National Retail Report - Dairy
Agricultural Marketing Service
Dairy Market News Branch

Fri Feb 2, 2024

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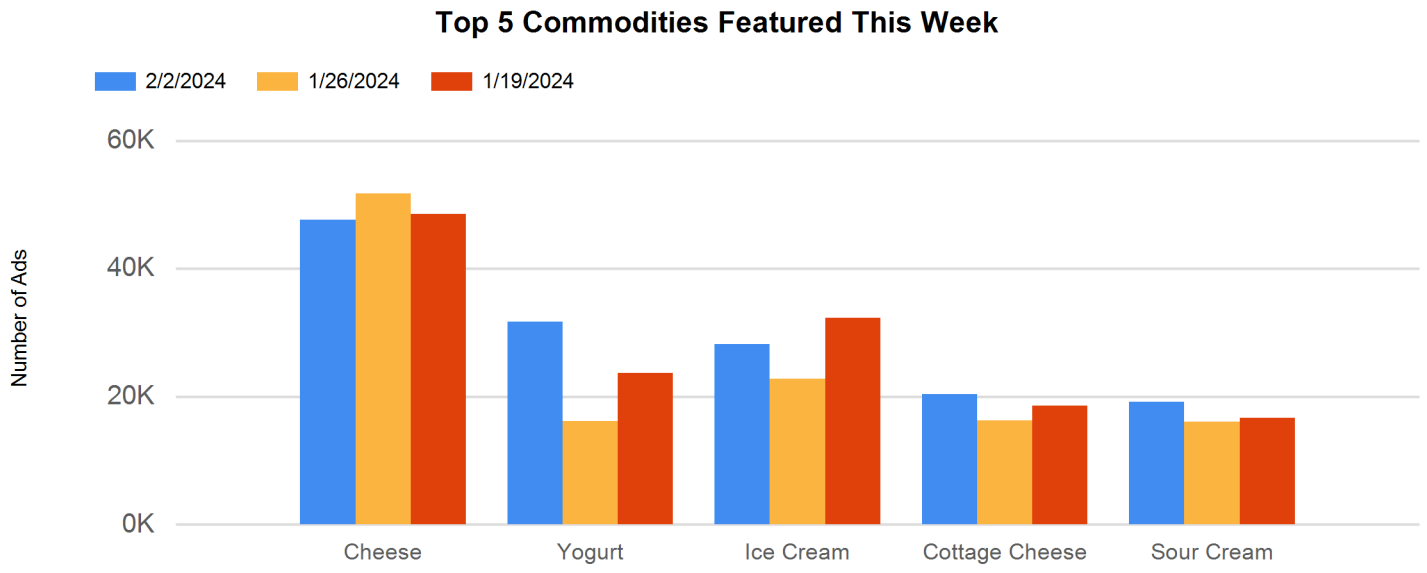
Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 2/2/2024 to 2/8/2024

Conventional dairy ads increased 12 percent, and organic dairy ads decreased 14 percent this week. Cheese is on top as the most advertised dairy commodity. Conventional 6-8 ounce block cheese, 6-8 ounce shredded cheese, and 6-8 ounce sliced cheese had weighted average advertised prices of $2.55, $2.43, and $2.45, respectively. The shredded and sliced styles decreased in price, but the block style increased in price.

