



Email us with accessibility issues with this report.

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 10/25/2024 to 10/31/2024

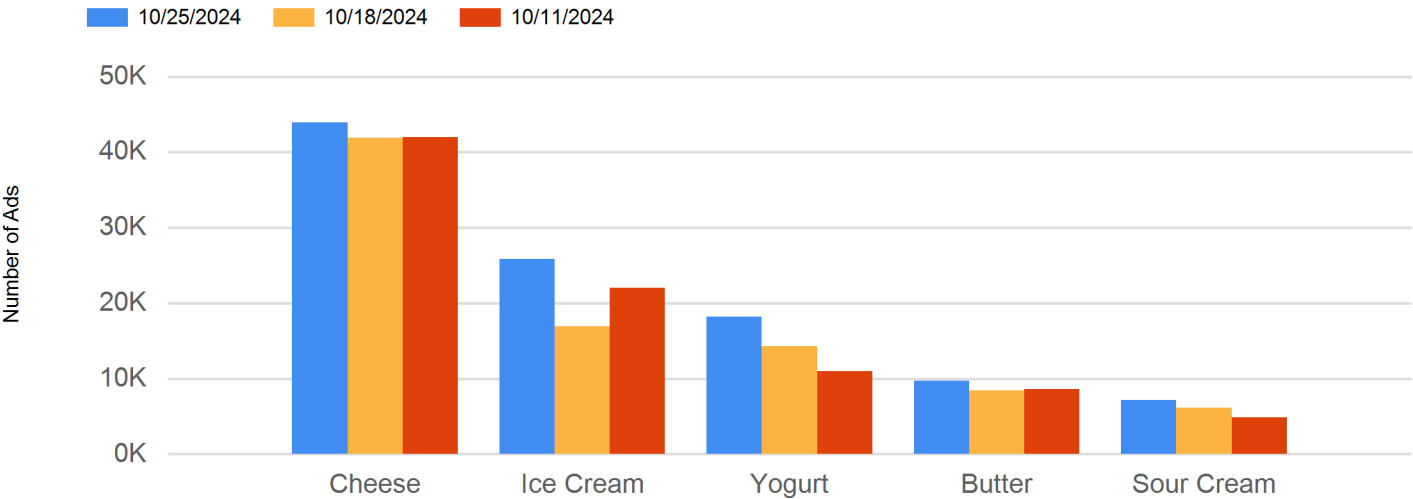
Total conventional dairy advertisements increased by 11 percent while total organic dairy ads decreased by 26 percent. Conventional ice cream in 48-64-ounce containers was the most advertised dairy product, with a weighted average advertised price of \$4.05, up from \$3.29 the week before. Conventional butter in one-pound packages had a weighted average advertised price of \$4.07, down from \$4.35 the week prior.

Sliced cheese in 6-8-ounce packages was the most advertised conventional cheese item, with a weighted average advertised price of \$2.66, up from \$2.49 the week prior. Sliced cheese in 6-8-ounce packages was the most advertised organic cheese product, with a weighted average advertised price of \$5.31, up from \$4.03 the week prior.

