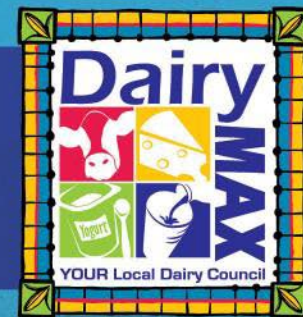


Cultured Dairy Foods in Retail

A five-year review of performance in retail



Key Takeaways for Cultured Dairy



1 Refrigerated yogurt is the king of cultured dairy foods.

Nationally, refrigerated yogurt accounts for 60.7% of cultured dairy foods' volume and 58.1% of the category's dollar sales. The story is much the same within the Dairy MAX region*, with 58.5% and 55.8% in volume and dollar sales, respectively. Notably, within the Dairy MAX region*, refrigerated yogurt sales are on track to eclipse \$1 billion in 2023.

2 Volume and dollar sales are heavily influenced by external factors.

General price increases in the category due to external factors like inflation have supported increased dollar sales between 2019 and 2023. Notably, all foods within the cultured dairy category saw a volume increase during the first year of the pandemic (2020), but the category has not been able to sustain those increases.

3 Social media trends help bump up the category.

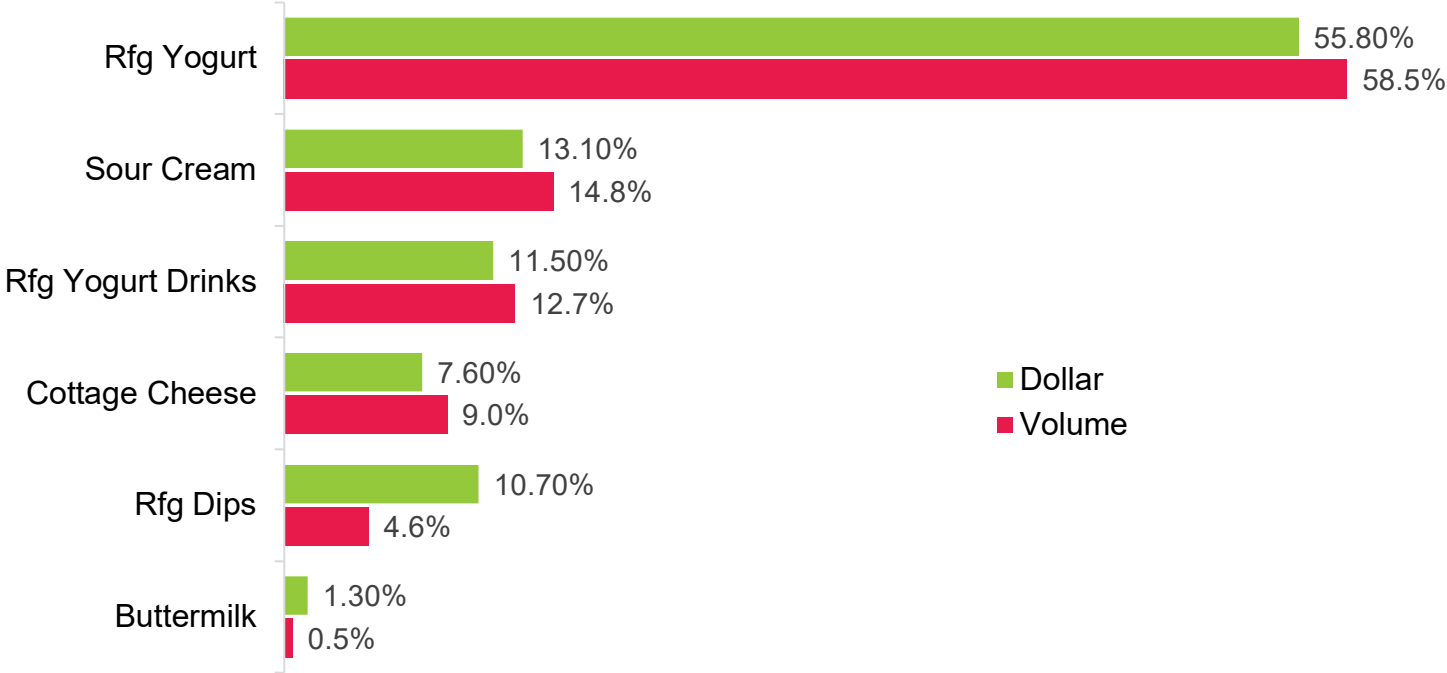
In 2022, volume sales for cottage cheese **declined** 3.8% nationally, compared to just 0.8% regionally. However, in 2023, cottage cheese began to go viral on social media, specifically on TikTok. The digital hype around the cultured dairy food led to product volume **increases** of 4.8% nationally and 5.8% regionally. Cottage cheese is likely to exceed 55 million units in the Dairy MAX region this year.

**Dairy MAX region: Montana, Wyoming, Colorado, southwestern Kansas, New Mexico, Texas, western Oklahoma and Louisiana*

Cultured Dairy Food Category Share



Average Category Share within Dairy MAX Region Dollar vs. Volume 2019-2023



Source: Circana
Dairy MAX Cultured Cats Latest 52Wk Trend
Latest 52 Week Pd Ending 10-08-23

Year-to-Date Category Sales



52-Week Period Ending October 8, 2023

	Volume Sales (Units)		Dollar Sales		Avg. Price/Unit	
	National	Region	National	Region	National	Region
Rfg Yogurt	2,826,614,762	356,366,148	\$8,148,948,893	\$989,953,468	\$2.88	\$2.78
Sour Cream	649,320,487	86,617,336	\$1,650,175,538	\$227,201,749	\$2.54	\$2.62
Cottage Cheese	509,049,742	54,491,591	\$1,311,500,814	\$135,844,868	\$2.58	\$2.49
Rfg Yogurt Drinks	428,955,406	75,482,065	\$1,214,556,376	\$208,659,601	\$2.83	\$2.76
Rfg Dips	236,314,838	28,291,539	\$1,669,271,632	\$183,704,686	\$7.06	\$6.49
Buttermilk	19,844,769	2,467,274	\$170,379,825	\$19,242,628	\$8.59	\$7.80
TOTAL	4,670,100,004	603,715,953	\$14,164,833,078	\$1,764,607,000		

Source: Circana
 Dairy MAX Cultured Cats Latest 52Wk Trend
 Latest 52 Week Pd Ending 10-08-23

