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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 7/11/2025 to 7/17/2025

Conventional dairy ads are down slightly in the week 28 retail survey, but organic ads are up 25 percent from the prior week. Ice cream overtook cheese as the most advertised conventional dairy commodity, after appearing in 9 percent more ads than in week 27. Ads for organic milk, the most advertised organic dairy commodity, are up 83 percent from last week.

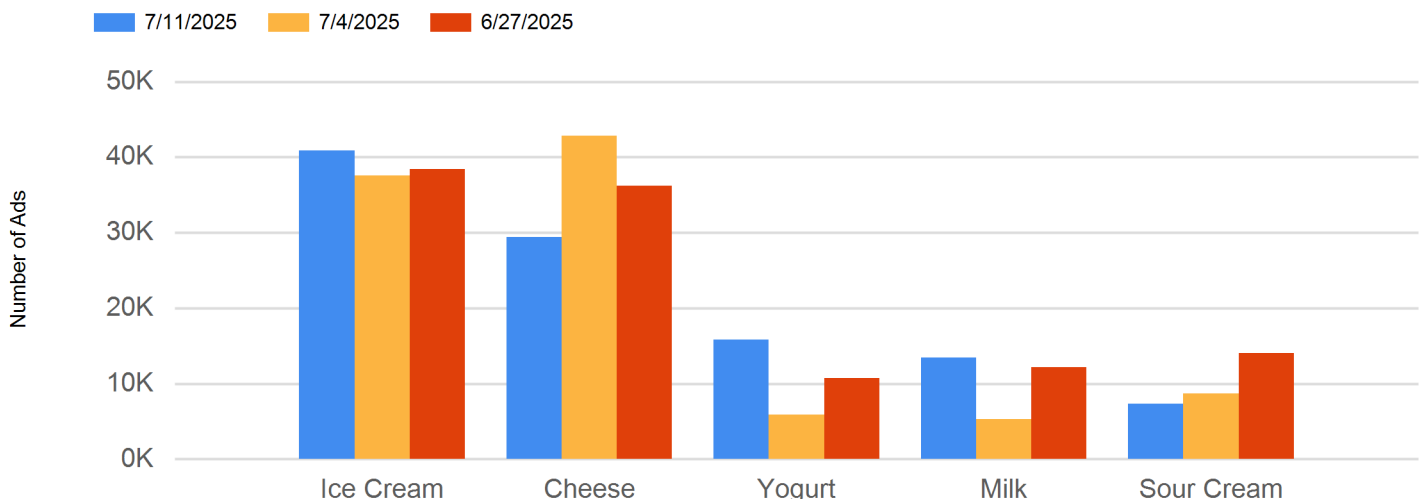
Organic ice cream, the second most advertised organic dairy product, ads are up 7 percent. Ads for the most advertised conventional ice cream product, 14-16-ounce containers, are up 13 percent. The weighted average advertised price (average price) for this product is up 1 cent to \$3.56. Ads for organic 14-16-ounce ice cream are up 1 percent, and the average price is \$4.31, down 79 cents. The week 28 organic premium for 14-16-ounce ice cream is 75 cents.

Conventional cheese ads are down 32 percent, while organic cheese ads have increased 2 percent. Shred style cheese in 6-8-ounce packaging is the most advertised cheese product in both the conventional and organic aisles. Ads for conventional 6-8-ounce shred style cheese are down 47 percent, and the average price is \$2.30, down 6 cents. Organic 6-8-ounce shred style cheese ads are up 36 percent, and the average price is \$4.19, making an organic premium of \$1.89.