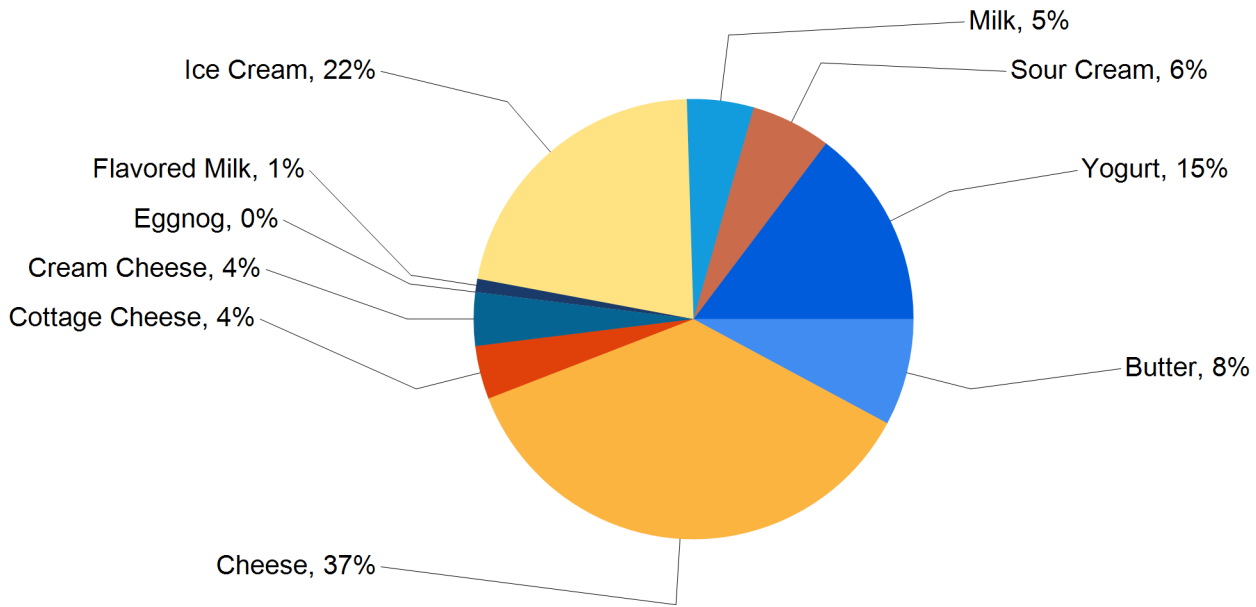
Greek yogurt in 4-6-ounce containers was the most advertised conventional yogurt product, with a weighted average advertised price of \$1.15, down from \$1.17 last week. The most advertised organic yogurt product was regular yogurt in 32-ounce containers with a weighted average advertised price of \$4.37, up from \$3.99 last week.

Half gallon containers of conventional milk had a weighted average advertised price of \$2.33, up from \$2.22 last week. Organic half gallons of milk were the most advertised organic dairy item and had a weighted average advertised price of \$4.23, down from \$4.53 last week.

