TOTAL U.S. YOGURT SNAPSHOT

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



YOGURT GROWTH REMAINS STRONG, LED BY GREEK AND EXPANDING BENEFIT CLAIMS

Growth continues in 2026 but at a more moderate pace than a year ago. **Volume rose 6.5% YTD and 6.2% in the latest four weeks** compared to the same period one year ago, following 9.0% growth in 2025.

Greek drives category gains with a volume increase of 15.8% in the latest four weeks, while traditional yogurt declined 6.2%.

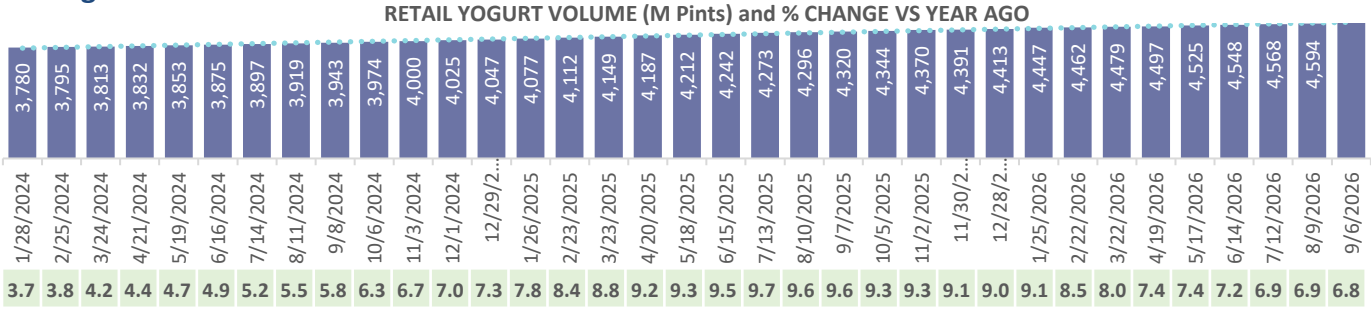
Benefit claims are outperforming the overall category. Lactose-free volume grew 48.6%, and no/low/less-sugar varieties rose 39.2% over the latest 52 weeks. One in four yogurt drinks carries a lactose-free claim, and over 40% of those items also feature a no/low/less-sugar claim.

Tubs and drinks lead format growth. Latest four-week volume rose16.2% for tubs and 13.5% for drinks, Versus a 1.6% decline for cups. Greek tubs (+23.8%) and drinks (+50.4%) posted stronger gains, offering versatility and value in tubs and on-the-go convenience in drinks.

Whole-fat yogurt contributes disproportionately to growth. Latest 4-week volume rose 14.9%, more than twice the category rate. Whole fat yogurt represented 26% of yogurt volume but delivered 54% of category volume growth over the latest 52 weeks.

Rolling 52 Weeks Volume Trend

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



3.7	3.8	4.2	4.4	4.7	4.9	5.2	5.5	5.8	6.3	6.7	7.0	7.3	7.8	8.4	8.8	9.2	9.3	9.5	9.7	9.6	9.6	9.3	9.3	9.1	9.0	9.1	8.5	8.0	7.4	7.4	7.2	6.9	6.9	6.8

Calendar Year Volume and Price Trend

TOTAL RETAIL YOGURT



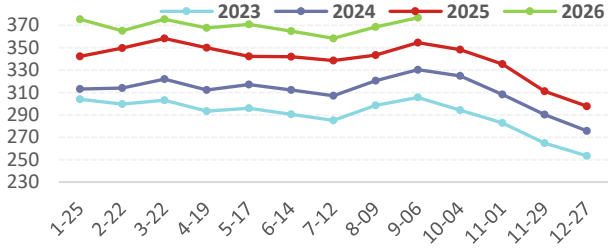
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% Vol Chg Yago	-1.6%	3.5%	7.3%	9.0%	6.5%	6.2%

