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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 8/15/2025 to 8/21/2025

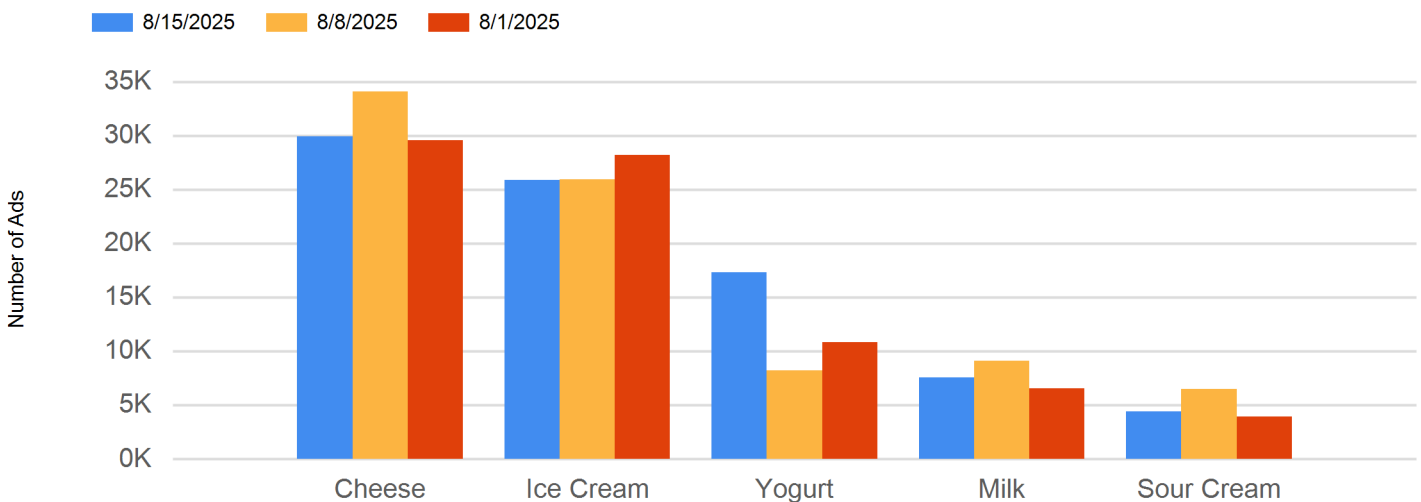
The week 33 retail dairy survey contained 3 percent fewer conventional ads and total organic dairy ads are down 26 percent. Total ads for the most advertised conventional dairy product, cheese, are down 9 percent. Organic milk is the most advertised organic dairy product this week, despite a 25 percent decline in ads from last week.

Organic cheese was not featured in any surveyed ads this week but was present in the prior survey. The most advertised conventional cheese product is 6-8-ounce shred style, which appeared in 4 percent more ads this week. The weighted average advertised price (average price) for this product is down 6 cents to \$2.51.

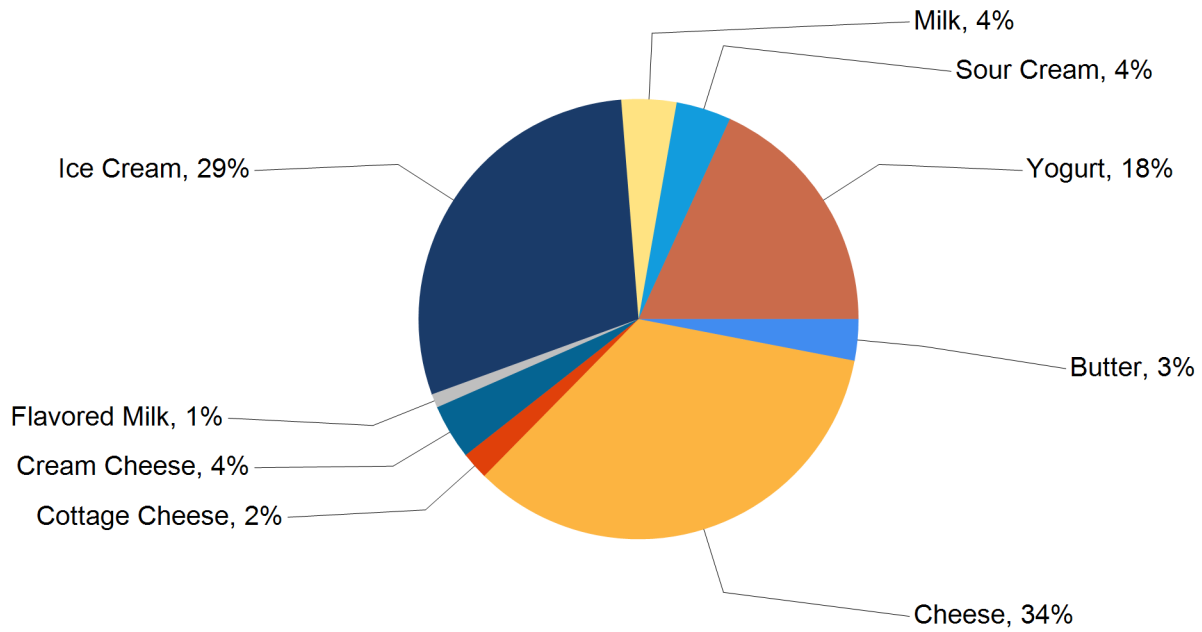
Conventional ice cream ads are up 2 percent, while organic ice cream ads are down 48 percent. Total ads for conventional 48-64-ounce ice cream are up 22 percent from last week and the average price increased 52 cents to \$4.07. Organic 48-64-ounce ice cream appeared in the week 32 survey, but was absent from surveyed ads this week.