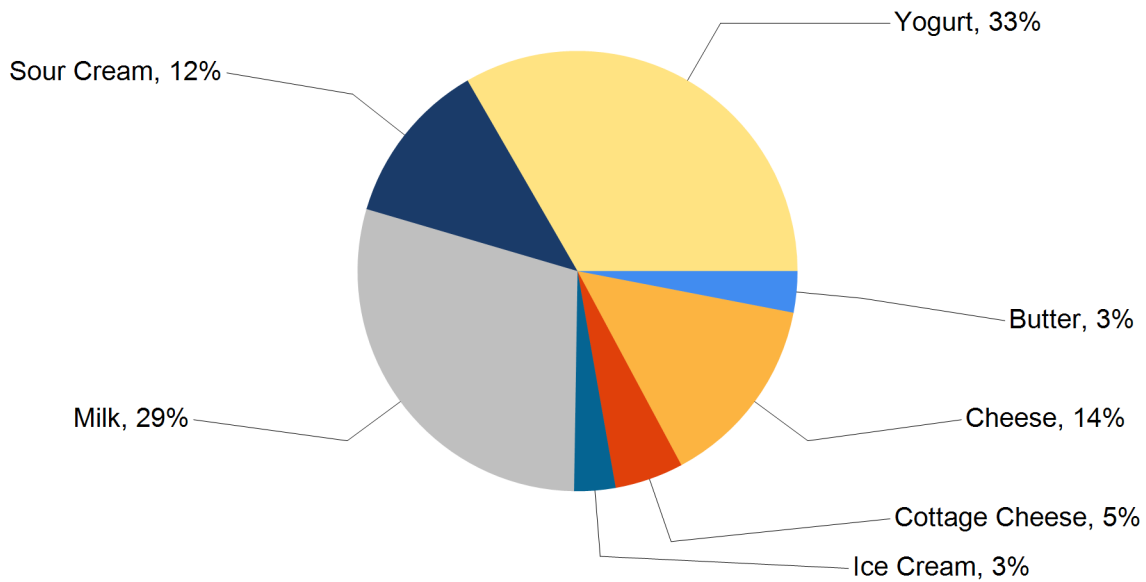
Top 5 Commodities Featured This Week



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	4056	2.84	3470	2.67	185	2.61
Butter		1 lb	5549	4.07	4750	4.35	4086	3.50
Cheese	Natural Varieties	6-8 oz Block	6700	2.38	7692	2.54	5874	2.28
Cheese	Natural Varieties	6-8 oz Shred	9946	2.42	10589	2.44	8441	2.40
Cheese	Natural Varieties	6-8 oz Sliced	11475	2.66	12264	2.49	6290	2.44
Cheese	Natural Varieties	1 lb Block	315	4.19	595	4.03	270	4.25
Cheese	Natural Varieties	1 lb Shred	4286	5.11	5436	4.70	108	4.14
Cheese	Natural Varieties	1 lb Sliced	2763	2.60				
Cheese	Natural Varieties	2 lb Block	2273	6.64	581	8.85	1014	7.54
Cheese	Natural Varieties	2 lb Shred	5774	7.13	3603	7.60	1273	7.53
Cottage Cheese		16 oz	3589	2.31	2076	2.39	3469	2.35
Cottage Cheese		24 oz	977	3.08	526	3.66	944	3.41
Cream Cheese		8 oz	4366	2.66	3861	2.92	4685	2.49
Cream Cheese		12 oz	73	7.49				
Eggnog		Quart	55	3.99	171	4.00	103	2.99
Eggnog		Half Gallon	60	4.99	171	6.72		
Flavored Milk	All Fat Tests	Half Gallon	517	2.75	391	2.97	2143	1.86
Flavored Milk	All Fat Tests	Gallon	213	4.99	106	4.99	1490	3.10
Ice Cream		14-16 oz	9925	3.35	5373	3.44	4693	3.70
Ice Cream		48-64 oz	15808	4.05	11231	3.29	8806	3.75
Milk	All Fat Tests	Half Gallon	655	2.33	1020	2.22	915	2.52
Milk	All Fat Tests	Gallon	4668	3.54	4896	3.58	3774	3.68
Sour Cream		16 oz	5981	2.15	5060	2.26	5776	2.09
Sour Cream		24 oz	785	3.06	903	2.97	828	3.24
Yogurt	Greek	4-6 oz	7258	1.15	8077	1.17	6672	1.10
Yogurt	Yogurt	4-6 oz	2384	0.60	3347	0.72	1209	0.67
Yogurt	Greek	32 oz	4245	3.84	5536	3.96	1587	4.99
Yogurt	Yogurt	32 oz	3310	2.68	4764	2.73	640	3.27



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	2.99 - 3.99	676	3.59	2.42 - 3.50	1935	2.66			
Butter		1 lb	4.29 - 5.99	930	5.11	2.98 - 4.99	1554	3.99	2.49 - 5.29	1097	3.54
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.19	1961	2.45	1.99 - 3.99	2126	2.63	1.99 - 2.50	817	2.09
Cheese	Natural Varieties	6-8 oz Shred	1.50 - 3.49	2234	2.42	2.24 - 3.99	3459	2.60	1.99 - 3.99	1091	2.51
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.00	1881	2.42	1.50 - 3.50	4688	2.86	2.00 - 3.00	377	2.71
Cheese	Natural Varieties	1 lb Block	3.99	190	3.99	3.99	53	3.99			
Cheese	Natural Varieties	1 lb Shred	4.09	185	4.09	3.99 - 5.64	2705	4.91			
Cheese	Natural Varieties	1 lb Sliced	3.99	190	3.99	2.48	1341	2.48			
Cheese	Natural Varieties	2 lb Block	9.99	122	9.99	4.99	463	4.99	4.99	559	4.99
Cheese	Natural Varieties	2 lb Shred				4.99 - 9.99	2085	7.21	4.99 - 7.49	1122	5.99
Cottage Cheese		16 oz	2.99 - 3.00	592	2.99	2.00 - 2.49	765	2.05	1.99 - 2.50	830	2.05
Cottage Cheese		24 oz	3.99	107	3.99	3.00	228	3.00	2.99	130	2.99
Cream Cheese		8 oz	1.49 - 3.99	862	2.61	1.99 - 3.00	1439	2.88	1.50 - 3.50	733	2.29
Flavored Milk	All Fat Tests	Half Gallon				2.50	228	2.50	2.49	83	2.49
Flavored Milk	All Fat Tests	Gallon							4.99	106	4.99
Ice Cream		14-16 oz	2.99 - 4.99	2435	3.48	1.00 - 4.00	2957	3.24	2.50 - 4.99	1668	3.24
Ice Cream		48-64 oz	2.99 - 5.49	2469	3.72	2.87 - 8.32	5105	5.05	2.99 - 4.99	2541	3.59
Milk	All Fat Tests	Half Gallon							1.99 - 2.49	271	2.14
Milk	All Fat Tests	Gallon	3.86 - 4.26	1182	4.05				3.13 - 3.99	988	3.21
Sour Cream		16 oz	1.43 - 3.00	1913	2.09	1.67 - 2.49	1131	1.96	1.99 - 2.50	1094	2.04
Sour Cream		24 oz	3.99	107	3.99	2.74 - 2.99	485	2.93			
Yogurt	Greek	4-6 oz	0.99 - 1.50	2245	1.16	0.80 - 1.38	2800	1.18	0.99 - 1.07	549	1.00
Yogurt	Yogurt	4-6 oz	0.49 - 1.33	750	0.75	0.40	90	0.40	0.50	210	0.50
Yogurt	Greek	32 oz	3.79 - 5.99	794	4.54	3.49 - 5.00	1574	3.69			
Yogurt	Yogurt	32 oz	2.19 - 4.59	497	3.16	2.56 - 3.00	1415	2.58			