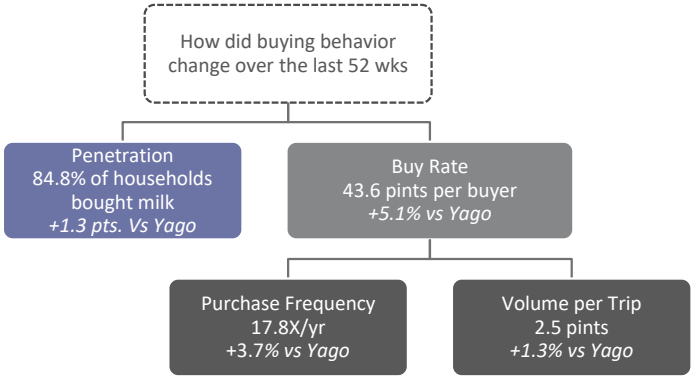
Quad-week Sales View

YOGURT RETAIL VOLUME, Million Pints

By 4-Week Periods



Purchase Dynamics, Latest 52 Weeks



Sources: POS data Circana MULO+ with convenience, buying dynamics from Circana Scan Panel

Regional Volume Trend

% Volume Chg vs Yago

	Volume Index	Latest 52 wks	2026YTD (9/06)	Latest 4 wks
TOTAL U.S.	**100**	6.8%	6.5%	6.2%
California	91	6.0%	5.9%	5.4%
Great Lakes	101	6.9%	6.2%	6.7%
Mid-South	100	6.8%	6.4%	6.5%
Northeast	110	5.6%	5.1%	4.8%
Plains	106	7.4%	7.0%	6.9%
South Central	83	8.3%	8.2%	10.1%
Southeast	102	6.7%	6.2%	4.5%
West	108	8.1%	8.1%	6.7%

TOTAL U.S. YOGURT SNAPSHOT

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

DMI DAIRY MANAGEMENT INC.

Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wks Volume (M pints)	52 Wks Vol Share	Latest 52 Wks	2026YTD (9/06)	Latest 4 Wks
TOTAL Yogurt	**4,614.5**	**100.0%**	**6.8%**	**6.5%**	**6.2%**
Dairy Yogurt	**4,567.2**	**99.0%**	**6.9%**	**6.6%**	**6.4%**
Traditional	1,837.2	39.8%	-3.5%	-3.7%	-6.2%
Greek	2,585.3	56.0%	15.3%	14.4%	15.8%
Icelandic	67.3	1.5%	7.2%	6.3%	2.5%
Australian	77.4	1.7%	25.9%	23.9%	29.1%
Alternative	47.3	1.0%	-2.1%	-2.3%	-5.7%

Yogurt Segments Pricing Trend

-- Avg Price/Gal-- -- % Chg vs Yago --

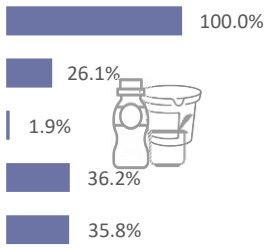
	Latest 52 Wks	2026YTD (9/06)	Latest 4 Wks	Latest 52 Wks	2026YTD (9/06)	Latest 4 Wks
TOTAL Yogurt	**$3.00**	**$3.01**	**$3.08**	**4.0%**	**3.8%**	**4.2%**
Dairy Yogurt	**$2.98**	**$2.98**	**$3.05**	**4.1%**	**3.8%**	**4.3%**
Traditional	$2.52	$2.53	$2.60	4.1%	4.4%	7.8%
Greek	$3.22	$3.21	$3.26	2.2%	1.7%	0.0%
Icelandic	$3.86	$3.79	$4.39	-0.8%	-0.3%	7.3%
Australian	$4.98	$5.01	$5.18	1.8%	2.5%	1.7%
Alternative	$5.35	$5.40	$5.66	5.2%	5.5%	7.8%