Yogurt

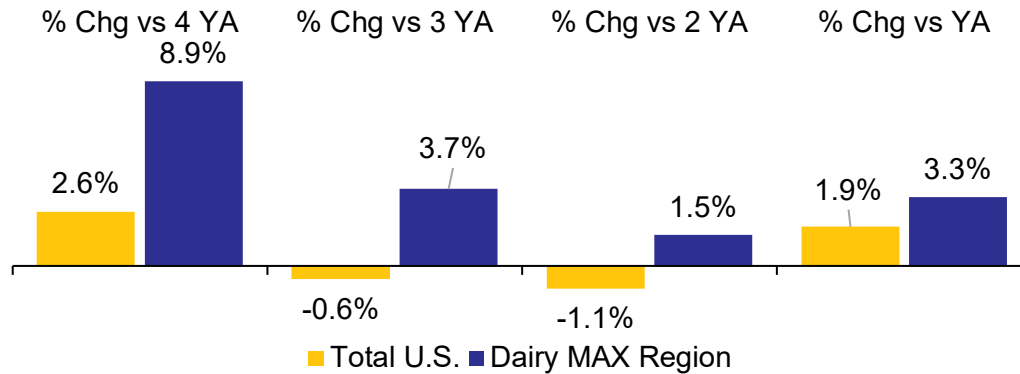
Volume sales, dollar sales
and changes



Changes in Yogurt Sales

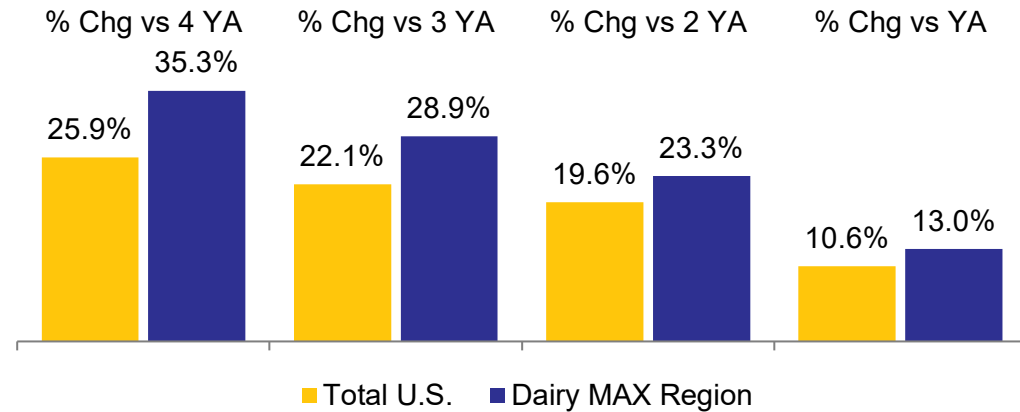


Changes in Yogurt Sales by Volume



Current volume sales compared to prior years has been positive in the Dairy MAX region for the full period.

Changes in Yogurt Sales by Dollars

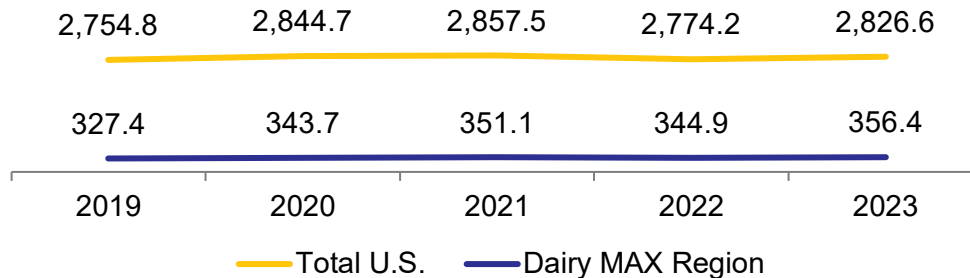


Change in current dollar sales vs. prior years for our region exceeded the national rate for the full period.

Yogurt Total Sales

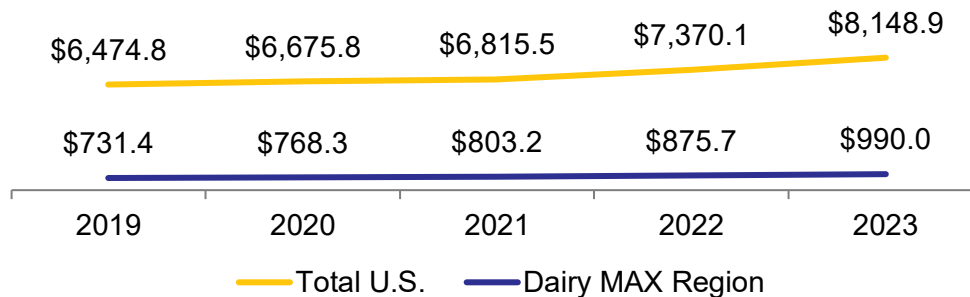


Yogurt Sales by Volume
(in millions of units)



Yogurt sales, both nationally and regionally, increased in 2020 and 2021. Volume sales softened in 2022, which appears short-lived.

Yogurt Sales by Dollars
(in millions)

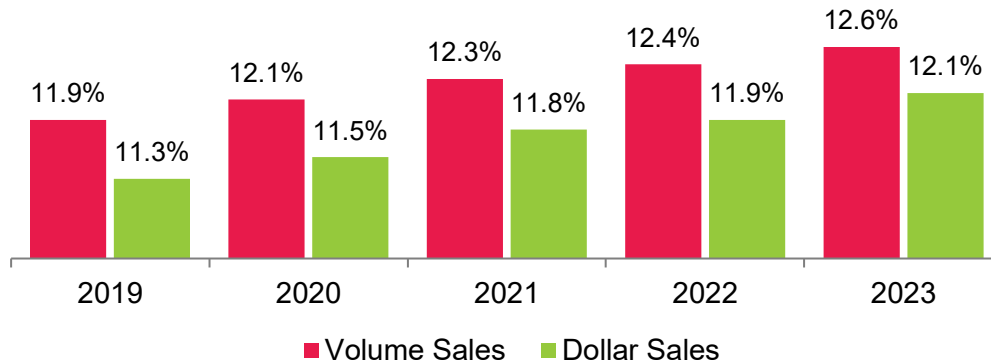


Dollar sales of yogurt increased 25.9% nationally and 35.3% regionally from 2019 to 2023. Sales will likely eclipse \$1 billion in the Dairy MAX's region.

Sales in the Dairy MAX Region

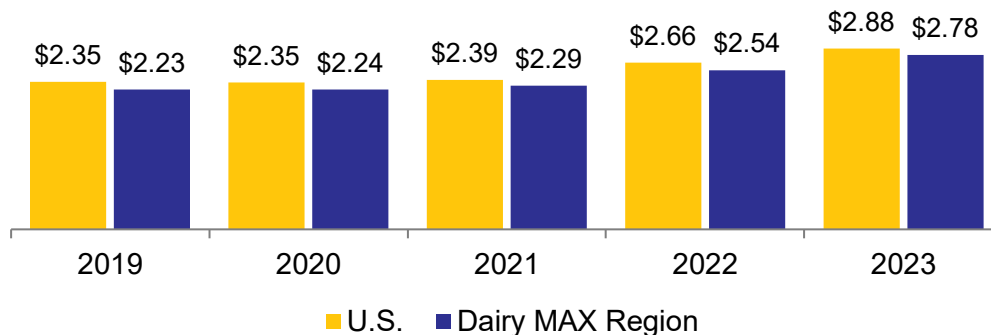


Share of Yogurt Sales in the Dairy MAX Region



The regional share of total volume and dollar sales has increased consistently over the study period.

Average Yogurt Price per Unit

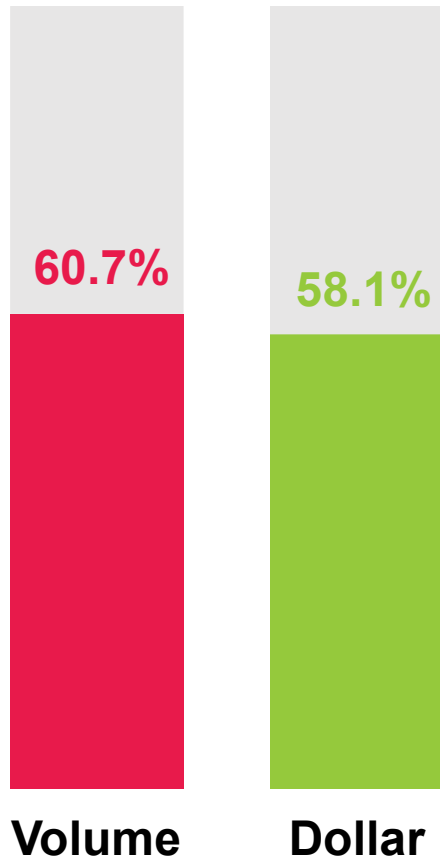


Regionally, the average price point for yogurt has consistently lagged national averages.

