TOTAL U.S. CHEESE SNAPSHOT

2025 Year-end and 4 Weeks Ending 12-28-2025



CONTINUED RESILIENCE IN CHEESE RETAIL SALES FOR LATEST QUAD-WEEK

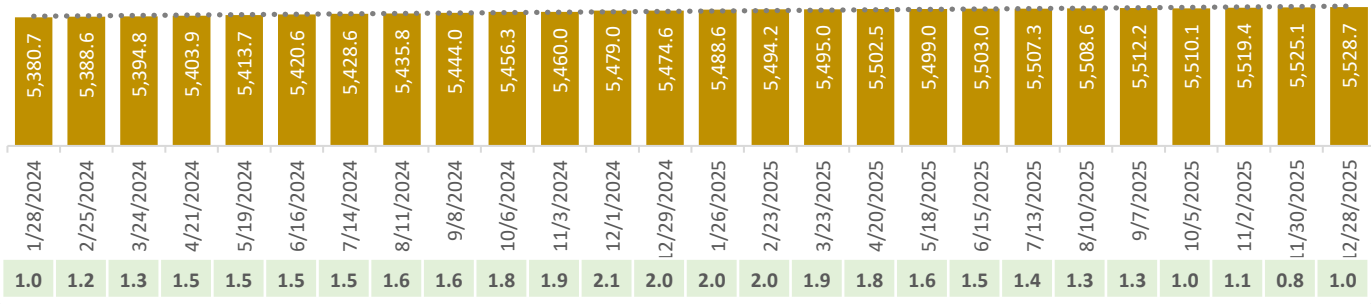
Total retail cheese continues to demonstrate stable demand on both a rolling 52-week and latest four-week basis. While overall volume trends are moderating versus prior elevated periods in early 2025, the category remains supported by pricing strength across major cheese types and sustained consumer purchase frequency.

- Cheese volume increased 1.0% year over year in 2025, with December volumes up 0.8% versus prior year. Category fundamentals remain strong, with household penetration at 97% and the average household purchasing more than 40 pounds annually.
- Natural cheese continues to anchor the category, representing 87% of total volume. Within natural cheese, cheddar, the largest variety, posted relatively flat performance in 2025, while mozzarella continued to outperform, delivering 2.4% growth in 2025 and 2.7% growth in the latest period. Growth is increasingly driven by chunks and rounds, supported by a diversified mix of American, Italian, and Hispanic varieties.
- E-commerce, while still a smaller channel at 12.1% of volume, remains strategically important and continues to outpace brick-and-mortar growth.
- Looking ahead, innovation pipelines entering 2026 reflect premiumization and protein-forward positioning. Overall, cheese enters 2026 with stable fundamentals, continued pricing discipline, and meaningful innovation supporting both everyday and indulgent consumption occasions.

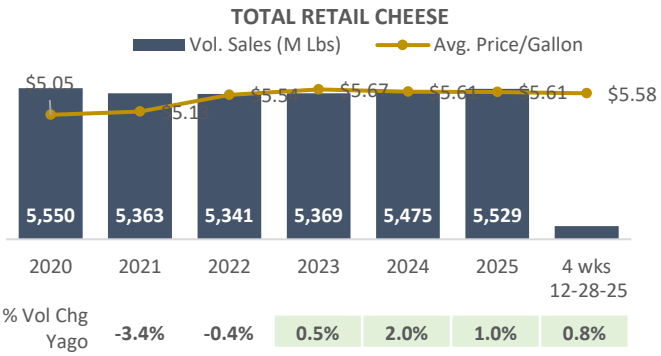
Rolling 52 Weeks Volume Trend

** Total cheese includes small segments of vegan and imitation*

RETAIL CHEESE VOLUME (M Lbs) and % CHANGE VS YEAR AGO



Calendar Year Volume and Price Trend

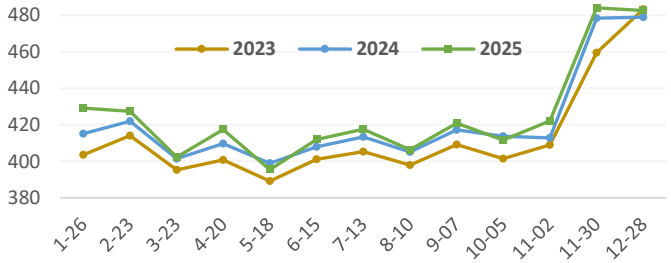


% Vol Chg Yago	-3.4%	-0.4%	0.5%	2.0%	1.0%	0.8%

Quad-week Sales View

CHEESE RETAIL VOLUME, Million Pounds

By 4-Week Periods



Purchase Dynamics, Latest 52 Weeks

Note: Cheese includes small segments of vegan/imitation

How did buying behavior change over the last 52 wks?