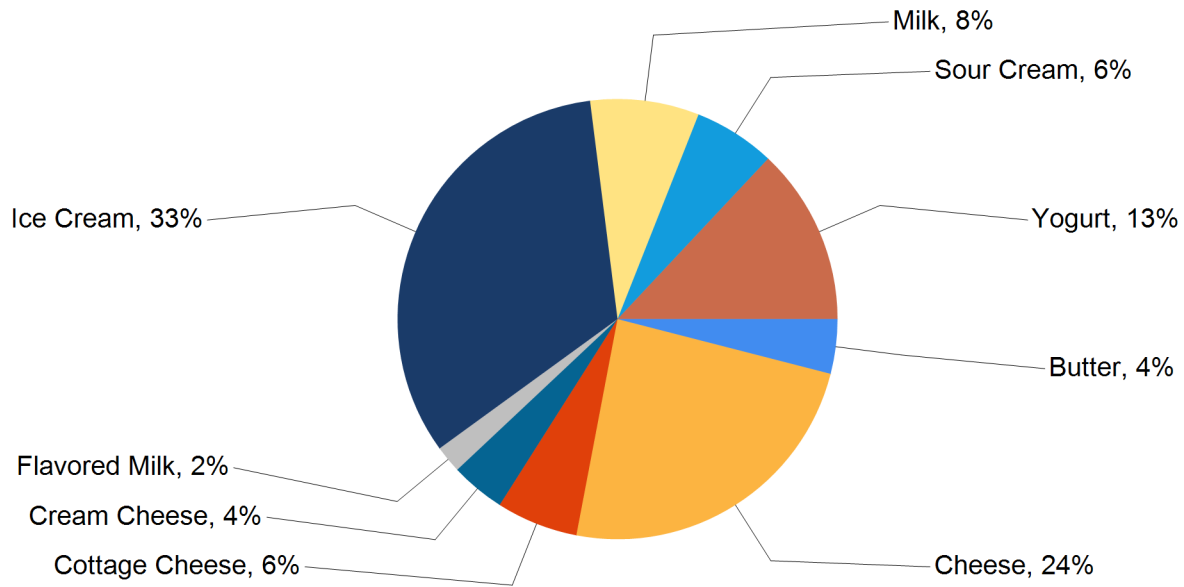
Ads for conventional milk increased 216 percent. Conventional gallon milk ads grew 332 percent, while the average price is up 96 cents to \$3.91. Organic gallon milk ads increased 127 percent, and the average price is \$8.26, up 30 cents. The organic premium for gallon milk is \$4.35.

Conventional yogurt ads increased 81 percent, but organic yogurt ads are down 15 percent. Conventional 4-6-ounce Greek yogurt is the most advertised yogurt product. Ads for this product are up 147 percent, but the average price is down 8 cents to \$1.11. There are no ads for organic 4-6-ounce Greek yogurt this week.