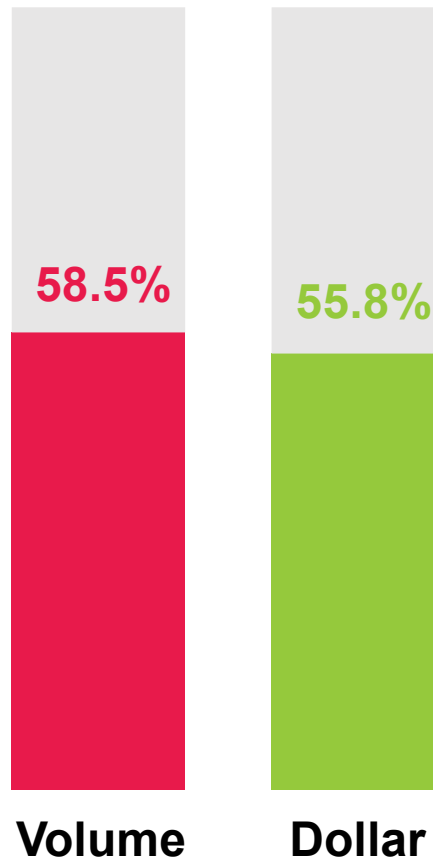
Yogurt Share of Cultured Dairy



NATIONAL

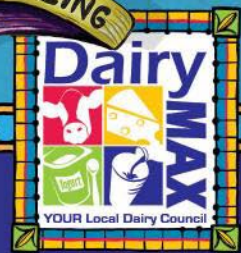


REGION



The Dairy MAX region's share of volume and dollar sales for yogurt (as a part of cultured dairy) lags national averages.

#DAIRYAMAZING



Sour Cream

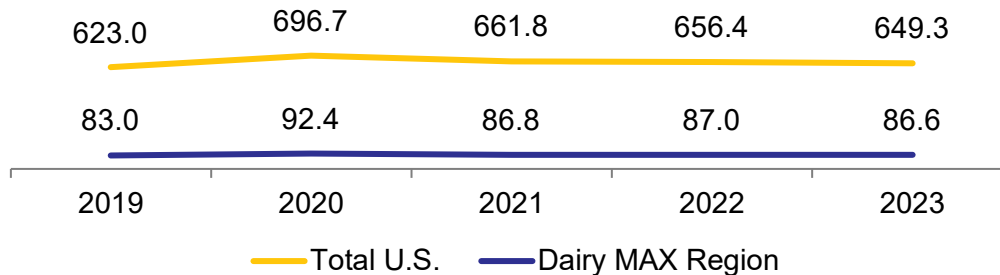
Volume sales, dollar sales
and changes



Sour Cream Total Sales

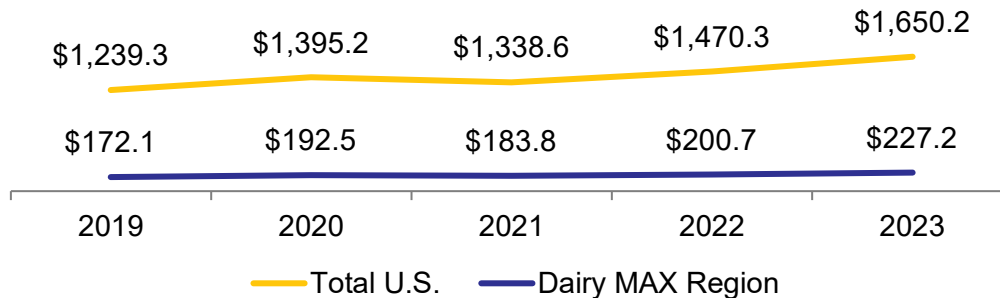


Sour Cream Sales by Volume
(in millions of units)



2020 volume sales saw an increase of more than 11% both nationally and regionally. Sales have stabilized since declining in 2021.

Sour Cream Sales by Dollars
(in millions)



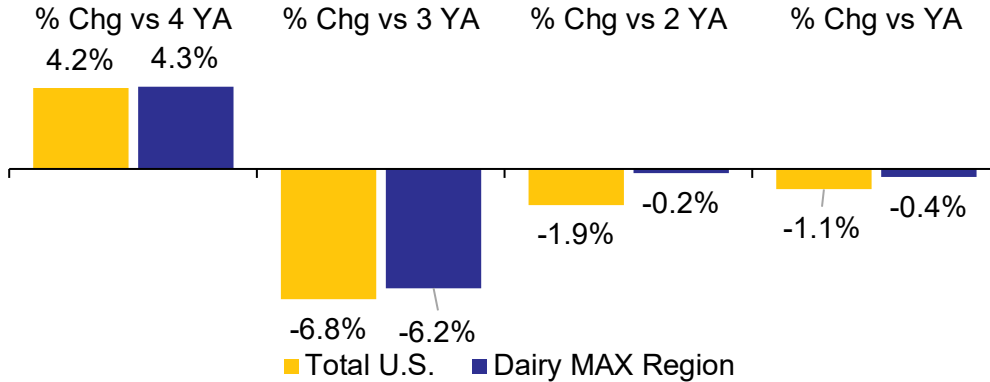
Compared to 2019, dollar sales of sour cream for 2023 are up 33.2% and 32.0% on the national and regional levels.

Source: Circana
Dairy MAX Cultured Cats Latest 52Wk Trend
Latest 52 Week Pd Ending 10-08-23

Changes in Sour Cream Sales

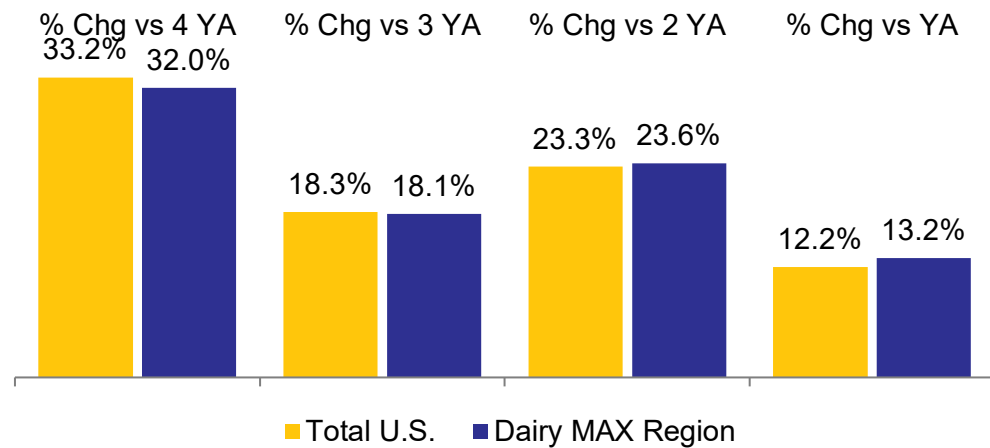


Changes in Sour Cream Sales by Volume



Current volume sales compared to prior years has been negative for three years running.

Changes in Sour Cream Sales by Dollars

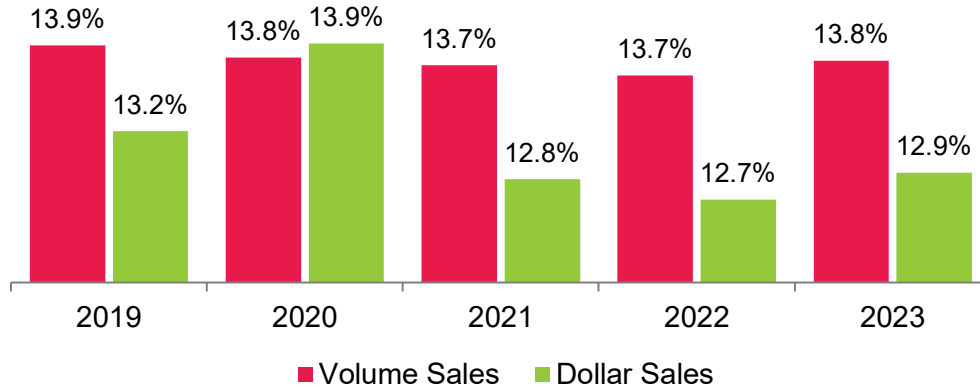


Change in current dollar sales vs. prior years has stayed positive but is substantially lower now than the 2020 bump.