- **Penetration** — 96.9% of households bought cheese *+0.2 pts vs Yago*
- **Buy Rate** — 42.6 lbs per buyer *+0.6% vs Yago*
  - **Purchase Frequency** — 29.5 X/yr *+1.5% vs Yago*
  - **Purchase Size** — 1.4 lbs/trip *-0.5% vs Yago*

Regional Volume Trend

% Chg vs Yago	Volume Index	2025	Q4 2025	Latest 4 Wks
TOTAL U.S.	**100**	1.0%	1.0%	0.8%
California	80	0.9%	0.6%	0.2%
Great Lakes	105	1.2%	1.8%	1.8%
Mid-South	106	1.0%	0.8%	0.9%
Northeast	97	0.3%	0.5%	0.2%
Plains	120	1.9%	2.0%	1.7%
South Central	84	1.1%	1.2%	0.1%
Southeast	105	0.5%	-0.3%	0.0%
West	114	1.6%	1.5%	1.5%

TOTAL U.S. CHEESE SNAPSHOT

2025 Year-end and 4 Weeks Ending 12-28-2025

Largest Cheese Types Volume Trend

	2025 Volume (M lbs)	2025 Vol Share	2025	Q4 2025	Latest 4 Wks
Total Cheese	**5,473.5**	**100.0%**	**1.0%**	**1.0%**	**0.8%**
Total Natural	4,814.0	87.1%	**1.8%**	**1.5%**	**1.2%**
Cheddar	1,129.6	20.4%	0.1%	-0.6%	-1.0%
Mozzarella	886.0	16.0%	2.4%	2.6%	2.7%
Cream Cheese	552.0	10.0%	0.3%	0.2%	-0.3%
Blend	489.6	8.9%	-0.5%	0.2%	-0.1%
Colby Jack	362.0	6.5%	3.9%	5.3%	4.6%
Hispanic	201.3	3.6%	12.0%	8.5%	7.9%
Parmesan	200.3	3.6%	2.8%	2.5%	3.6%
Swiss	137.5	2.5%	-2.7%	-0.9%	0.0%
Pepper Jack	106.2	1.9%	-0.6%	0.8%	1.5%
Ricotta	104.4	1.9%	2.1%	1.7%	0.7%
Provolone	91.6	1.7%	0.4%	4.1%	4.7%
Monterey Jack	89.1	1.6%	-0.6%	0.6%	-1.0%
Feta	62.9	1.1%	2.4%	-1.7%	-1.0%
Gouda	49.4	0.9%	0.7%	4.0%	5.6%
Muenster	49.3	0.9%	7.4%	7.3%	7.8%
Havarti	31.4	0.6%	-4.3%	-2.5%	-0.9%
Goat	21.6	0.4%	1.3%	0.9%	2.1%
Brie	16.7	0.3%	-5.7%	-7.2%	-7.9%
Colby	12.4	0.2%	-7.8%	-5.5%	-4.4%
Total Processed	690.4	12.5%	**-3.5%**	**-2.7%**	**-2.3%**
American	477.1	8.6%	-2.7%	-1.4%	-0.8%
Total Imitation/Plant	**21.9**	**0.4%**	**-9.6%**	**-7.9%**	**-8.1%**