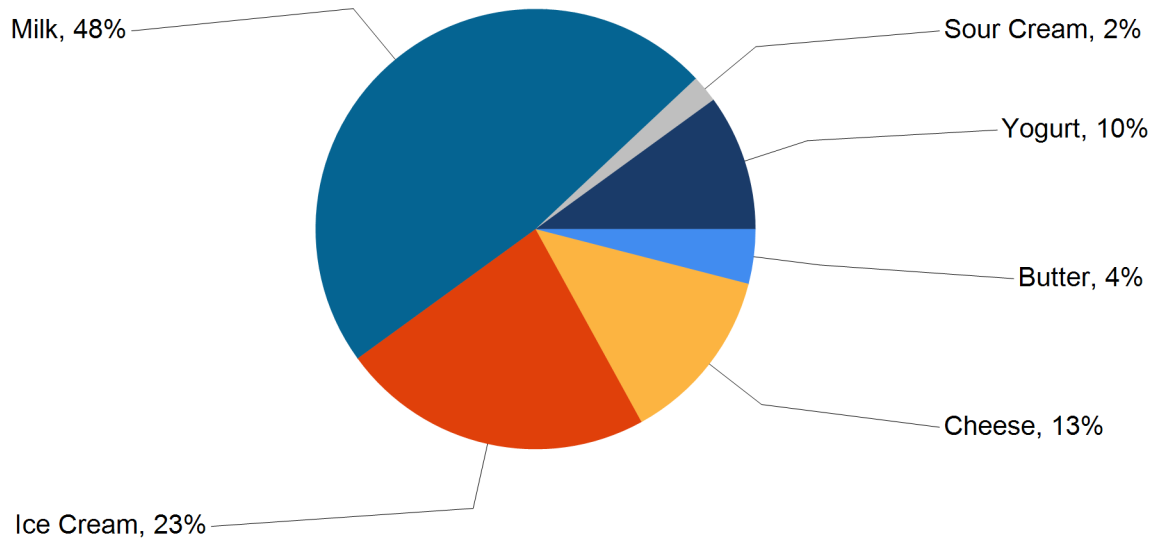
Top 5 Commodities Featured This Week



Percentage of Total Conventional Ads by Commodity



Percentage of Total Organic Ads by Commodity





NATIONAL -- CONVENTIONAL 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		8 oz	1000	2.99	922	3.57	708	3.70
Butter		1 lb	3997	4.08	6190	3.34	3596	4.48
Cheese	Natural Varieties	6-8 oz Block	4842	2.61	8381	2.48	4829	2.57
Cheese	Natural Varieties	6-8 oz Shred	6813	2.30	12883	2.36	10611	2.49
Cheese	Natural Varieties	6-8 oz Sliced	6620	2.40	14889	2.35	7412	2.47
Cheese	Natural Varieties	1 lb Block	1088	4.63	308	3.76	908	4.06
Cheese	Natural Varieties	1 lb Shred	2029	4.47	2367	4.52	998	4.02
Cheese	Natural Varieties	1 lb Sliced	298	5.06	88	6.54		
Cheese	Natural Varieties	2 lb Block	2739	5.62	929	7.09	1545	6.45
Cheese	Natural Varieties	2 lb Shred	3803	6.06	1799	6.78	2957	6.80
Cottage Cheese		16 oz	3780	2.65	3332	1.93	3197	2.64
Cottage Cheese		24 oz	2942	3.81	195	3.05	1710	3.18
Cream Cheese		8 oz	5157	2.71	9327	2.60	3808	2.81
Flavored Milk	All Fat Tests	Half Gallon	1210	3.90	92	2.53	414	2.82
Flavored Milk	All Fat Tests	Gallon	653	3.33	21	5.79	447	3.78
Ice Cream		14-16 oz	21102	3.56	18674	3.55	13128	3.93
Ice Cream		48-64 oz	17515	3.62	16801	3.95	13287	3.58
Milk	All Fat Tests	Half Gallon	2952	2.12	1437	1.99	254	2.05
Milk	All Fat Tests	Gallon	5892	3.91	1364	2.95	4008	3.53
Sour Cream		16 oz	5955	2.26	8312	2.08	3705	2.16
Sour Cream		24 oz	1193	3.58	426	3.77	1547	3.45
Yogurt	Greek	4-6 oz	7313	1.11	2963	1.19	5318	1.12
Yogurt	Yogurt	4-6 oz	4424	0.75	3444	0.70	3703	0.61
Yogurt	Greek	32 oz	1201	4.33	533	5.07	2436	4.34
Yogurt	Yogurt	32 oz	1945	2.84	1262	3.27	965	2.87



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	1.99 - 4.99	705	3.10				1.99	188	1.99
Butter		1 lb	2.99 - 6.49	1291	3.69	3.69 - 5.99	355	5.36	2.99 - 4.49	628	3.58
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.99	2198	2.53	1.49 - 3.59	302	2.68	1.99 - 4.49	685	2.71
Cheese	Natural Varieties	6-8 oz Shred	1.67 - 2.50	2132	2.03	1.49 - 3.00	1430	2.19	1.99 - 3.00	739	2.33
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 4.99	1835	2.52	1.67 - 3.00	2024	2.26	1.99 - 2.00	494	2.00
Cheese	Natural Varieties	1 lb Block				3.99	228	3.99			
Cheese	Natural Varieties	1 lb Shred	3.99	89	3.99	3.99 - 5.99	1173	4.38			
Cheese	Natural Varieties	2 lb Block	9.89	122	9.89	4.99	463	4.99	4.99	664	4.99
Cheese	Natural Varieties	2 lb Shred	8.99	190	8.99	4.99 - 9.99	810	6.40	4.99 - 6.99	725	5.16
Cottage Cheese		16 oz	2.79 - 3.99	1423	3.18	2.00	228	2.00	2.00 - 3.29	808	2.25
Cottage Cheese		24 oz	3.79 - 4.49	674	3.99				3.48 - 3.99	1327	3.84
Cream Cheese		8 oz	1.99 - 4.99	1640	3.05	1.99 - 4.00	998	2.10	1.99	772	1.99
Flavored Milk	All Fat Tests	Half Gallon	3.29	89	3.29				4.28	892	4.28
Ice Cream		14-16 oz	1.87 - 6.49	5627	3.50	2.49 - 5.99	3157	3.65	1.96 - 5.99	5900	3.39
Ice Cream		48-64 oz	2.47 - 6.19	4937	3.61	2.50 - 5.00	2590	3.30	2.50 - 4.88	4376	3.77
Milk	All Fat Tests	Half Gallon	2.45 - 2.89	1081	2.63				1.52	892	1.52
Milk	All Fat Tests	Gallon	3.09 - 5.00	1081	4.41				2.52 - 5.47	1784	4.00
Sour Cream		16 oz	1.97 - 2.99	1601	2.43	1.89 - 2.69	1265	2.04	1.99 - 2.50	1391	2.07
Sour Cream		24 oz	2.99 - 3.99	348	3.73	3.49 - 3.79	318	3.57	3.50	83	3.50
Yogurt	Greek	4-6 oz	0.80 - 1.33	1763	1.10	1.00 - 1.25	3058	1.13	0.75 - 1.67	1050	1.08
Yogurt	Yogurt	4-6 oz	0.40 - 1.00	905	0.59	0.49 - 1.50	582	1.29	0.59 - 0.88	1325	0.79
Yogurt	Greek	32 oz	5.99	65	5.99				3.99	892	3.99
Yogurt	Yogurt	32 oz	2.49 - 4.49	587	3.59	2.50	945	2.50			