Sales in the Dairy MAX Region

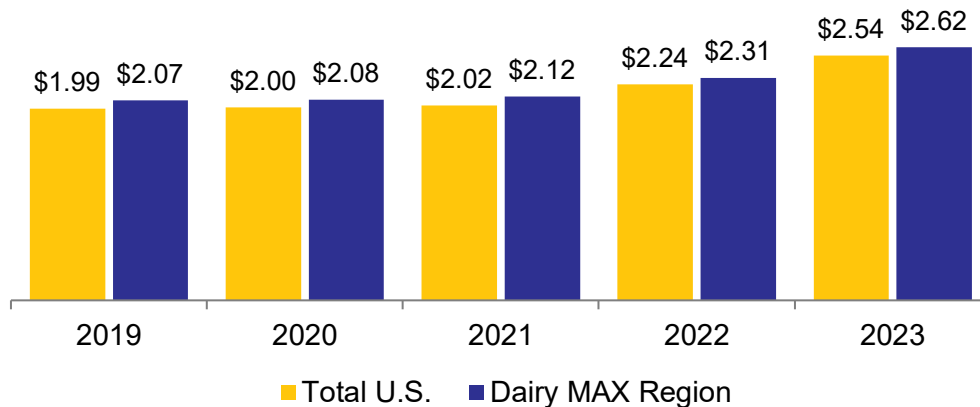


Share of Sour Cream Sales in the Dairy MAX Region



The regional sales volume has stayed in the mid-13% point range. Share of dollar sales peaked in 2020 but has fallen a point since.

Average Sour Cream Price per Unit



Between 2023 and 2019 the price per unit of sour cream grew by 27.8% nationally and 26.5% in the Dairy MAX region.

Sour Cream Share of Cultured Dairy



NATIONAL



Volume

Dollar

REGION



Volume

Dollar

The Dairy MAX region's share of volume and dollar sales for sour cream (as a part of cultured dairy) leads national averages.

Cottage Cheese

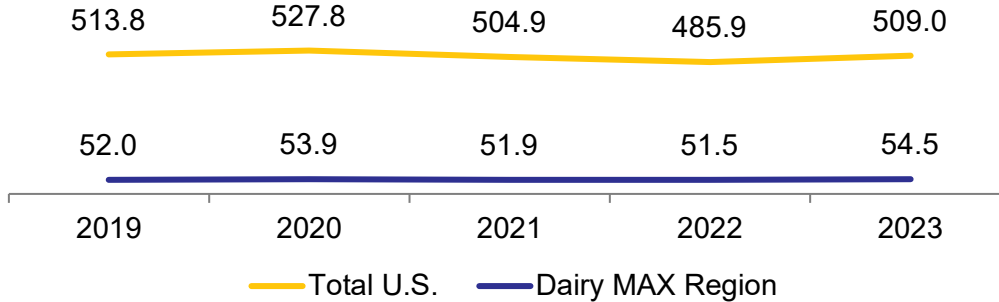
Volume sales, dollar sales
and changes



Cottage Cheese Total Sales

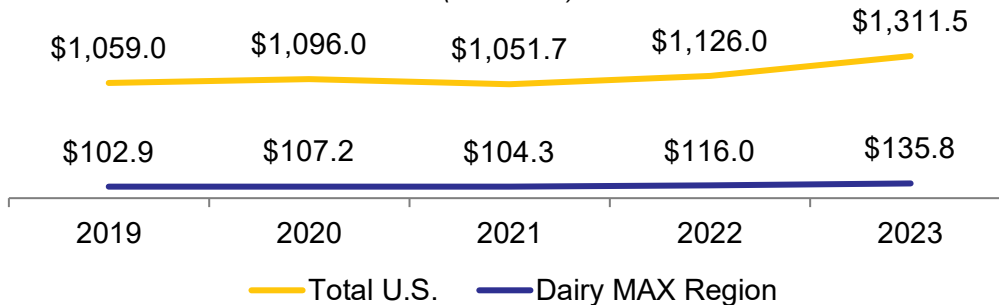


Cottage Cheese Sales by Volume
(in millions of units)



Sales by volume saw a 2.7% bump nationally and a 3.7% bump regionally in 2020. Volume declines in 2021 and 2022 have recovered in 2023.

Cottage Cheese Sales by Dollars
(in millions)

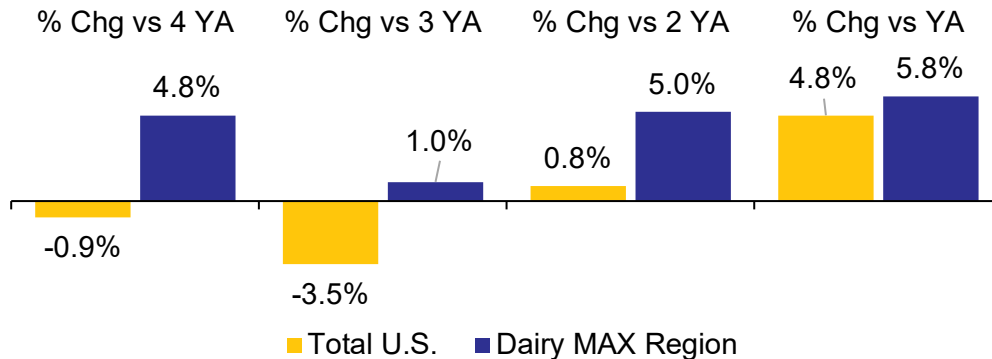


Dollar sales of cottage cheese began an upward trend in 2022, which has continued in 2023. Dollar sales since 2019, with an average increase of \$0.50, are up 32.0% regionally and 23.8% nationally.

Changes in Cottage Cheese Sales

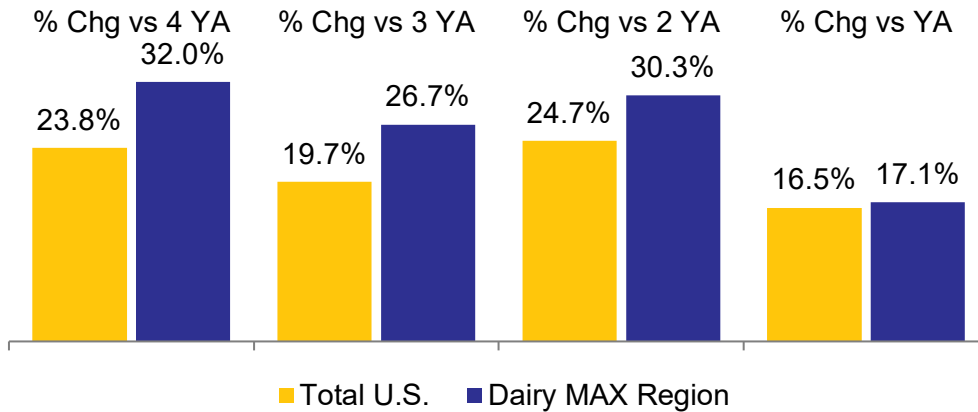


Changes in Cottage Cheese Sales by Volume



Current volume sales compared to prior years have been mixed nationally, but positive regionally.