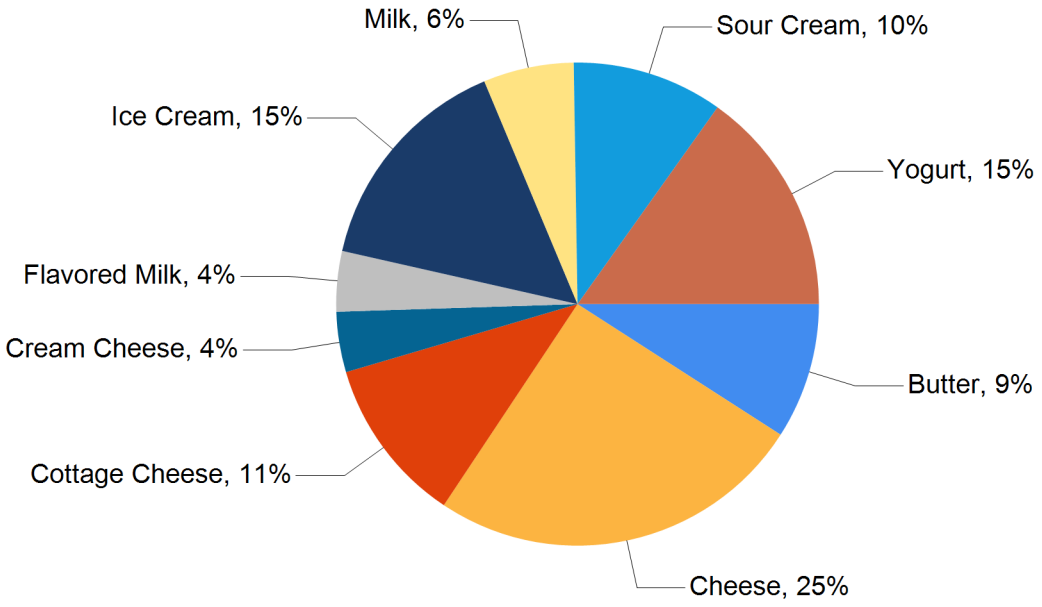
Yogurt slightly edged above ice cream in conventional dairy ads. Conventional Greek yogurt in 4-6 ounce containers had a weighted average advertised price of $0.99, compared to $1.09 last week. Conventional regular yogurt in 4-6 ounce containers had a weighted average advertised price of $0.55, compared to $0.73 last week. Total conventional ice cream ads increased 23 percent. The 48-64 ounce container size showed up in ads more often than the 14-16 ounce container size. However, the weighted average advertised price for the 14-16 ounce container size decreased by 62 cents compared to a 30 cent decrease for the 48-64 ounce container size.

Cottage cheese and sour cream were both prevalently advertised dairy commodities. For cottage cheese, the 24-ounce container size was more heavily advertised and had a weighted average advertised price of $3.26. For sour cream, the 16-ounce container size was more heavily advertised and had a weighted average advertised price of $2.18.

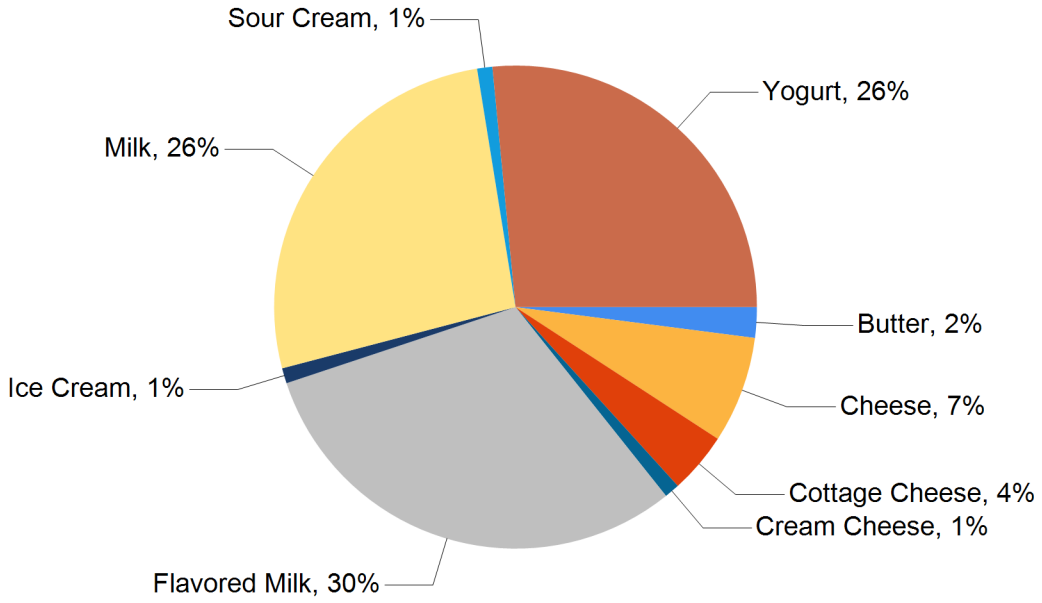
Compared to prior week numbers, total conventional milk ads decreased 3 percent, and total organic milk ads decreased 43 percent. Weighted average advertised prices for half gallon conventional milk and organic half gallon milk were $1.86 and $4.27, respectfully. This represents an organic premium of $2.41.



