

# TOTAL U.S. CHEESE SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 9-08-2024



## RETAIL CHEESE SHOWS STEADY GROWTH

Cheese sales are experiencing continued growth in 2024, with a year-to-date increase of 2.5% and a 1.9% rise over the latest four-week period compared to the same time last year. The overall penetration of cheese remains very high, and buyers are increasing their purchases, with the average household buying cheese 29 times in the past year.

Natural cheeses dominate the market, accounting for 85% of the total volume. Cheddar, the most popular variety, has seen a slight increase of 0.1% year-to-date, although it experienced a small decline in the last four weeks. Cream cheese is growing at 0.9% in 2024, while mozzarella sales are booming, showing a 6% increase compared to the same period last year. Mozzarella primarily consists of shreds, which represent 79% of the volume and continue to grow. However, two smaller segments, slices and chunks, are experiencing double-digit growth rates in 2024.

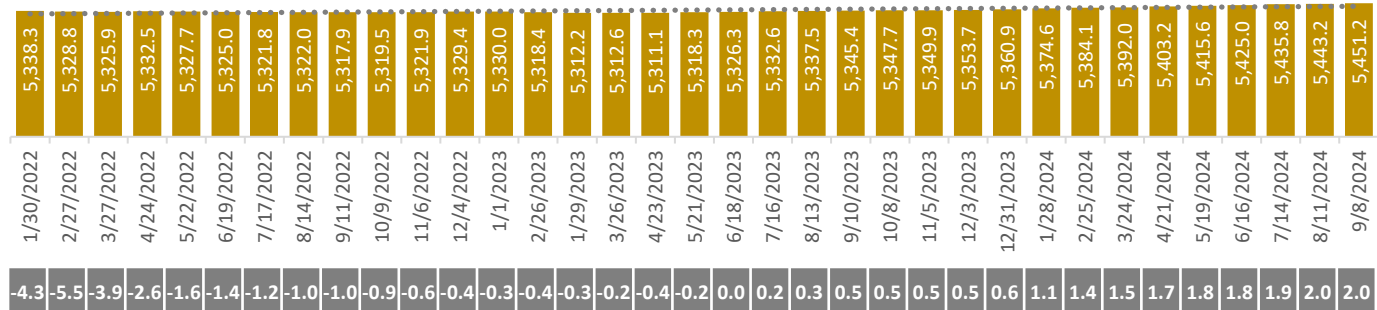
Pricing has dipped nearly 2% for cheese overall compared to last year, with prices remaining stable over the latest four-week period. Most top cheese varieties have seen a price decrease, except for cream cheese, which has risen by 2% both year-to-date and in the latest four weeks.

The cheese category continues to innovate with new flavors, artisan products, and targeted licensing offerings, providing consumers with even more reasons to enjoy cheese.

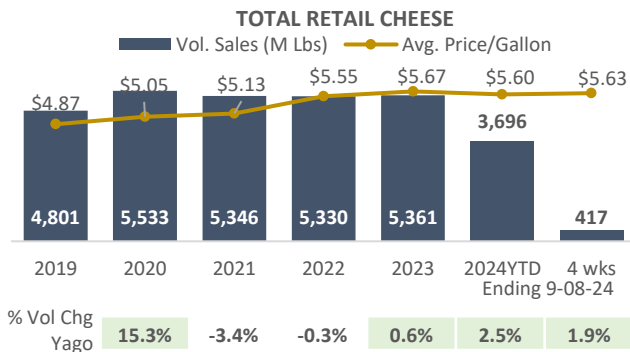
## Rolling 52 Weeks Volume Trend

Cheese volume growth continues to accelerate on a rolling 52-week basis.

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

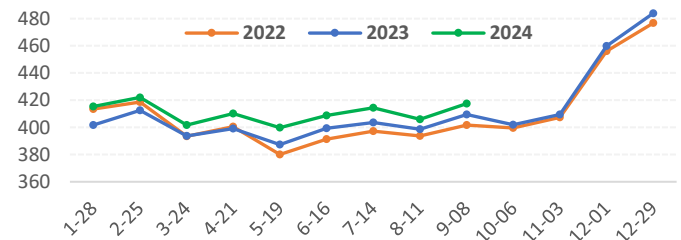


## Calendar Year Volume and Price Trend



## Quad-week Sales View

### CHEESE RETAIL VOLUME, Million Pounds By 4-Week Periods



## Purchase Dynamics

Purchase frequency has increased fueling a higher buy rate

How did buying behavior change over the last 52 wks?