Changes in Cottage Cheese Sales by Dollars

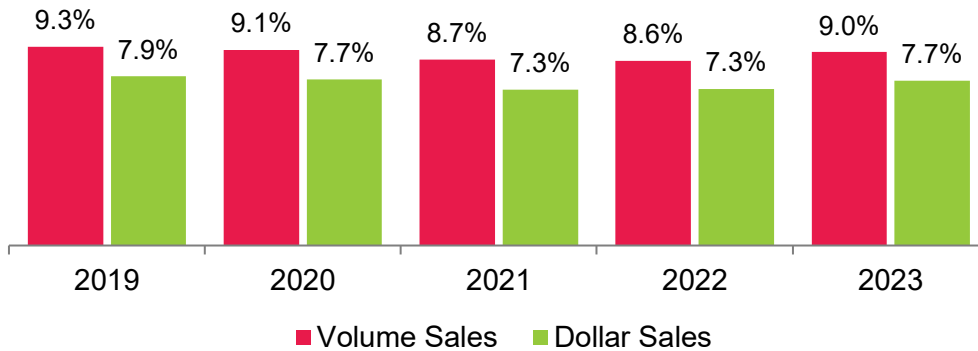


Changes in dollar sales have stayed positive. In the Dairy MAX region, the upward trend has exceeded the national average.

Sales in the Dairy MAX Region

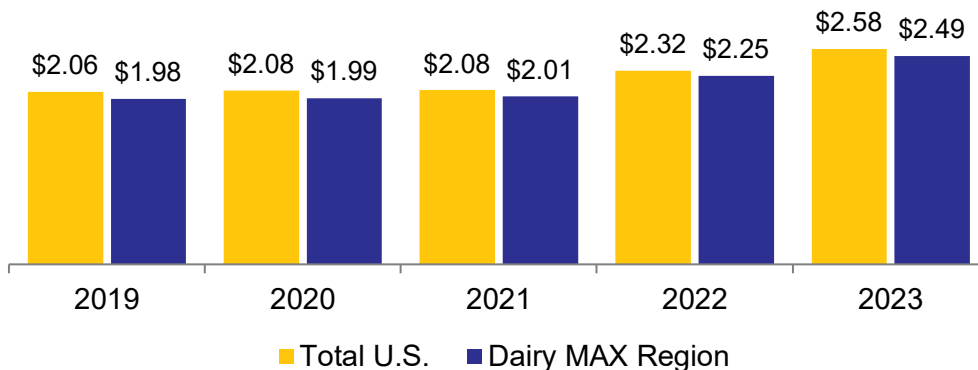


Share of Cottage Cheese Sales in the Dairy MAX Region



The regional share of both volume and dollar sales has remained consistent during the data period.

Average Cottage Cheese Price per Unit

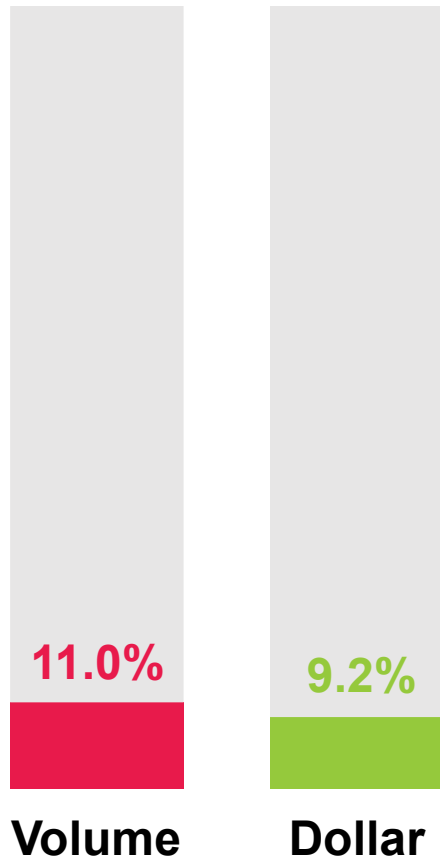


From 2019 to 2023, the price per unit of cottage cheese grew by 25.0% nationally and 26.0% in the Dairy MAX region.

Cottage Cheese Share of Cultured Dairy



NATIONAL



REGION



The Dairy MAX share of volume and dollar sales for cottage cheese (as a part of cultured dairy) lags the national averages.

Yogurt Drinks

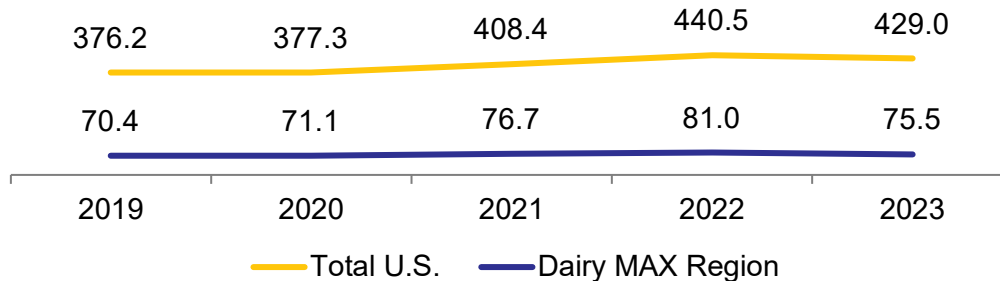
Volume sales, dollar sales
and changes



Yogurt Drink Total Sales

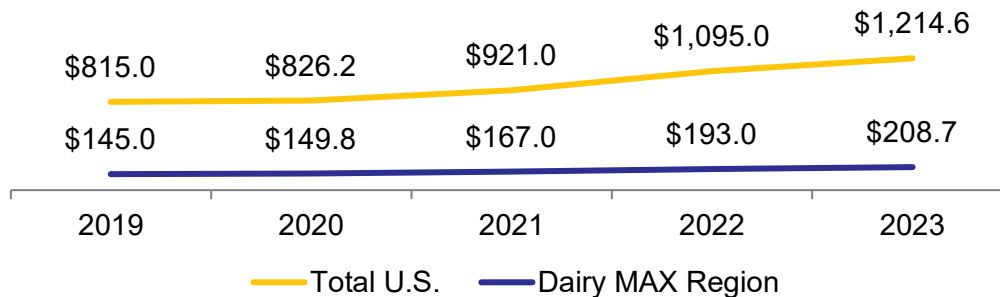


Yogurt Drink Sales by Volume
(in millions of units)



Yogurt drink sales, both nationally and regionally, increased 2020-2022. There is a softening of volume sales in 2023. Increases in the Dairy MAX region are half the national level (7.2% vs. 14%).

Yogurt Drink Sales by Dollars
(in millions)

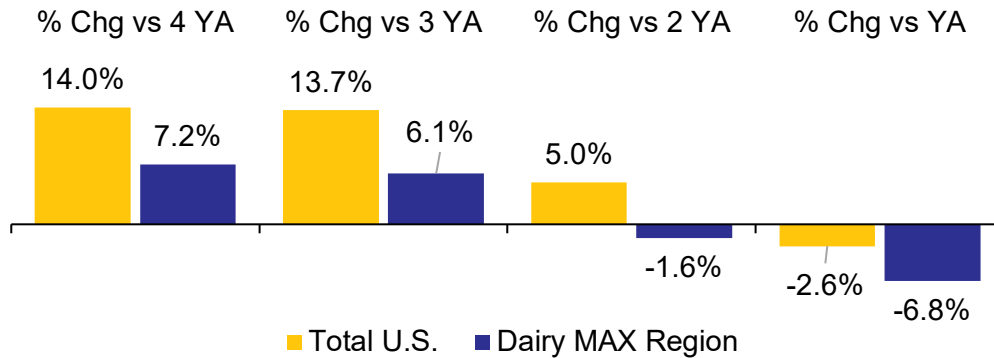


Dollar sales of yogurt drinks have shown increases each year since 2019. From 2019 to 2023, dollar sales increased 49% nationally and 44% regionally.