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	4.00	107	4.00						
Butter		1 lb	2.99 - 4.99	425	3.83	3.99 - 4.99	1163	4.49	3.99	131	3.99
Cheese	Natural Varieties	6-8 oz Block	1.49 - 3.32	476	2.90	1.99 - 5.21	873	2.75	1.99	273	1.99
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 4.99	585	2.89	1.99 - 3.00	1156	2.43	1.99 - 2.99	702	2.50
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.27	417	2.53	1.99 - 3.00	1156	2.43	1.99 - 3.50	621	2.60
Cheese	Natural Varieties	1 lb Block	2.84 - 4.99	325	3.65	5.99	103	5.99	4.99 - 5.99	410	5.29
Cheese	Natural Varieties	1 lb Shred	2.84 - 4.99	325	3.65				4.99 - 5.99	410	5.29
Cheese	Natural Varieties	1 lb Sliced							4.99	287	4.99
Cheese	Natural Varieties	2 lb Block	4.99 - 7.99	611	5.57	4.99 - 7.97	681	6.10	4.99	184	4.99
Cheese	Natural Varieties	2 lb Shred	4.99 - 7.99	774	6.08	4.99 - 7.97	1106	6.06	4.99	184	4.99
Cottage Cheese		16 oz	2.00	70	2.00	2.00 - 2.99	1095	2.43	2.50	131	2.50
Cottage Cheese		24 oz	2.49 - 2.89	113	2.71	2.99 - 3.94	654	3.69	3.94	162	3.94
Cream Cheese		8 oz	2.29 - 3.99	104	3.14	1.99 - 3.99	1523	2.99	3.98	81	3.98
Flavored Milk	All Fat Tests	Half Gallon	1.99 - 3.49	229	2.66						
Flavored Milk	All Fat Tests	Gallon				3.97	352	3.97	2.50	287	2.50
Ice Cream		14-16 oz	1.92 - 5.99	1764	3.65	1.86 - 4.99	3509	3.71	1.87 - 4.99	1057	3.79
Ice Cream		48-64 oz	2.50 - 7.99	1670	4.36	2.50 - 4.99	2913	3.33	2.97 - 4.99	884	3.38
Milk	All Fat Tests	Half Gallon	1.99	126	1.99	1.76 - 3.29	669	2.18	1.76	162	1.76
Milk	All Fat Tests	Gallon	2.77 - 4.99	399	4.35	2.72 - 4.49	1821	3.71	2.50 - 4.34	742	3.08
Sour Cream		16 oz	2.00 - 2.69	174	2.35	2.00 - 2.99	1439	2.45	1.98	81	1.98
Sour Cream		24 oz	3.49	52	3.49	3.49	392	3.49			
Yogurt	Greek	4-6 oz	0.99 - 1.00	392	1.00	0.99 - 1.67	968	1.14	1.00	81	1.00
Yogurt	Yogurt	4-6 oz	0.33 - 0.67	560	0.53	0.39 - 1.50	731	0.72	0.59	287	0.59
Yogurt	Greek	32 oz	5.49	60	5.49	4.99	184	4.99			
Yogurt	Yogurt	32 oz				2.49	352	2.49	2.99	61	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	3.99 - 4.29	4	4.14			
Cheese	Natural Varieties	6-8 oz Block	3.99	2	3.99	2.50	33	2.50
Cheese	Natural Varieties	6-8 oz Shred	3.99	13	3.99	2.50 - 3.47	56	2.90
Cheese	Natural Varieties	6-8 oz Sliced	2.50 - 4.00	17	3.55	2.50 - 3.47	56	2.90
Cheese	Natural Varieties	1 lb Block	6.99	22	6.99			
Cheese	Natural Varieties	1 lb Shred	6.99	22	6.99	5.96	10	5.96
Cheese	Natural Varieties	1 lb Sliced	6.99	11	6.99			
Cheese	Natural Varieties	2 lb Block	5.99 - 8.98	14	6.63			
Cheese	Natural Varieties	2 lb Shred	5.99 - 8.98	14	6.63			
Cottage Cheese		16 oz	3.49	2	3.49	3.50	23	3.50
Cottage Cheese		24 oz	4.28 - 4.73	12	4.62			
Cream Cheese		8 oz	3.00 - 4.99	16	3.63	3.47	23	3.47
Flavored Milk	All Fat Tests	Gallon	3.00	11	3.00	7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 5.99	40	4.29	3.76 - 4.97	48	4.40
Ice Cream		48-64 oz	3.27 - 5.28	32	4.15	3.53 - 5.99	113	4.37
Milk	All Fat Tests	Half Gallon	2.84 - 3.94	18	3.39	3.99	4	3.99
Milk	All Fat Tests	Gallon	3.00 - 6.54	29	4.53	5.98 - 7.79	36	6.76
Sour Cream		16 oz	2.50 - 2.99	4	2.62			
Yogurt	Yogurt	4-6 oz	0.69	11	0.69	0.49	23	0.49