Largest Cheese Types Pricing Trend

	-- Avg Price/Gal--			-- % Chg vs Yago --		
	2025	Q4 2025	Latest 4 Wks	2025	Q4 2025	Latest 4 Wks
Total Cheese	**$5.60**	**$5.53**	**$5.55**	**-0.2%**	**-2.3%**	**-2.5%**
Total Natural	**$5.70**	**$5.60**	**$5.62**	**-0.2%**	**-2.6%**	**-2.8%**
Cheddar	$5.22	$5.12	$5.14	-0.3%	-3.3%	-3.7%
Mozzarella	$4.89	$4.77	$4.74	1.0%	-2.8%	-3.4%
Cream Cheese	$5.37	$5.03	$4.98	-2.3%	-4.8%	-4.8%
Blend	$4.72	$4.65	$4.66	-1.2%	-4.9%	-5.0%
Colby Jack	$4.89	$4.71	$4.66	-1.8%	-6.0%	-6.9%
Hispanic	$5.54	$5.61	$5.74	-0.7%	0.3%	-0.5%
Parmesan	$9.39	$9.49	$9.58	3.2%	3.1%	2.6%
Swiss	$7.83	$8.14	$8.36	1.9%	1.8%	1.3%
Pepper Jack	$5.44	$5.26	$5.19	-0.9%	-5.5%	-6.9%
Ricotta	$3.24	$3.17	$3.13	2.9%	3.2%	3.0%
Provolone	$6.28	$6.23	$6.28	-1.6%	-3.9%	-4.4%
Monterey Jack	$4.72	$4.56	$4.52	-2.3%	-5.8%	-5.4%
Feta	$9.54	$9.70	$9.73	-0.7%	1.3%	0.7%
Gouda	$6.04	$5.90	$5.86	-1.6%	-5.2%	-6.4%
Muenster	$8.20	$8.20	$8.32	-1.9%	-3.5%	-4.7%
Havarti	$7.32	$7.50	$7.64	3.2%	1.0%	-0.8%
Goat	$13.36	$12.74	$12.95	-0.7%	-1.1%	-2.3%
Brie	$12.87	$12.68	$12.64	2.7%	3.6%	4.5%
Colby	$5.48	$5.21	$5.19	-0.3%	-4.2%	-3.6%
Total Processed	**$4.84**	**$4.87**	**$4.89**	**-0.2%**	**-0.6%**	**-0.6%**
American	$5.00	$5.09	$5.14	-0.3%	-0.9%	-0.9%
Total Imitation/Plant	**$8.04**	**$8.15**	**$8.41**	**-0.3%**	**0.8%**	**1.5%**

Volume Trends by Top Cheese Forms

	Volume % Chg vs Yago			Volume Share
	2025	Q4 2025	4 Wks	
Total Cheese	1.0%	1.0%	0.8%	100.0%
Shredded	0.0%	0.2%	-0.3%	29.8%
Sliced	-0.7%	-0.8%	-0.3%	19.8%
Chunk	6.4%	3.7%	2.9%	15.5%
String/Stick	1.5%	2.9%	2.6%	5.8%
Loaf	-2.5%	-2.4%	-2.2%	2.3%
Grated	-1.4%	-1.8%	-1.7%	2.0%
Grab & Go*	8.7%	30.1%	29.9%	2.0%
Ricotta	2.1%	1.7%	0.7%	1.9%
Round	10.0%	2.5%	1.4%	1.7%
Crumbled	-0.1%	-1.1%	-2.4%	1.3%
Spread	-1.6%	-5.9%	-5.0%	1.2%
Ball	6.7%	20.9%	33.2%	0.7%
Cube	5.9%	8.0%	3.3%	0.6%



** pre-sliced deli cheese*

New Product Spotlight: a sampling of new products



USA (Feb 2026)
Trader Joe's
Individually wrapped snackers, taste like a premium cheddar with hints of parmesan.



USA, Produced in Italy
(Jan 2026) **Il Villaggio**
Sweet and decadent Italian dessert cheese. Dark chocolate with caramel-infused ricotta, honey & cinnamon, cappuccino, or pear and chocolate. A sliceable, snackable sweet.



USA (Jan 2026)
Happy Farms
Mixed berry cream cheese spread

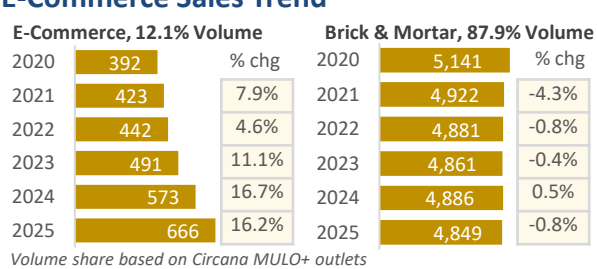


USA (Jan 2026)
Murrays
Fontina cheese rubbed with dehydrated dill weed.



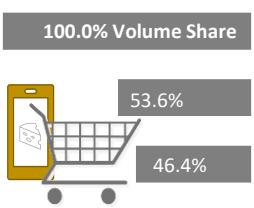
USA (Nov 2025)
Kraft Big Cheese Snack Protein +. Each cheese stick is 2 oz, 17g protein and ½ the fat of Kraft's regular pepper jackand cheedar stick cheese. .

E-Commerce Sales Trend



Volume share based on Circana MULO+ outlets

Volume Share and Trend by Outlet



% Volume Chg vs Yago	2024	Q4 2025	4 Wks
TOTAL U.S.	1.0%	1.0%	0.8%
Grocery	-0.9%	-1.4%	0.8%
Supercenters, Club, Other	3.0%	3.8%	4.2%