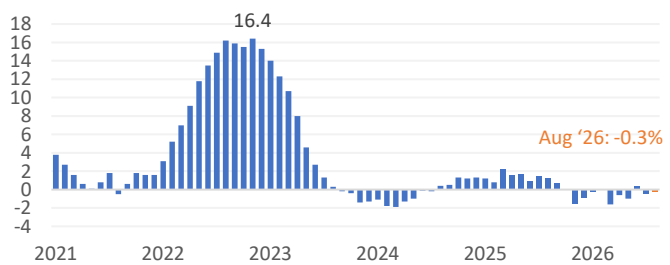
% Price Change vs. Year Ago

Category	Latest 52 Wks	2026YTD (9-06)	Latest 4 Wks
Cheese incl random wt	-2.0%	-2.1%	-1.6%
Cow's Milk	2.7%	3.8%	5.2%
White Conventional Gallon-size	-0.1%	1.9%	5.0%
Dairy Yogurt	4.1%	3.8%	4.3%
Ice Cream, Sherbet	3.0%	3.0%	3.5%
Butter/Blends	-7.7%	-9.0%	-10.7%
Fz Novelties	3.9%	3.9%	3.7%
Sour Cream	0.8%	0.8%	0.8%
Dairy Whip Cream, liquid/aerosol	-7.6%	-8.5%	-9.0%
Cottage Cheese	4.6%	5.1%	7.1%
Dairy Half & Half, Lt/Reg Cream	-2.7%	-3.3%	-3.9%
Dairy Creamer	1.4%	1.9%	1.4%
Kefir	1.3%	0.4%	-0.6%
Dairy Cream Spreads	3.5%	2.7%	-1.1%

Consumer Price Index – Dairy Products

12 Month % Change, Jan 2021–Aug 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

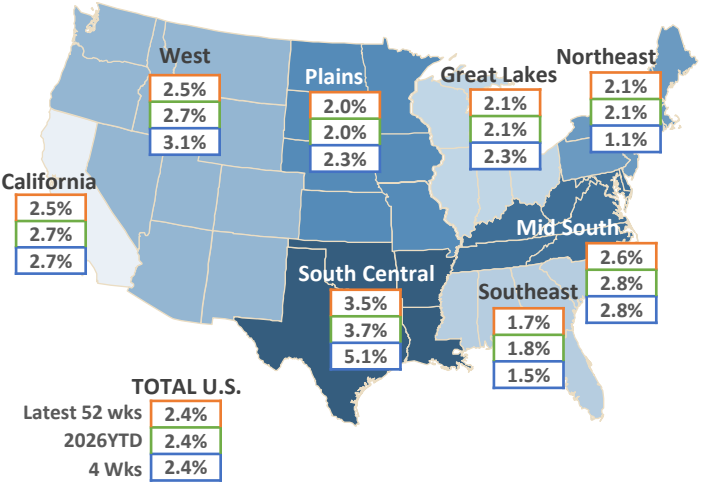
	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26
All Items	**2.4%**	**2.4%**	**3.3%**	**3.8%**	**4.2%**	**3.5%**	**3.4%**	**3.4%**
Food Away	4.0%	3.9%	3.8%	3.6%	3.5%	3.4%	3.4%	3.4%
Food At-home	2.1%	2.4%	1.9%	2.9%	2.7%	2.7%	2.7%	2.2%
Dairy	-0.3%	0.1%	-1.6%	-0.6%	-1.0%	0.4%	-0.5%	-0.3%
Milk	-0.3%	0.5%	-0.4%	0.5%	3.7%	6.6%	5.1%	4.1%
Cheese	-1.2%	-1.1%	-4.4%	-3.1%	-6.0%	-3.6%	-4.2%	-3.8%
Ice Cream	0.1%	3.6%	2.5%	2.7%	0.9%	-1.3%	-1.2%	-1.8%
Butter	-5.0%	-7.6%	-8.3%	-5.8%	-8.0%	-8.7%	-8.1%	-8.3%