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity



NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

Dairy								
			THIS PERIOD		LAST WEEK		LAST YEAR	
Commodity	Type	Pack Size	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		8 oz	3230	2.49	2926	2.36	1030	3.24
Butter		1 lb	12716	4.81	10067	4.80	5411	4.37
Cheese	Natural Varieties	6-8 oz Block	12166	2.55	9299	2.29	7714	2.57
Cheese	Natural Varieties	6-8 oz Shred	9489	2.43	14426	2.51	11355	2.59
Cheese	Natural Varieties	6-8 oz Sliced	7502	2.45	10864	2.69	4157	2.88
Cheese	Natural Varieties	1 lb Block	2997	3.55	1831	3.68	969	4.94
Cheese	Natural Varieties	1 lb Shred	7243	4.09	3801	3.95	164	4.82
Cheese	Natural Varieties	1 lb Sliced	1412	2.99			228	3.99
Cheese	Natural Varieties	2 lb Block	3635	10.95	3024	11.58	2560	7.37
Cheese	Natural Varieties	2 lb Shred	2161	6.99	3331	7.45	1461	7.35
Cottage Cheese		16 oz	9566	2.30	8320	2.33	3140	2.42
Cottage Cheese		24 oz	10284	3.26	7565	3.26	544	3.49
Cream Cheese		8 oz	7966	2.39	6800	2.17	2607	2.51
Cream Cheese		12 oz			245	3.99		
Flavored Milk	All Fat Tests	Half Gallon	2562	1.74	4529	2.26	106	3.79
Flavored Milk	All Fat Tests	Gallon	3903	3.23	2562	2.89	424	4.52
Ice Cream		14-16 oz	11338	3.61	5690	4.23	6447	3.56
Ice Cream		48-64 oz	16668	4.15	17090	4.45	12978	3.70
Milk	All Fat Tests	8 oz			61	0.97		
Milk	All Fat Tests	Half Gallon	4381	1.86	4979	2.21	586	2.96
Milk	All Fat Tests	Gallon	7512	3.43	7245	3.44	3079	3.41
Sour Cream		16 oz	13182	2.18	9695	2.23	5399	2.00
Sour Cream		24 oz	5885	3.12	6172	3.08	560	2.38
Yogurt	Greek	4-6 oz	9984	0.99	7775	1.09	7424	1.02
Yogurt	Yogurt	4-6 oz	5836	0.55	5505	0.73	4805	0.61
Yogurt	Greek	32 oz	5523	4.77	6382	4.79	1529	5.34
Yogurt	Yogurt	32 oz	6902	2.84	4170	2.65	690	3.15

REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		8 oz	3.49 - 3.99	185	3.70	2.26 - 2.99	1569	2.37			
Butter		1 lb	3.99 - 4.99	856	4.55	3.49 - 5.98	5877	4.97	3.50 - 5.49	546	4.44
Cheese	Natural Varieties	6-8 oz Block	1.50 - 4.74	2357	2.59	1.68 - 4.04	5599	2.61	1.88 - 3.49	868	2.30
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.50	2482	2.44	1.68 - 3.00	3039	2.45	1.88 - 3.50	1471	2.40
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 3.50	1397	2.57	1.67 - 3.00	2441	2.22	1.88 - 3.50	906	2.80
Cheese	Natural Varieties	1 lb Block	3.99 - 7.49	482	5.33	2.99 - 3.99	829	3.43	2.99	664	2.99
Cheese	Natural Varieties	1 lb Shred	4.69	75	4.69	2.99 - 5.58	3511	4.46	2.99	664	2.99
Cheese	Natural Varieties	1 lb Sliced							2.99	559	2.99
Cheese	Natural Varieties	2 lb Block				8.99 - 12.48	1569	11.97			
Cheese	Natural Varieties	2 lb Shred							5.99	122	5.99
Cottage Cheese		16 oz	2.00 - 3.49	897	2.70	1.89 - 2.88	4757	2.34	2.00 - 2.29	655	2.04
Cottage Cheese		24 oz	1.99 - 3.99	425	3.13	2.49 - 3.99	4736	3.32	2.50	61	2.50
Cream Cheese		8 oz	2.50 - 3.99	641	3.09	1.86 - 2.68	3167	2.29	2.50 - 2.99	520	2.71
Flavored Milk	All Fat Tests	Half Gallon				1.66	1341	1.66			
Flavored Milk	All Fat Tests	Gallon				2.76 - 3.88	2682	3.32			
Ice Cream		14-16 oz	1.00 - 4.45	1328	3.46	0.83 - 4.98	5393	3.37	2.50 - 4.99	569	3.96
Ice Cream		48-64 oz	3.00 - 4.00	2004	3.52	2.67 - 8.32	7594	4.94	2.77 - 4.99	2083	3.29
Milk	All Fat Tests	Half Gallon				1.66	1341	1.66			
Milk	All Fat Tests	Gallon	3.53 - 3.86	992	3.69	2.76	1341	2.76	2.66	892	2.66
Sour Cream		16 oz	1.69 - 2.59	1524	2.21	1.88 - 2.50	4070	2.13	1.99 - 2.50	1561	2.19
Sour Cream		24 oz	3.69	413	3.69	2.56 - 3.99	2910	3.10			
Yogurt	Greek	4-6 oz	0.79 - 1.25	1930	0.99	0.80 - 1.22	4379	1.05	0.80	213	0.80
Yogurt	Yogurt	4-6 oz	0.50 - 0.67	783	0.58	0.50 - 0.60	1708	0.52	0.50 - 0.60	1217	0.56
Yogurt	Greek	32 oz	3.49 - 6.44	574	6.04	3.54 - 5.00	1772	3.89			
Yogurt	Yogurt	32 oz	2.99 - 3.99	397	3.80	2.36 - 4.00	2588	2.65	2.98 - 4.00	167	3.63

