

# TOTAL U.S. YOGURT SNAPSHOT



4 Weeks, and Full Year 2024 Ending 12-29-2024

## RETAIL YOGURT ENDS THE YEAR WITH SIGNIFICANT GROWTH

The yogurt category saw an increase of over seven percent in 2024, with volume boosts growth in each four-week period. All regions experienced significant growth, with gains ranging from 6 to 8%. The frequency of purchases was a key factor in this growth, though market penetration also improved.

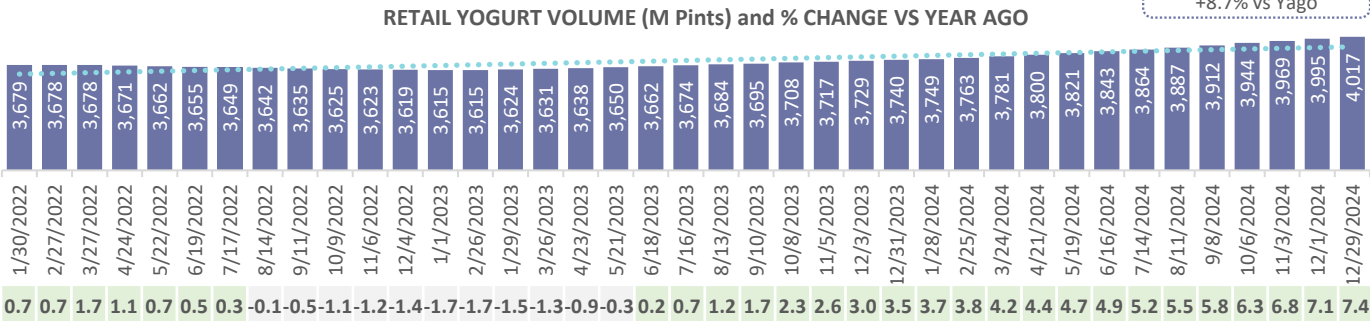
Greek and Icelandic yogurts, known for their high protein content, led the way with volume gains of 17% and 24% respectively. Greek yogurt accounted for nearly half of the retail volume in 2024, while Icelandic yogurt remained a niche offering. Traditional yogurt experienced a slight increase of 0.2% for the entire year, while Australian and non-dairy alternatives both saw declines.

All fat levels performed well with low-fat and fat-free yogurts claiming the largest shares in the category at 40% and 36% of total volume, respectively.

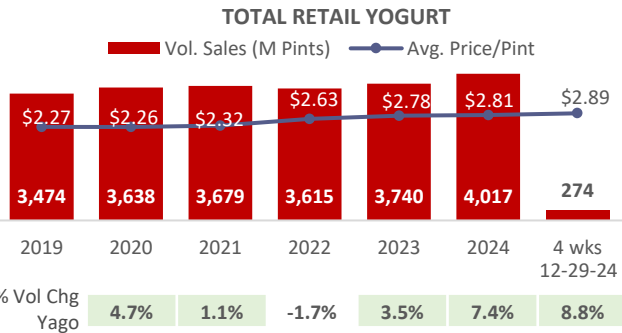
Claims related to no, less, or lower sugar gained traction in 2024, growing over 20% compared to the previous year and now representing 10% of the category volume. Organic claims also gained popularity, making up 7% of the market share.

Yogurt aligns well with consumer trends as people seek products that promote overall health and provide the desired protein. With numerous flavor and format options, yogurt continues to satisfy consumer preferences, reinforcing its presence in many American diets.