TOTAL DAIRY RETAIL SNAPSHOT

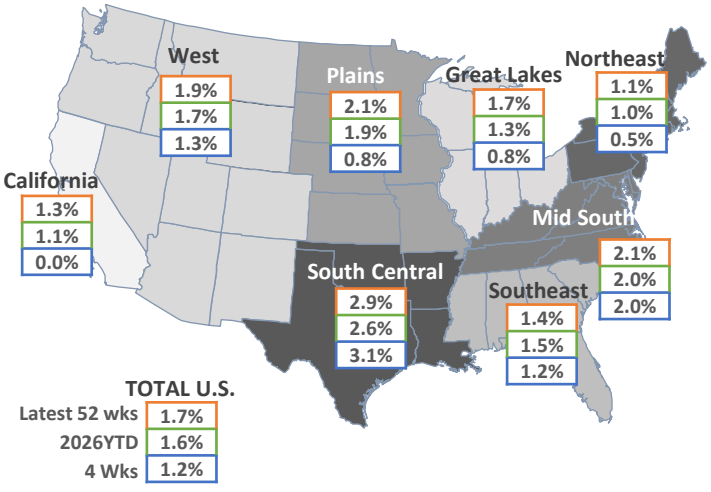
52 Weeks, Year-to-date, and 4 Weeks Ending 9-06-2026

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 9-06
A small amount of non-dairy is included in these numbers.

Product Sales View by Region

Latest 52 Weeks Ending 9-06-26 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.	**0.6%**	**-0.3%**	**6.9%**	**-0.9%**	**-0.2%**	**3.1%**	**7.7%**	**-0.6%**	**-0.5%**	**12.2%**	**28.0%**	**25.0%**	**19.1%**
California	-0.5%	-0.2%	6.1%	-0.9%	1.9%	3.4%	5.5%	-1.5%	-0.7%	11.8%	25.8%	31.8%	3.3%
Great Lakes	0.9%	-0.9%	7.0%	-0.8%	-1.3%	3.1%	8.6%	-1.4%	-0.7%	9.3%	29.8%	12.1%	42.0%
Mid-South	0.9%	-0.1%	6.9%	-0.5%	-0.6%	4.2%	9.1%	-0.6%	-0.6%	12.6%	27.4%	19.6%	-5.1%
Northeast	0.6%	-0.4%	5.7%	-0.5%	-0.9%	3.0%	8.0%	-0.7%	-2.1%	10.5%	25.1%	21.8%	-4.5%
Plains	0.9%	-0.4%	7.5%	-0.8%	1.2%	2.4%	7.1%	-0.5%	-0.4%	11.0%	34.0%	16.6%	86.4%
S. Central	0.8%	-0.4%	8.4%	-2.0%	2.3%	3.8%	9.1%	0.9%	3.1%	19.5%	29.1%	55.9%	51.9%
Southeast	0.4%	0.1%	6.8%	-1.0%	-1.4%	3.3%	8.3%	-0.4%	-0.3%	16.5%	25.8%	17.5%	5.6%
West	0.6%	-0.1%	8.3%	-1.1%	-1.1%	1.5%	5.2%	-0.4%	1.0%	11.9%	31.8%	35.0%	56.2%

New Product Spotlight

A sampling of new dairy products launched recently



USA, imported, produced in Belgium (Sep '26)
Kerrygold Specialized product for high-temp cooking up to 450 degrees without burning.



USA (Sep '26)
Simply Nature by Aldi
Organic coffee creamers made with real milk. Spiced vanilla and sweet cream.



USA (Oct '26)
CVT Coffee soft-serve ice cream in a pouch.



USA (Oct '26)
Trader Joe's Limited-time seasonal addition – vanilla ice cream with chunks of cooked, sweetened apples and bits of crumbly pie crust with a spiced cinnamon and nutmeg swirl.



USA (Oct '26)
Trader Joe's
Paneer Indian Style Cheese is a non-melting cheese that can absorb flavors and hold its shape when heated. Made in Wisconsin. This product was first introduced in the 90's and around 2000, and is now reintroduced.



UK (Sep '26)
ASDA Protein garlic & herb dip. Made with curd cheese, cottage cheese and yogurt with garlic and parsley.

Source: Mintel