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		8 oz	2.26	1221	2.26	3.49 - 3.59	255	3.53			
Butter		1 lb	2.47 - 5.98	3933	4.82	3.99 - 4.99	994	4.44	3.99 - 4.99	499	4.28
Cheese	Natural Varieties	6-8 oz Block	1.89 - 2.77	2674	2.36	1.99 - 4.09	668	3.02			
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	1948	2.28	1.99 - 2.99	526	2.83			
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.28	1978	2.37	2.50 - 2.99	757	2.75			
Cheese	Natural Varieties	1 lb Block	2.99	555	2.99	2.99 - 3.99	272	3.61	2.99	184	2.99
Cheese	Natural Varieties	1 lb Shred	2.99 - 3.98	2627	3.91	3.97 - 4.99	171	4.30	2.99	184	2.99
Cheese	Natural Varieties	1 lb Sliced	2.99	555	2.99	2.99	103	2.99	2.99	184	2.99
Cheese	Natural Varieties	2 lb Block	6.99 - 12.48	1285	12.21	5.97	352	5.97	6.49 - 7.99	418	7.52
Cheese	Natural Varieties	2 lb Shred	5.00 - 7.48	1448	7.18	5.97 - 11.99	460	6.79	6.49	131	6.49
Cottage Cheese		16 oz	1.98 - 2.00	1776	1.99	1.49 - 2.99	1049	2.10	2.00 - 3.79	410	3.25
Cottage Cheese		24 oz	2.67 - 3.78	5001	3.22				3.79	61	3.79
Cream Cheese		8 oz	1.33 - 2.68	2675	2.23	1.99 - 2.96	963	2.50			
Flavored Milk	All Fat Tests	Half Gallon	1.82	1221	1.82						
Flavored Milk	All Fat Tests	Gallon	3.03	1221	3.03						
Ice Cream		14-16 oz	2.99 - 5.49	2808	3.98	2.77 - 5.49	930	3.49	4.99	287	4.99
Ice Cream		48-64 oz	1.99 - 5.99	3039	3.58	2.77 - 5.99	1726	3.51	3.49	192	3.49
Milk	All Fat Tests	Half Gallon	1.82	2442	1.82	2.50 - 2.99	427	2.80	1.58	162	1.58
Milk	All Fat Tests	Gallon	2.99 - 4.96	2705	3.97	2.97 - 3.99	1549	3.30			
Sour Cream		16 oz	1.88 - 2.54	4458	2.25	1.49 - 2.89	1558	2.11			
Sour Cream		24 oz	2.56 - 3.48	2442	3.02	3.99	120	3.99			
Yogurt	Greek	4-6 oz	0.64 - 1.18	2442	0.91	0.99 - 1.00	817	1.00	0.99 - 1.25	192	1.07
Yogurt	Yogurt	4-6 oz	0.50 - 0.64	1387	0.63	0.37 - 0.59	582	0.43	0.39	131	0.39
Yogurt	Greek	32 oz	3.54 - 5.58	2442	4.56	3.99 - 6.99	735	6.57			
Yogurt	Yogurt	32 oz	2.36 - 3.12	3663	2.82	2.99	55	2.99			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 lb	4.49	11	4.49			
Cheese	Natural Varieties	6-8 oz Shred				2.97	23	2.97
Cheese	Natural Varieties	6-8 oz Sliced				2.97	23	2.97
Cheese	Natural Varieties	1 lb Block	3.19	11	3.19			
Cheese	Natural Varieties	1 lb Shred	3.19	11	3.19			
Cheese	Natural Varieties	1 lb Sliced	3.19	11	3.19			
Cheese	Natural Varieties	2 lb Block	8.99	11	8.99			
Cottage Cheese		16 oz	2.00 - 3.99	22	3.00			
Ice Cream		14-16 oz				4.47	23	4.47
Ice Cream		48-64 oz				5.99 - 6.99	30	6.22
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.97 - 5.98	33	5.97
Sour Cream		16 oz	2.00	11	2.00			
Yogurt	Greek	4-6 oz	1.29	11	1.29			
Yogurt	Yogurt	4-6 oz	1.50	28	1.50			
Yogurt	Yogurt	32 oz	5.99	9	5.99	4.49	23	4.49