Changes in Yogurt Drink Sales

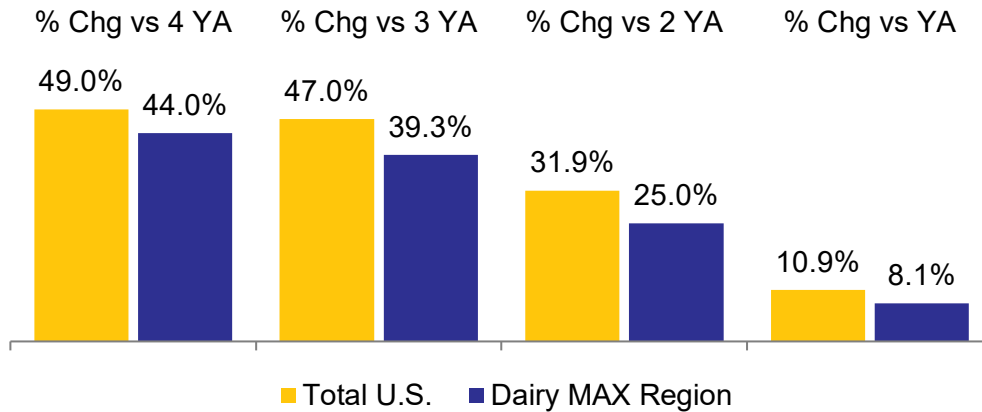


Change in Yogurt Drink Sales by Volume



Current volume sales compared to prior years has been mixed in the Dairy MAX region with two years of declines.

Change in Yogurt Drink Sales by Dollars

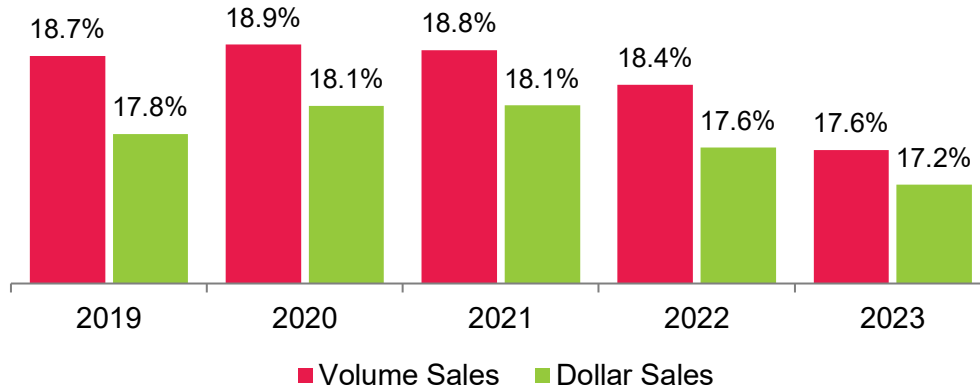


Change in current dollar sales vs. prior years for our region has lagged the national rate for the full period.

Sales in the Dairy MAX Region

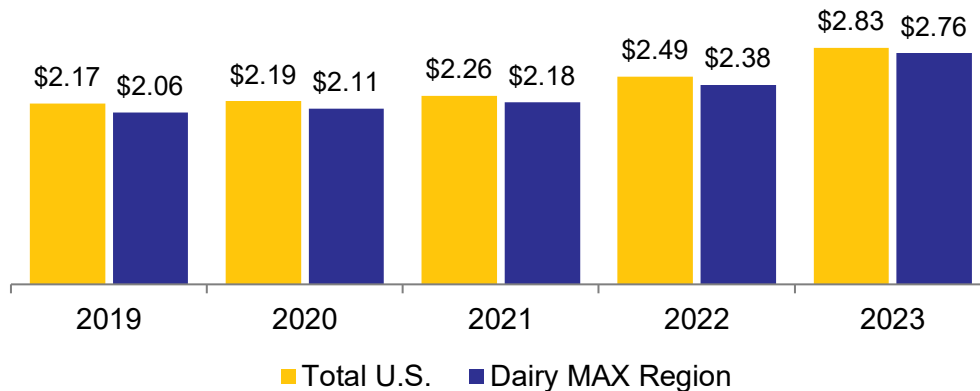


Share of Yogurt Drink Sales in the Dairy MAX Region



The regional share of volume sales volume declined 1.7% since 2020. Dollar sales followed suit.

Average Yogurt Drink Price per Unit



Regionally, the average price of yogurt drinks has increased by \$0.70, or 34.3%, since 2019. More than half of that increase was in 2023.

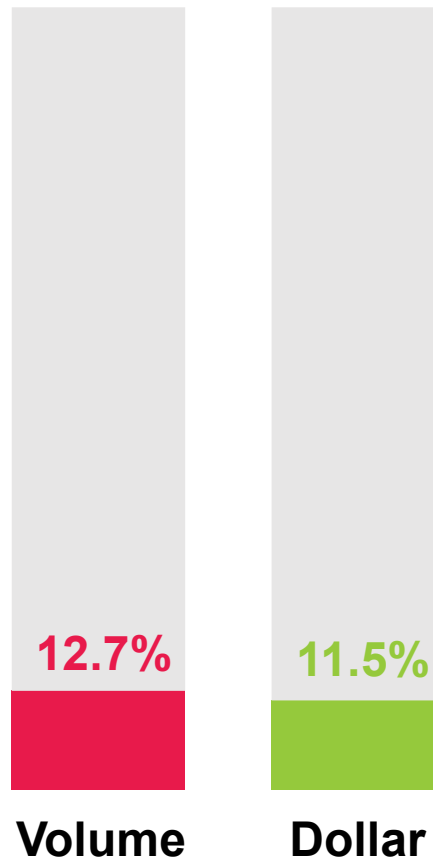
Yogurt Drinks Share of Cultured Dairy



NATIONAL



REGION



The Dairy MAX share of volume and dollar sales for refrigerated yogurt drinks (as a part of cultured products) exceeds the national averages.

Refrigerated Dips

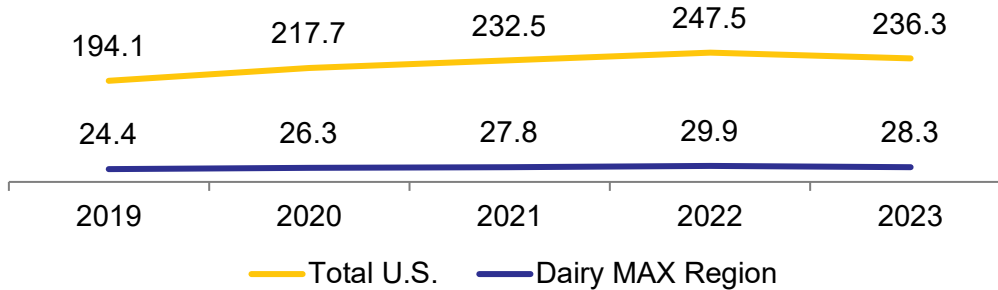
Volume sales, dollar sales
and changes



Refrigerated Dips Total Sales

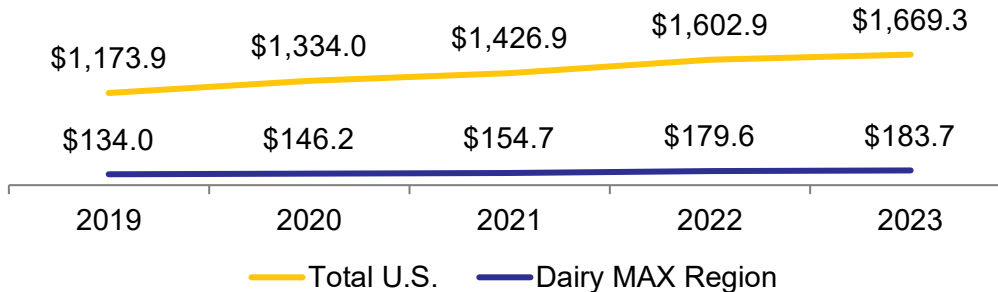


Refrigerated Dip Sales by Volume
(in millions of units)



Volume sales of refrigerated dips increased from 2020 to 2022. Despite softening in 2023, dips are still higher than 2019 (21.8% nationally and 16.2% regionally).

