

# TOTAL U.S. YOGURT SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 6-16-2024



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## Continued Growth in the Retail Yogurt Market

Yogurt's popularity has surged, exhibiting strong volume growth at retail with a boost of 6% in 2024YTD and over 7% in the latest 4-weeks. Yogurt has capitalized on Americans' increasing focus on health and wellness by highlighting its specific health benefits to meet consumer demands.

High protein content continues to be a significant driver for yogurt's growth. Greek yogurt is registering impressive volume gains of 16% in 2024YTD, gaining momentum in the latest 4 weeks. Additionally, the trend toward lower sugar options is contributing to growth of over 20% when comparing back to year ago.

Sales of yogurt cups have strengthened with multi-packs registering notable gains while consumers purchase slightly less of individually sold cups. Greek is the fuel for gains in cups. Similarly, Greek is also driving growth in tubs, accounting for nearly all of growth. Yogurt drinks have recovered from their decline in 2023 with growth in both Greek and traditional segments.

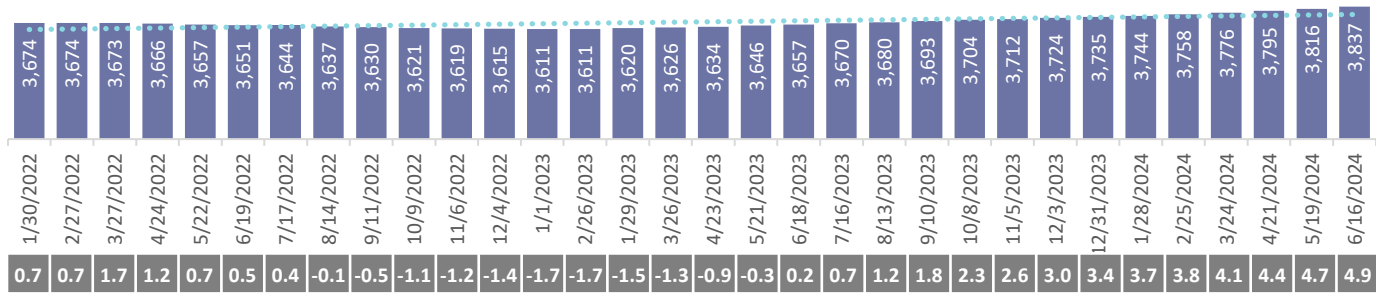
Innovation has helped yogurt remain relevant in the past and positions it well to seize future opportunities.



## Rolling 52 Weeks Volume Trend

The yogurt 52-week volume trend is increasingly positive.

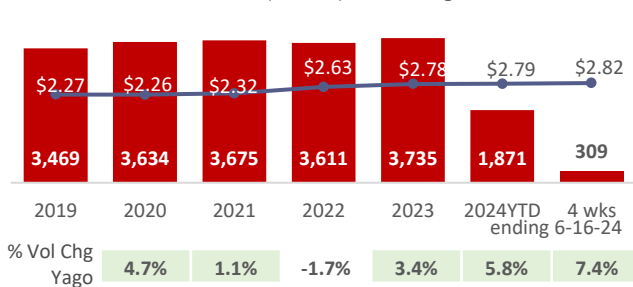
### RETAIL YOGURT VOLUME (M Pints) and % CHANGE VS YEAR AGO



## Calendar Year Volume and Price Trend

### TOTAL RETAIL YOGURT

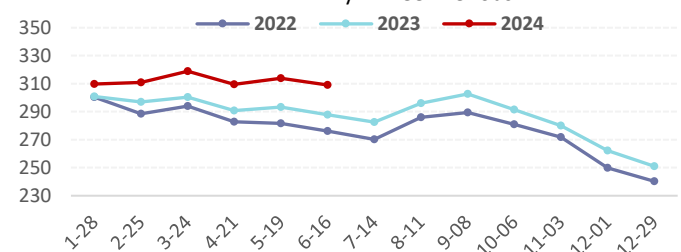
Vol. Sales (M Pints) Avg. Price/Pint



## Quad-week Sales View

### YOGURT RETAIL VOLUME, Million Pints

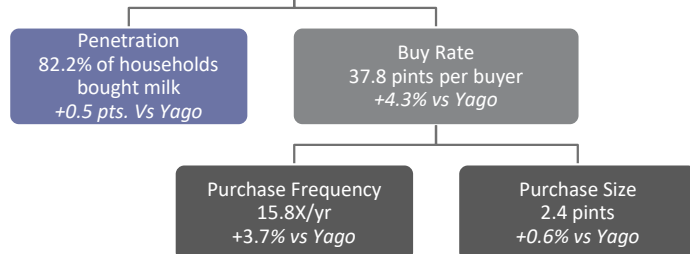
By 4-Week Periods



## Purchase Dynamics

Increased penetration and an increasing buy rate are fueling volume growth.

How did buying behavior change over the last 52 wks?