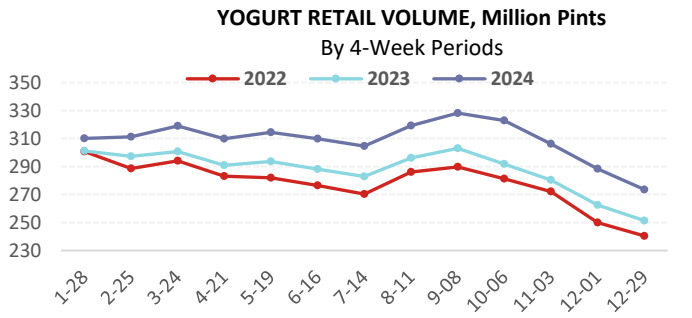
## Rolling 52 Weeks Volume Trend



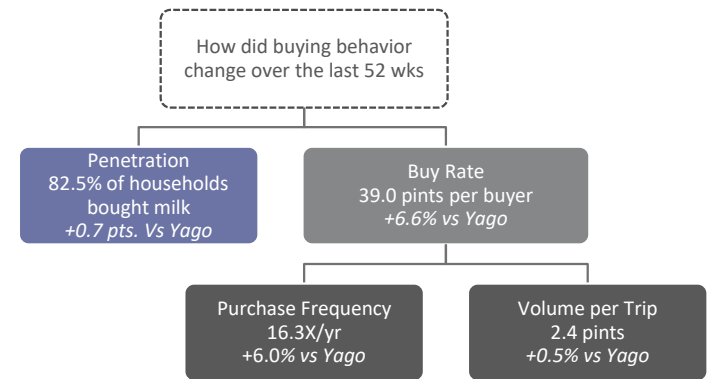
## Calendar Year Volume and Price Trend



## Quad-week Sales View



## Purchase Dynamics



## Regional Volume Trend

	% Chg vs Yago	Volume Index	Latest 52 Wks	2024	Latest 4 Wks
TOTAL U.S.		100	7.4%	7.4%	8.8%
California		93	6.0%	6.0%	8.2%
Great Lakes		100	7.7%	7.7%	8.8%
Mid-South		99	8.5%	8.5%	9.3%
Northeast		112	6.5%	6.5%	6.5%
Plains		105	7.8%	7.8%	9.2%
South Central		80	7.8%	7.8%	10.3%
Southeast		101	8.4%	8.4%	9.2%
West		108	7.1%	7.1%	11.1%

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4 Weeks, and Full Year 2024 Ending 12-29-2024

## Yogurt Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2024	Latest 4 Wks
<b>TOTAL U.S.</b>	4,015.5	100.0%	7.4%	7.4%	8.8%
Traditional	2,013.6	50.1%	0.2%	0.2%	0.1%
Greek	1,825.6	45.5%	17.0%	17.0%	21.2%
Australian	59.8	1.5%	-0.9%	-0.9%	-12.9%
Icelandic	52.7	1.3%	24.3%	24.3%	18.9%
Alternative	63.8	1.6%	-3.4%	-3.4%	-1.8%

## Yogurt Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024	Latest 4 Wks	52 Wks	2024	Latest 4 Wks
<b>TOTAL U.S.</b>	\$2.81	\$2.81	\$2.89	1.2%	1.2%	2.7%
Traditional	\$2.43	\$2.43	\$2.53	1.9%	1.9%	4.4%
Greek	\$3.07	\$3.07	\$3.11	-1.2%	-1.2%	-0.9%
Australian	\$3.91	\$3.91	\$4.38	-0.4%	-0.4%	5.4%
Icelandic	\$4.79	\$4.79	\$5.10	1.5%	1.5%	6.0%
Alternative	\$4.94	\$4.94	\$5.12	1.4%	1.4%	3.3%

## Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks
	52 Wks	2024	4 Wks	
<b>Total Yogurt</b>	7.4%	7.4%	8.8%	100.0%
Whole Fat	10.4%	10.4%	12.7%	22.6%
2%	25.7%	25.7%	17.8%	1.9%
1%	1.9%	1.9%	4.1%	39.5%
Fat Free	11.3%	11.3%	11.6%	36.0%

Penetration (% Households that purchased in latest 52 wks)  
Total 82.5%; Whole 49.2%; 2% 11.3%; 1% 63.0%; FF 60.5%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2024	Latest 4 Wks
100.0% Volume Share	TOTAL U.S.	7.4%	7.4%	8.8%
56.5%	Grocery	5.5%	5.5%	7.0%
43.2%	Supercenters, Club, Other	10.0%	10.0%	11.2%
0.3%	C-Store	-1.7%	-1.7%	-0.1%
0.05%	Drug	-3.2%	-3.2%	13.6%

## Yogurt Packaging

Volume Share, 52 Wks						
	Total	Cups	Tubs	Drinks	Tubes	All Other
<b>% Volume Chg vs Yago</b>						
52 wks	7.4%	3.9%	15.5%	8.3%	-4.6%	7.6%
2024	7.4%	3.9%	15.5%	8.3%	-4.6%	7.6%
4 wks	8.8%	4.0%	18.0%	11.2%	-0.4%	5.3%

## Share and 52 Wk Growth

Vol. Share Vol. % Chg

<b>Total Cups</b>	100.0%	3.9%
4.01-6oz MP	46.0%	7.1%
4.01-6oz SS	36.7%	2.2%
2.1-4oz MP	14.1%	-3.2%
<b>Total Drinks</b>	100.0%	8.3%
2.1-4ozMP	50.1%	-3.5%
6.01-8oz MP	16.1%	17.1%
6.01-8oz SS	12.7%	22.9%
48.01-64ozMS	4.9%	16.6%

## Yogurt Claims

Volume Share of Yogurt, 52 Wks

	Total	Organic	No, Low, Less Sugar
<b>% Volume Chg vs Yago</b>			
52 wks	7.4%	14.6%	21.9%
2024	7.4%	14.6%	21.9%
4 wks	8.8%	15.8%	28.5%

## New Product Spotlight



**USA (Jan '25)**  
Haagen Dazs  
Vanilla with  
chocolate  
shavings  
cultured crème  
dessert



**UK (Jan '25)**  
Waitrose & Partners  
Kefir to help you  
maintain a healthy and  
balanced digestive  
system every day.  
Mango and natural  
flavor.



**SOUTH AFRICA (Jan '25)**  
Lancewood  
Double cream yogurt with  
chocolate flavor.