Refrigerated Dip Sales by Dollars
(in millions)

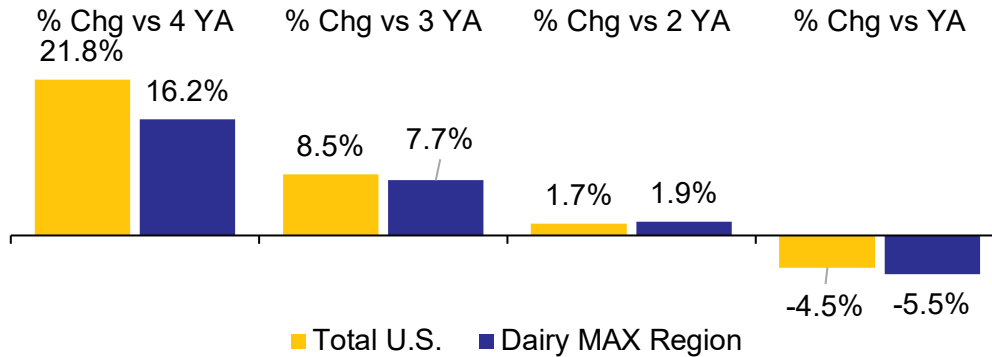


Dollar sales of dips have increased 42.2% nationally and 37.1% regionally since 2019. Annual changes have varied significantly but is below 5% so far in 2023.

Change in Refrigerated Dip Sales

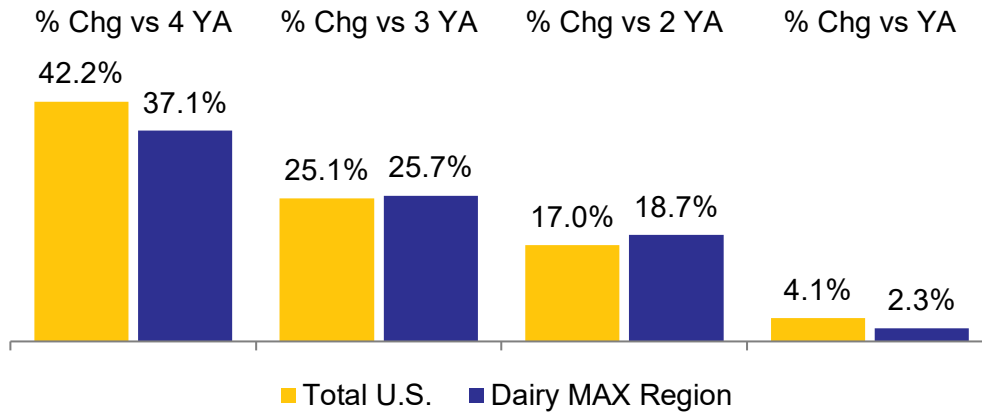


Change in Refrigerated Dips by Volume



2023 volume sales are comparatively higher than in 2019-2021. Compared to 2022, however, volume sales are lower.

Change in Refrigerated Dips by Dollars

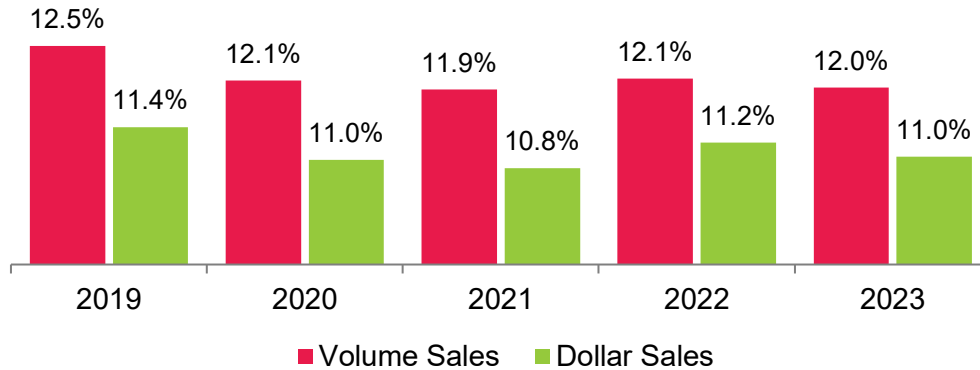


Growth in dollar sales has slowed substantially, both at the national and regional levels.

Sales in the Dairy MAX Region

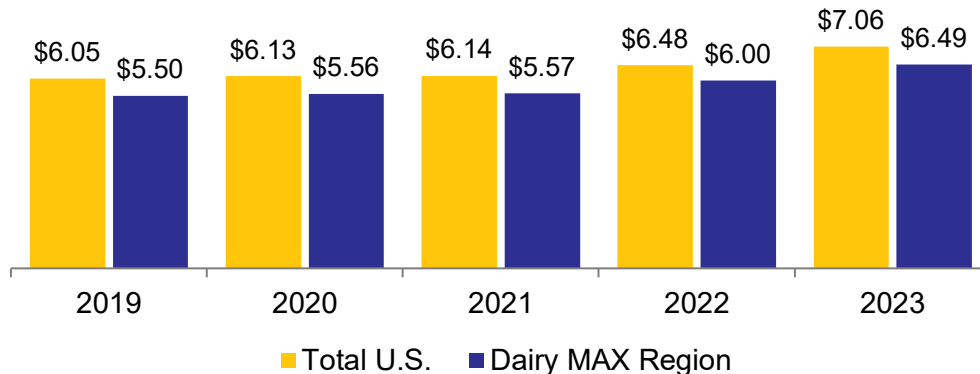


Share of Refrigerated Dip Sales in Dairy MAX Region



Regional shares of volume and dollar sales have remained consistent for the past five years.

Average Refrigerated Dip Price per Unit

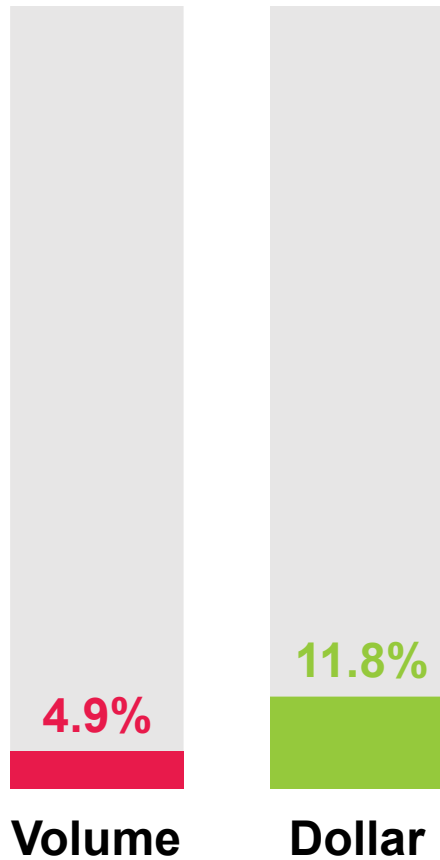


Regionally, the average price for refrigerated dips has lagged the national average.

Refrigerated Dips Share of Cultured Dairy



NATIONAL



REGION



The Dairy MAX share of volume and dollar sales for refrigerated dips (as a part of cultured products) has been on par with the national averages.