NATIONAL -- ORGANIC DAIRY PRODUCTS

Dairy								
Commodity	Type	Pack Size	THIS PERIOD		LAST WEEK		LAST YEAR	
			Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price	Stores With Ads	Wtd Avg Price
Butter		1 lb	307	6.35			269	6.53
Cheese	Natural Varieties	6-8 oz Block			1341	2.37	848	3.91
Cheese	Natural Varieties	6-8 oz Shred	384	4.87	1569	2.98	1528	4.06
Cheese	Natural Varieties	6-8 oz Sliced	612	5.08	2209	2.42	1221	3.82
Cottage Cheese		16 oz	576	4.64	435	4.12	392	4.65
Cream Cheese		8 oz	173	4.00	1407	3.31		
Flavored Milk	All Fat Tests	Half Gallon	2682	5.14				
Flavored Milk	All Fat Tests	Gallon	1341	8.34				
Ice Cream		14-16 oz	107	5.99				
Ice Cream		48-64 oz	75	10.49				
Milk	All Fat Tests	Half Gallon	2968	4.27	3497	4.09	1674	4.28
Milk	All Fat Tests	Gallon	536	6.32	2694	7.60	1973	5.72
Sour Cream		16 oz	107	4.00	184	3.99	217	4.40
Yogurt	Greek	4-6 oz					65	1.33
Yogurt	Yogurt	4-6 oz	107	1.50	287	1.38		
Yogurt	Greek	32 oz	1928	6.18	11	6.49	109	6.92
Yogurt	Yogurt	32 oz	1380	4.00	1764	4.38	697	3.99

REGIONAL -- ORGANIC DAIRY PRODUCTS

Commodity	Type	Pack Size	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Butter		1 lb	5.39 - 6.99	307	6.35						
Cheese	Natural Varieties	6-8 oz Shred	4.99	122	4.99	5.49	86	5.49	4.49	67	4.49
Cheese	Natural Varieties	6-8 oz Sliced	6.69	122	6.69	3.50 - 6.19	314	4.24	5.30	67	5.30
Cottage Cheese		16 oz	5.09	122	5.09	5.09	86	5.09	2.99	60	2.99
Flavored Milk	All Fat Tests	Half Gallon				4.96 - 5.32	2682	5.14			
Flavored Milk	All Fat Tests	Gallon				8.34	1341	8.34			
Milk	All Fat Tests	Half Gallon	3.79 - 6.79	511	5.28						
Yogurt	Yogurt	4-6 oz	1.50	107	1.50						
Yogurt	Greek	32 oz	3.99 - 4.49	478	4.06	6.84	1341	6.84			
Yogurt	Yogurt	32 oz	3.99	185	3.99	4.00	1195	4.00			

Commodity	Type	Pack Size	SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Cheese	Natural Varieties	6-8 oz Shred				4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Sliced				5.57	109	5.57			
Cottage Cheese		16 oz	4.39 - 4.99	199	4.71	4.58	109	4.58			
Cream Cheese		8 oz	4.00	107	4.00	3.99	66	3.99			
Ice Cream		14-16 oz	5.99	107	5.99						
Ice Cream		48-64 oz	10.49	75	10.49						
Milk	All Fat Tests	Half Gallon	3.98 - 3.99	1328	3.98	3.99 - 4.31	660	4.04	3.98 - 4.49	449	4.31
Milk	All Fat Tests	Gallon				5.97 - 6.99	536	6.32			
Sour Cream		16 oz	4.00	107	4.00						
Yogurt	Greek	32 oz				7.37	109	7.37			

Commodity	Type	Pack Size	ALASKA U.S.			HAWAII U.S.		
			Price Range	Stores with Ads	Wtd Avg Price	Price Range	Stores with Ads	Wtd Avg Price
Milk	All Fat Tests	Half Gallon	4.66 - 5.49	20	5.12			

REGIONAL DEFINITIONS

As used in this report, regions include the following states:	
NORTHEAST U.S.	Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont
SOUTHEAST U.S.	Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
MIDWEST U.S.	Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
SOUTH CENTRAL U.S.	Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
SOUTHWEST U.S.	Arizona, California, Nevada and Utah
NORTHWEST U.S.	Idaho, Montana, Oregon, Washington, and Wyoming
ALASKA	Alaska
HAWAII	Hawaii
NATIONAL	Continental United States

1--Dairy Market News surveys nearly 130 retailers, comprising over 22,000 individual stores, with online weekly advertised features.
2--As of October 1, 2022, the previous year weighted average prices and store counts will be calculated using the date from the prior year that most closely matches the current report date.