**Penetration**  
96.7% of households bought cheese  
+0.4 pts vs Yago

**Buy Rate**  
41.9 lbs per buyer  
+2.1% vs Yago

**Purchase Frequency**  
28.8X/yr  
+2.1 % vs Yago

**Purchase Size**  
1.5 lbs/trip  
flat vs Yago

## Regional Volume Trend

All regions are posting growth.

% Chg vs Yago	Volume Index	Latest 52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	100	2.0%	2.5%	1.9%
California	81	2.1%	2.6%	1.9%
Great Lakes	105	1.8%	2.5%	2.2%
Mid-South	104	2.2%	2.6%	1.5%
Northeast	99	0.3%	1.2%	0.6%
Plains	118	2.6%	3.0%	3.9%
South Central	83	2.8%	3.3%	2.9%
Southeast	105	3.0%	3.2%	1.9%
West	113	1.9%	2.4%	1.9%

# TOTAL U.S. CHEESE SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 9-08-2024

## Cheese Varieties Volume Trend

	52 Wk Volume (M gal)	52 Wk Vol Share	-- % Vol 52 Wks	Chg vs Yago 2024YTD	-- % Vol 4 Wks
<b>Total Cheese</b>	<b>5,451.2</b>	<b>100.0%</b>	<b>2.0%</b>	<b>2.5%</b>	<b>1.9%</b>
<b>Total Natural</b>	<b>4,638.5</b>	<b>85.1%</b>	<b>2.4%</b>	<b>2.8%</b>	<b>2.6%</b>
Cheddar	982.0	18.0%	-0.1%	0.1%	-0.3%
Cream Cheese	543.8	10.0%	0.7%	0.9%	2.9%
Mozzarella	517.0	9.5%	5.5%	6.1%	4.9%
Colby Jack Blends	349.9	6.4%	2.9%	3.8%	3.7%
Cheddar Jack Hispanic Bl	322.9	5.9%	3.5%	3.6%	1.0%
String Mozzarella	246.4	4.5%	6.9%	7.5%	3.9%
Monterey Jack	189.6	3.5%	3.8%	4.4%	1.9%
Parmesan	188.5	3.5%	3.2%	3.7%	8.1%
Cheddar Jack Blend	117.2	2.1%	-1.1%	-0.8%	-6.5%
Ricotta	101.9	1.9%	1.0%	0.3%	2.3%
Swiss	98.4	1.8%	-3.4%	-2.0%	-1.6%
Provolone	96.2	1.8%	1.0%	0.8%	-4.2%
Fresh Mozzarella	94.7	1.7%	6.5%	5.2%	0.1%
Queso Fresco	89.9	1.6%	2.8%	4.2%	6.1%
Italian Blend	65.1	1.2%	-0.3%	-1.2%	-3.4%
Variety Pack	62.6	1.1%	5.8%	8.9%	28.3%
Feta	56.4	1.0%	5.2%	4.6%	1.2%
<b>Total Processed</b>	<b>753.1</b>	<b>13.8%</b>	<b>0.6%</b>	<b>1.4%</b>	<b>-1.3%</b>
Cheese Product	479.8	8.8%	-1.7%	-0.3%	-2.1%
Pasteurized Cheese	167.7	3.1%	2.8%	2.7%	0.1%
Cheese Food	56.0	1.0%	-3.5%	-3.1%	-5.0%
<b>Total Vegan</b>	<b>20.6</b>	<b>0.4%</b>	<b>-1.9%</b>	<b>-2.6%</b>	<b>-2.7%</b>
<b>Total Imitation</b>	<b>10.7</b>	<b>0.2%</b>	<b>-7.8%</b>	<b>-6.8%</b>	<b>-8.0%</b>