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	2.42 - 4.49	1336	2.60	4.58	109	4.58			
Butter		1 lb	2.49 - 4.99	819	4.17	3.49 - 3.99	455	3.88	2.49 - 5.39	663	3.70
Cheese	Natural Varieties	6-8 oz Block	1.99 - 3.14	898	2.32	1.97 - 2.00	446	1.98	1.97 - 1.99	418	1.98
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 3.00	2040	2.26	1.97 - 2.50	499	2.03	1.97 - 2.24	580	2.05
Cheese	Natural Varieties	6-8 oz Sliced	1.99 - 3.33	2988	2.59	1.97 - 3.33	787	2.57	1.97 - 3.50	722	2.32
Cheese	Natural Varieties	1 lb Block				4.47	61	4.47			
Cheese	Natural Varieties	1 lb Shred	5.64	1221	5.64	4.47 - 5.99	164	5.42			
Cheese	Natural Varieties	1 lb Sliced	2.48	1221	2.48						
Cheese	Natural Varieties	2 lb Block	7.99	315	7.99	7.23 - 7.99	538	7.44	6.99 - 10.98	265	8.21
Cheese	Natural Varieties	2 lb Shred	7.47 - 7.99	1536	7.58	5.99 - 15.99	849	7.55	7.47	162	7.47
Cottage Cheese		16 oz	2.00 - 2.50	477	2.11	2.00 - 2.50	577	2.41	2.00 - 2.50	348	2.41
Cottage Cheese		24 oz				2.79 - 2.99	512	2.94			
Cream Cheese		8 oz	1.69 - 3.00	378	2.44	1.99 - 2.99	667	2.63	2.99	287	2.99
Cream Cheese		12 oz				7.49	73	7.49			
Eggnog		Quart				3.99	55	3.99			
Eggnog		Half Gallon	4.99	60	4.99						
Flavored Milk	All Fat Tests	Half Gallon	2.79 - 3.49	206	3.14						
Flavored Milk	All Fat Tests	Gallon	4.99	107	4.99						
Ice Cream		14-16 oz	2.99 - 5.99	689	3.89	1.99 - 6.29	1611	3.33	2.99	551	2.99
Ice Cream		48-64 oz	1.99 - 8.29	2421	3.65	1.99 - 8.49	2552	3.50	1.99 - 3.50	663	2.95
Milk	All Fat Tests	Half Gallon	2.99	160	2.99	2.50	53	2.50	1.93	162	1.93
Milk	All Fat Tests	Gallon	3.02 - 4.99	1347	3.20	3.56 - 3.90	970	3.73	3.22	162	3.22
Sour Cream		16 oz	2.00 - 2.99	772	2.35	2.00 - 2.50	723	2.43	2.00 - 2.50	348	2.41
Sour Cream		24 oz				2.79 - 2.99	193	2.87			
Yogurt	Greek	4-6 oz	0.98 - 1.25	463	1.12	0.99 - 1.34	610	1.07	0.99 - 1.25	580	1.18
Yogurt	Yogurt	4-6 oz	0.39 - 0.99	393	0.65	0.49 - 0.59	582	0.50	0.49 - 0.60	348	0.51
Yogurt	Greek	32 oz	3.19 - 3.99	1435	3.55	4.85	109	4.85	3.54 - 3.97	324	3.75
Yogurt	Yogurt	32 oz	2.56 - 2.99	1328	2.59	2.97	61	2.97			