Volume Trends by Fat Content

Volume % Chg vs Yago

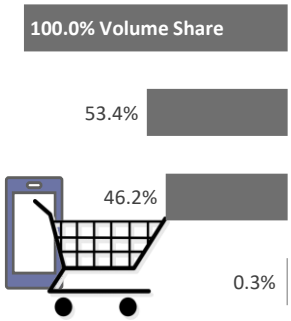
	Latest 52 Wks	2026YTD (9/06)	Latest 4 Wks
Total Yogurt	**6.8%**	**6.5%**	**6.2%**
Whole Fat	15.2%	15.7%	14.9%
2%	2.7%	3.8%	15.4%
1%	3.0%	2.2%	-1.4%
Fat Free	5.5%	4.8%	7.8%

Volume Share 52 Weeks



Penetration (% Households that purchased in latest 52 wks)
Total 84.7%; Whole 53.6% 2% 11.2%; 1% 63.5%; FF 63.7%

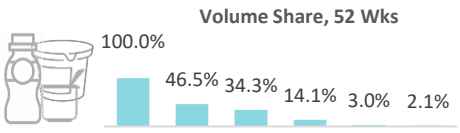
Volume Share and Trend by Outlet



% Volume Chg vs Yago	Latest 52 Wks	2026YTD (9/06)	Latest 4 Wks
TOTAL U.S.	6.8%	6.5%	6.2%
Grocery	4.7%	4.2%	4.2%
Supercenters, Club, Other	9.3%	9.0%	8.5%
C-Store	31.5%	32.2%	23.8%

Yogurt Packaging

Volume Share, 52 Wks



% Volume Chg vs Yago	Total	Cups	Tubs	Drinks	Tubes	All Other
Latest 52 wks	**6.8%**	0.8%	14.8%	13.1%	-11.1%	18.5%
2026YTD	**6.5%**	-0.1%	14.9%	13.0%	-10.9%	17.8%
Latest 4 wks	**6.2%**	-1.6%	16.2%	13.5%	-9.5%	6.4%

Drinks Share and % Growth

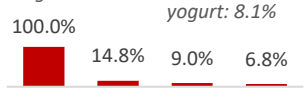
MP=multi-pack, SS= single-serve, MS=multi-serve
52 wks ending 9-06-26

	Volume Share	Volume % Chg	Vol Chg vs YA Mil pints
Total Drinks	**100.0%**	**13.1%**	**75.3**
2.1-4OZ MP	37.3%	-4.5%	-11.5
8.01-12OZ MP	16.1%	137.0%	60.7
6.01-8OZ SS	14.1%	16.6%	13.0
6.01-8OZ MP	10.6%	-16.5%	-13.7
8.01-12OZ SS	7.8%	30.4%	11.8
12.01-16OZ SS	4.5%	99.1%	14.5
48.01-64OZ MS	4.4%	9.8%	2.6
4.01-6OZ MP	2.9%	5.1%	0.9

Yogurt Claims

Volume Share of Yogurt
52 wks ending 9-06-26

Lactose-free Share of DAIRY yogurt: 8.1%



Vol. % Chg vs Yago	Total	No, Low Less Sugar	Lactose-free	Organic
52 wks	**6.8%**	39.2%	48.6%	1.5%
2026YTD	**6.5%**	40.4%	44.0%	0.0%
4 wks	**7.4%**	50.8%	40.2%	2.0%

note: total yogurt includes dairy + alternatives

New Product Spotlight

Source: Mintel



USA (Sep '26) **Kroger** Protein (23g) lowfat yogurt drink. Lactose-free. Probiotics and other active cultures. Vitamin A&D added.



USA (Sep '26) **Garden of Life** Kids organic whole milk yogurt fruit & veggie smoothie. 0g added sugar, 3g prebiotic fiber, 35mg postbiotics. Shelf-stable.



USA (Sep '26) **GoGo** Dairy protein on-the-go snack. 10g complete protein. Shelf-stable. Good source of calcium and vitamin D.



USA (Sep '26) **Epic Naturals** Greek Yogurt with Strawberry & Chia. Claims: more fiber than an apple, antioxidants equal to 20 blueberries more omega-3 than a serving of salmon, protein equivalent to three eggs, and calcium equivalent of drinking one cup of milk.