## Cheese Varieties Pricing Trend

	-- Avg Price/Gal-- 52 Wks	2024YTD	4 Wks	-- % Vol 52 Wks	Chg vs Yago 2024YTD	-- % Vol 4 Wks
<b>Total Cheese</b>	<b>\$5.61</b>	<b>\$5.60</b>	<b>\$5.63</b>	<b>-1.7%</b>	<b>-1.7%</b>	<b>-0.1%</b>
<b>Total Natural</b>	<b>\$5.68</b>	<b>\$5.68</b>	<b>\$5.71</b>	<b>-1.7%</b>	<b>-1.7%</b>	<b>0.0%</b>
Cheddar	\$5.34	\$5.35	\$5.39	-1.7%	-1.6%	-0.2%
Cream Cheese	\$5.38	\$5.53	\$5.53	1.1%	1.7%	2.2%
Mozzarella	\$4.27	\$4.25	\$4.36	-3.0%	-3.2%	2.1%
Colby Jack Blends	\$5.04	\$5.03	\$5.04	-3.4%	-3.5%	-1.4%
Cheddar Jack Hispanic Bl	\$4.18	\$4.17	\$4.27	-3.0%	-3.0%	2.1%
String Mozzarella	\$5.07	\$5.04	\$5.11	-4.1%	-4.3%	-0.2%
Monterey Jack	\$5.22	\$5.19	\$5.21	-3.9%	-4.1%	-1.8%
Parmesan	\$9.16	\$9.15	\$9.11	1.4%	1.0%	-0.4%
Cheddar Jack Blend	\$3.42	\$3.38	\$3.53	-5.5%	-5.9%	2.0%
Ricotta	\$3.14	\$3.18	\$3.22	0.3%	0.0%	0.7%
Swiss	\$6.88	\$6.84	\$6.73	-2.7%	-2.9%	-3.3%
Provolone	\$6.45	\$6.39	\$6.33	-2.8%	-2.8%	-2.6%
Fresh Mozzarella	\$7.00	\$7.02	\$6.98	-3.9%	-3.2%	-0.3%
Queso Fresco	\$5.06	\$5.09	\$5.09	1.1%	1.1%	0.9%
Italian Blend	\$6.01	\$6.01	\$6.08	-0.9%	-0.7%	1.6%
Variety Pack	\$6.68	\$6.59	\$6.49	-1.5%	-1.5%	-1.0%
Feta	\$9.34	\$9.36	\$9.42	-1.6%	-1.2%	-0.1%
<b>Total Processed</b>	<b>\$4.96</b>	<b>\$4.95</b>	<b>\$4.96</b>	<b>-0.6%</b>	<b>-0.9%</b>	<b>-0.6%</b>
Cheese Product	\$4.43	\$4.41	\$4.41	-2.0%	-2.2%	-0.9%
Pasteurized Cheese	\$5.62	\$5.62	\$5.67	-1.5%	-1.5%	-1.5%
Cheese Food	\$5.29	\$5.30	\$5.30	-0.4%	-0.1%	1.3%
<b>Total Vegan</b>	<b>\$10.87</b>	<b>\$10.85</b>	<b>\$10.28</b>	<b>-0.8%</b>	<b>-0.2%</b>	<b>-3.9%</b>
<b>Total Imitation</b>	<b>\$2.71</b>	<b>\$2.70</b>	<b>\$2.71</b>	<b>-2.9%</b>	<b>-2.8%</b>	<b>-0.8%</b>


## Volume Trends by Cheese Form

	Volume % Chg vs Yago 52 Wks	2024YTD	4 Wks	Volume Share 52 Wks
<b>Total Cheese</b>	<b>2.0%</b>	<b>2.5%</b>	<b>1.9%</b>	<b>100.0%</b>
Sliced	3.4%	3.9%	1.2%	21.0%
Chunk	3.9%	5.2%	6.4%	18.6%
Shreds, Reg	2.0%	2.5%	0.8%	17.9%
Shred, Fine	1.4%	1.3%	0.0%	12.3%
Spread	0.3%	-0.3%	0.8%	5.6%
String	6.3%	6.6%	2.9%	4.6%
Round	6.1%	6.4%	14.3%	2.5%
Loaf	-1.3%	-1.8%	3.9%	2.4%
Grated	-0.2%	0.6%	6.0%	2.1%
Tub	0.9%	0.3%	2.1%	1.9%
Part Round	11.9%	11.7%	6.8%	1.1%

## Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2024YTD	4 Wks
<b>100.0% Volume Share</b>	<b>TOTAL U.S.</b>	<b>2.0%</b>	<b>2.5%</b>	<b>1.9%</b>
54.6%	Grocery	0.4%	0.9%	-0.6%
45.1%	Supercenters, Club, Other	4.1%	4.5%	5.2%
0.3%	C-Store	-5.6%	-6.3%	-6.2%
0.04%	Drug	-15.4%	-13.4%	-16.3%

## E-Commerce Sales Trend



e-Commerce

Natural Cheese

Latest 52 Wks

Sales: \$2,014M

+\$221M vs Yago

% Chg vs Year Ago

	Dollars		Units
52 Wks	12.3%		13.2%
2024YTD	9.6%		9.9%
4 wks	7.6%		5.2%

## New Product Spotlight



**USA (Sep '24)**  
**Cheese Brothers**  
All natural cheese curds flavored with Bloody Mary seasoning mix for an added burst of spicy herbaceous flavor.



**USA (Sep '24)**  
**Litehouse**  
Six individual pots of cheddar cheesy dip and spread featuring six characters from Paw Patrol.



**USA (Sep '24)**  
**Point Reyes Farmstead**  
Artisan cheese with Togarashi chili spice. Women owned. Real CA milk. Wrap it in seaweed, Grated it in tacos, or pair it with gin and tonic.