Buttermilk

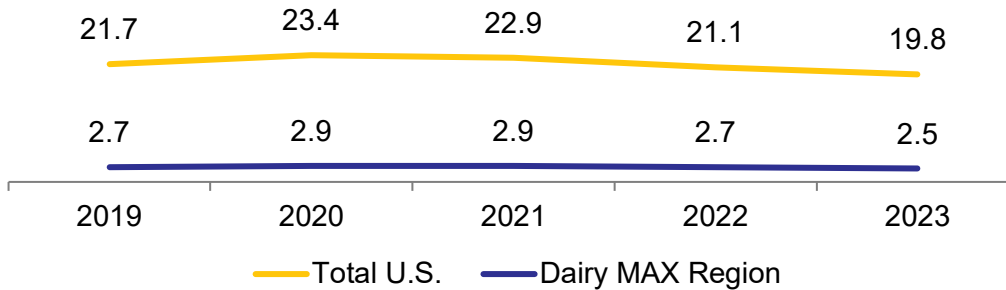
Volume sales, dollar sales
and changes



Buttermilk Total Sales

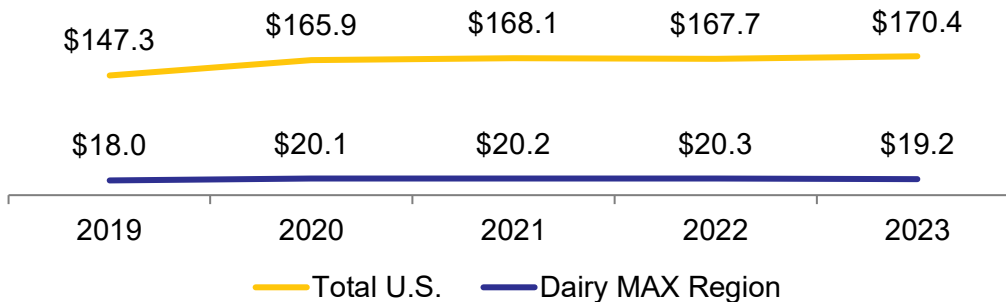


Buttermilk Sales by Volume
(in millions of units)



Volume sales increased 7.7% in 2020 but have declined since.

Buttermilk Sales by Dollars
(in millions)

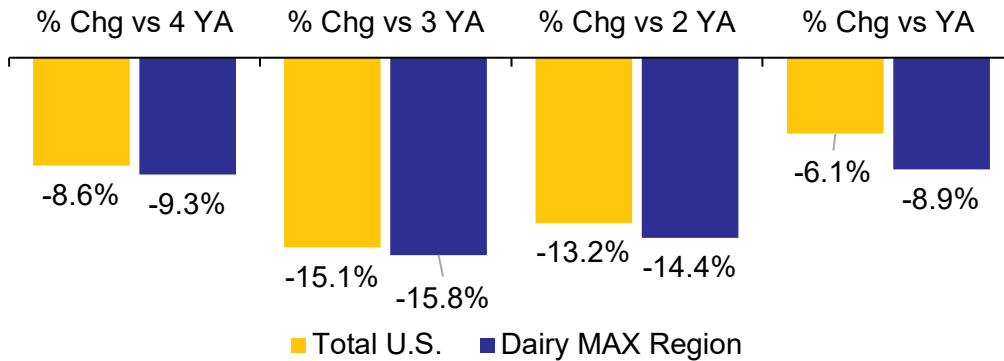


Dollar sales of buttermilk increased more than 12% throughout the U.S. and 6.6% regionally in 2020, with more modest gains since.

Changes in Buttermilk Sales

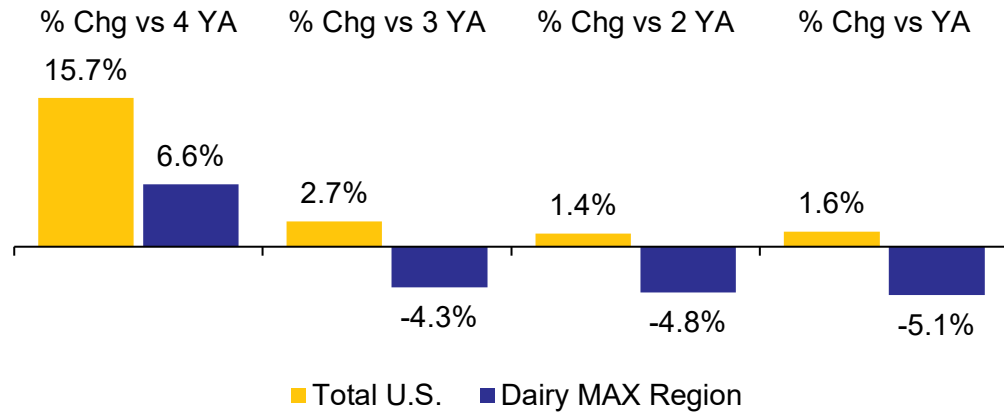


Change in Buttermilk Sales by Volume



2023 volume sales are comparatively lower to all other years, though the lag appears to be slowing.

Change in Buttermilk Sales by Dollars

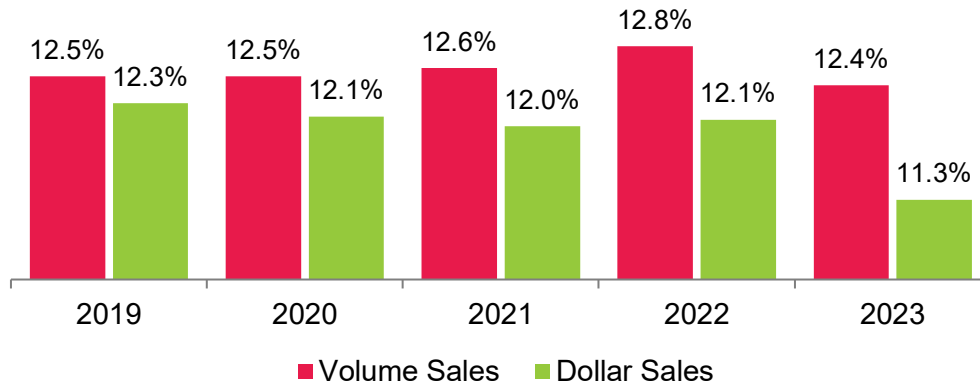


2023 dollar sales in the U.S. are higher than previous years. Regionally, however, dollar sales are lagging 2020-2022.

Sales in the Dairy MAX Region

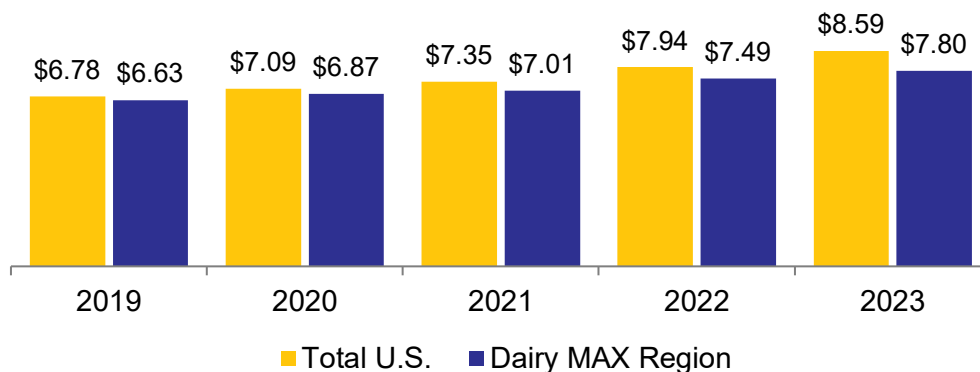


Share of Buttermilk Sales in the Dairy MAX Region



The regional share of total national sales volume has been consistent. Share of dollar sales has been consistent until 2023.

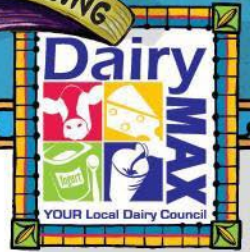
Average Buttermilk Price per Unit



The average price of buttermilk grew 26.6% nationally and 17.6% regionally from 2019-2023.

Buttermilk Share of Cultured Dairy

#DAIRYAMAZING



Buttermilk's share of average volume and dollar sales is consistent both in region and nationally.