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		8 oz	184	5.99	67	4.74	107	4.49
Butter		1 lb	198	8.16	680	5.29	109	8.90
Cheese	Natural Varieties	6-8 oz Block	107	4.79	87	3.95		
Cheese	Natural Varieties	6-8 oz Shred	580	4.19	427	4.31	632	4.94
Cheese	Natural Varieties	6-8 oz Sliced	524	4.08	674	4.15	173	4.80
Cottage Cheese		16 oz					395	4.29
Ice Cream		14-16 oz	1657	4.31	1644	5.10	678	4.04
Ice Cream		48-64 oz	594	5.69	467	5.60	109	4.99
Milk	All Fat Tests	Half Gallon	3364	5.27	1972	5.46	803	5.01
Milk	All Fat Tests	Gallon	1255	8.26	554	7.96	52	6.99
Sour Cream		16 oz	184	3.49				
Yogurt	Yogurt	4-6 oz					107	1.25
Yogurt	Greek	32 oz	195	4.68				
Yogurt	Yogurt	32 oz	786	4.59	1154	5.15	1408	4.06

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	8.99	89	8.99						
Cheese	Natural Varieties	6-8 oz Shred				4.49	228	4.49			
Cheese	Natural Varieties	6-8 oz Sliced				4.04 - 4.49	172	4.27			
Ice Cream		14-16 oz	2.12 - 3.98	244	3.05	2.64 - 4.47	258	3.79	2.93 - 4.47	201	3.74
Ice Cream		48-64 oz	5.98	122	5.98	4.99	86	4.99	4.99 - 7.99	127	6.41
Milk	All Fat Tests	Half Gallon	4.78 - 6.99	744	5.39	5.02 - 5.58	172	5.30	5.02 - 5.83	1026	5.20
Milk	All Fat Tests	Gallon	6.99 - 7.58	211	7.33	7.83	86	7.83	7.58 - 7.99	127	7.77
Yogurt	Greek	32 oz				4.29	86	4.29			
Yogurt	Yogurt	32 oz	4.29	122	4.29	4.00 - 4.79	302	4.19	4.77	67	4.77



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				5.99	184	5.99			
Butter		1 lb				7.49	109	7.49			
Cheese	Natural Varieties	6-8 oz Block	4.79	107	4.79						
Cheese	Natural Varieties	6-8 oz Shred				3.99	352	3.99			
Cheese	Natural Varieties	6-8 oz Sliced				3.99	352	3.99			
Ice Cream		14-16 oz	3.24 - 7.99	439	5.40	2.43 - 5.99	511	4.48			
Ice Cream		48-64 oz	5.49	150	5.49	5.37	109	5.37			
Milk	All Fat Tests	Half Gallon	3.97 - 6.49	449	5.05	4.99 - 6.49	794	5.42	4.92	162	4.92
Milk	All Fat Tests	Gallon	7.99	75	7.99	7.42 - 8.97	594	8.69	8.67	162	8.67
Sour Cream		16 oz				3.49	184	3.49			
Yogurt	Greek	32 oz				4.99	109	4.99			
Yogurt	Yogurt	32 oz	4.19 - 6.49	182	5.54	4.29	109	4.29			

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
Ice Cream		14-16 oz				2.75	4	2.75
Milk	All Fat Tests	Half Gallon	6.24	9	6.24	6.83 - 6.91	8	6.87
Yogurt	Yogurt	32 oz				4.77	4	4.77

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.