## Regional Volume Trend

All regions are posting growth.

% Chg vs Yago	Volume Index	Latest 52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	<b>100</b>	4.9%	5.8%	7.4%
California	94	2.3%	3.7%	7.0%
Great Lakes	99	4.6%	5.5%	6.6%
Mid-South	98	5.9%	6.9%	7.9%
Northeast	113	4.6%	5.4%	6.7%
Plains	105	6.2%	6.5%	7.7%
South Central	79	4.8%	5.5%	7.0%
Southeast	102	7.2%	7.6%	9.3%
West	108	3.9%	5.0%	7.2%

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## Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	3,834.7	100.0%	4.9%	5.7%	7.3%
Traditional	1,990.5	51.9%	-1.5%	-1.5%	0.1%
Greek	1,676.5	43.7%	14.4%	16.0%	18.7%
Australian	56,783.8	1.5%	-8.7%	-10.9%	-30.6%
Icelandic	46,640.4	1.2%	14.1%	22.0%	21.7%
Alternative	64,212.7	1.7%	-5.5%	-4.7%	-5.7%

## Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024YTD	4 Wks	52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	\$2.79	\$2.79	\$2.82	1.2%	0.4%	1.0%
Traditional	\$2.40	\$2.40	\$2.42	2.5%	1.3%	1.3%
Greek	\$3.08	\$3.06	\$3.07	-1.7%	-2.2%	-1.6%
Australian	\$4.02	\$3.90	\$4.01	3.3%	4.4%	18.3%
Icelandic	\$4.72	\$4.70	\$4.76	1.7%	-0.2%	1.6%
Alternative	\$4.87	\$4.87	\$4.95	-0.3%	0.0%	2.1%

## Volume Trends by Fat Content

1% is the largest yogurt segment.

	Volume % Chg vs Yago			Volume Share 52 Weeks
	52 Wks	2024YTD	4 Wks	
<b>Total Yogurt</b>	4.9%	5.7%	7.3%	100.0%
Whole Fat	4.8%	6.6%	7.6%	22.0%
2%	22.4%	24.3%	22.6%	1.8%
1%	-1.0%	0.1%	2.7%	41.5%
Fat Free	12.0%	11.5%	12.1%	34.8%

Penetration (% Households that purchased in latest 52 wks)  
Total 82.2%; Whole 47.6%; 2% 9.4%; 1% 63.3%; FF 59.2%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	4.9%	5.8%	7.4%	
Grocery	3.1%	4.0%	4.8%	
Walmart/Other	7.4%	8.1%	11.0%	
C-Store	-0.7%	-3.4%	-4.7%	
Drug	-14.8%	-12.3%	-1.1%	

## Yogurt Packaging

Larger tubs posting very strong growth.  
Volume Share, 52 Wks

	Total	Cups	Tubs	Drinks	Tubes	All Other
<b>% Volume Chg vs Yago</b>						
52 wks	4.9%	1.8%	13.7%	2.9%	-7.0%	9.3%
2024YTD	5.7%	2.7%	13.2%	6.1%	-7.5%	9.3%
4 wks	7.3%	3.5%	15.1%	9.4%	-6.8%	12.0%

## Share and 52 Wk Growth

	Vol. Share	Vol. % Chg
<b>Total Cups</b>	100.0%	1.8%
4.01-6oz MP	45.8%	7.6%
4.01-6oz SS	37.1%	-0.9%
2.1-4oz MP	14.1%	-8.2%
<b>Total Drinks</b>	100.0%	2.9%
2.1-4ozMP	53.4%	-6.8%
6.01-8oz MP	15.5%	12.4%
6.01-8oz SS	12.0%	27.1%
48.01-64ozMP	4.7%	19.9%

## Yogurt Claims

Organic & low sugar claims are growing at a fast pace.

### Volume Share of Yogurt, 52 Wks

	Total	Organic	No, Low, Less Sugar
52 Wks	100.0%	6.7%	9.3%

### % Volume Chg vs Yago

	52 wks	2024YTD	4 wks
Total	4.9%	14.0%	21.6%
Organic	5.8%	16.6%	21.2%
No, Low, Less Sugar	7.4%	15.6%	21.4%

## New Product Spotlight

### UKRAINE (Jun '24)

#### Villa Milk

Yogurt drink is a product of circular production. From feeding grounds, advanced feeding technologies, and automated milking. The distance of 60 meters between farm and plant allows Villa to cut the time between milking and production to less than an hour.



### USA (Jun '24)

#### Oikos Pro

Cultured dairy drink made from non-fat milk, whey protein concentrate, natural flavors. 23g protein



### Hungary (Jun '24)

#### Mizo

Cherry rosehip lactose free fruit yogurt with live flora, sweeteners, vitamin D and zinc. Vitamin D and zinc contribute to the normal functioning of the immune system.



### Poland (Jun '24)

#### Bakoma Bubble Twist

Drinking yogurt with cool strawberry fruit balls