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	2.88 - 6.49	31	4.20			
Cheese	Natural Varieties	6-8 oz Block	2.47	11	2.47	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Shred	2.47 - 2.68	20	2.56	2.47	23	2.47
Cheese	Natural Varieties	6-8 oz Sliced	3.36	9	3.36	2.47	23	2.47
Cheese	Natural Varieties	1 lb Block	6.99	11	6.99			
Cheese	Natural Varieties	1 lb Shred	6.99	11	6.99			
Cheese	Natural Varieties	1 lb Sliced	6.99	11	6.99			
Cheese	Natural Varieties	2 lb Block	6.99	11	6.99			
Cheese	Natural Varieties	2 lb Shred	6.99 - 8.98	20	7.89			
Ice Cream		14-16 oz				2.99 - 5.99	14	4.49
Ice Cream		48-64 oz	4.97	11	4.97	4.49 - 5.99	46	5.24
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon	4.28	9	4.28	5.98	10	5.98
Yogurt	Greek	4-6 oz	1.50	11	1.50			
Yogurt	Yogurt	4-6 oz	0.57	11	0.57			
Yogurt	Greek	32 oz	4.68	9	4.68			
Yogurt	Yogurt	32 oz	3.18	9	3.18			



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			107	5.29	86	5.99
Butter		1 lb	109	7.64	109	7.64	172	8.04
Cheese	Natural Varieties	6-8 oz Block	86	7.49	255	7.16	348	7.33
Cheese	Natural Varieties	6-8 oz Shred	159	5.99	452	4.22	277	4.41
Cheese	Natural Varieties	6-8 oz Sliced	184	5.31	412	4.03		
Cheese	Natural Varieties	1 lb Shred					86	8.99
Cheese	Natural Varieties	2 lb Shred					86	11.99
Cottage Cheese		16 oz	161	4.63	161	4.63		
Cream Cheese		8 oz					240	3.30
Ice Cream		14-16 oz	109	6.11	216	6.55		
Ice Cream		48-64 oz			107	8.99	60	6.49
Milk	All Fat Tests	Half Gallon	917	4.23	1184	4.53	1527	4.00
Milk	All Fat Tests	Gallon					152	6.94
Sour Cream		16 oz	389	3.76	161	3.64	92	3.49
Yogurt	Greek	4-6 oz					65	1.33
Yogurt	Yogurt	4-6 oz	92	1.35	92	1.35		
Yogurt	Greek	32 oz	337	6.75	612	6.23	964	6.96
Yogurt	Yogurt	32 oz	593	4.37	364	3.99	796	4.13

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
Cheese	Natural Varieties	6-8 oz Block				7.49	86	7.49			
Cheese	Natural Varieties	6-8 oz Shred				5.99	52	5.99			
Cottage Cheese		16 oz				4.59	86	4.59			
Milk	All Fat Tests	Half Gallon	3.99	131	3.99	3.50	228	3.50			
Sour Cream		16 oz				3.49 - 3.69	314	3.54			
Yogurt	Greek	32 oz				7.29	86	7.29	6.56	67	6.56
Yogurt	Yogurt	32 oz	3.99 - 4.99	292	4.36	4.00 - 4.50	301	4.38			



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		1 lb				7.64	109	7.64			
Cheese	Natural Varieties	6-8 oz Shred	5.99	107	5.99						
Cheese	Natural Varieties	6-8 oz Sliced	4.94	75	4.94	5.57	109	5.57			
Cottage Cheese		16 oz	4.67	75	4.67						
Ice Cream		14-16 oz				6.11	109	6.11			
Milk	All Fat Tests	Half Gallon				3.99 - 5.57	387	4.83	3.98	162	3.98
Sour Cream		16 oz	4.67	75	4.67						
Yogurt	Yogurt	4-6 oz	1.35	92	1.35						
Yogurt	Greek	32 oz	6.56	75	6.56	6.56	109	6.56			

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	9	4.66			

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.