Conventional yogurt appeared in 43 percent more ads this week and remained the third most advertised conventional dairy product. Organic yogurt, the second most advertised organic dairy product, appeared in 9 percent more ads this week. Ads for the most advertised conventional dairy product, 4-6-ounce Greek style, are up 23 percent. Total ads for conventional 32-ounce Greek yogurt are up 589 percent, and the average price increased 7 cents to \$4.94. Organic 32-ounce Greek yogurt ads are up 190 percent. The average price for this product is down 47 cents to \$7.15, creating a week 33 organic premium of \$2.21.

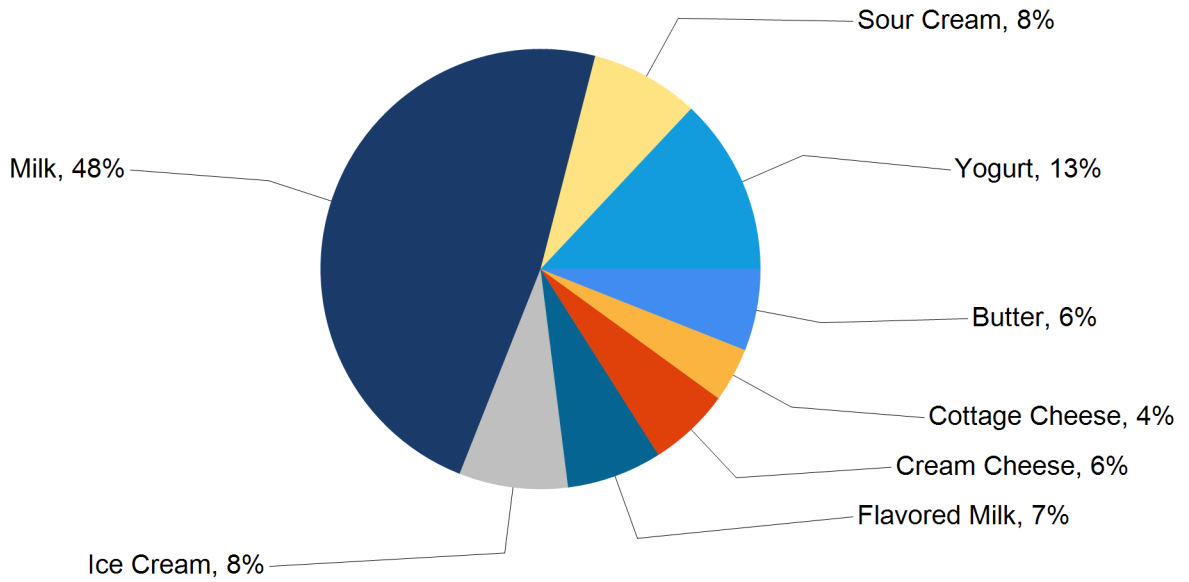
Top 5 Commodities Featured This Week



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	501	3.32	452	3.24	3245	2.49
Butter		1 lb	2267	3.95	4840	3.77	2456	4.43
Cheese	Natural Varieties	6-8 oz Block	7045	2.55	3593	2.40	5445	2.61
Cheese	Natural Varieties	6-8 oz Shred	9591	2.51	9222	2.57	13184	2.50
Cheese	Natural Varieties	6-8 oz Sliced	8051	2.93	10235	2.95	12535	2.72
Cheese	Natural Varieties	1 lb Block	1764	3.88	498	5.67	783	4.62
Cheese	Natural Varieties	1 lb Shred	1534	3.69	1796	4.76	5800	5.52
Cheese	Natural Varieties	1 lb Sliced	869	3.68			423	4.06
Cheese	Natural Varieties	2 lb Block	82	7.08	3193	6.10	1207	6.53
Cheese	Natural Varieties	2 lb Shred	1012	7.49	4372	6.09	4922	7.19
Cottage Cheese		16 oz	1750	2.56	2834	2.43	1425	2.26
Cottage Cheese		24 oz	297	2.92	496	3.79	4610	3.76
Cream Cheese		8 oz	3706	2.99	2877	2.99	4667	2.93
Cream Cheese		12 oz				6.99		
Flavored Milk	All Fat Tests	Half Gallon	237	3.46	199	2.99	240	3.77
Flavored Milk	All Fat Tests	Gallon	375	5.26	407	3.18	199	4.78
Ice Cream		14-16 oz	9271	3.62	11711	3.69	8611	4.06
Ice Cream		48-64 oz	16034	4.07	13111	3.55	18993	4.34
Milk	All Fat Tests	Half Gallon	886	3.04	1072	1.63	426	1.52
Milk	All Fat Tests	Gallon	2900	3.48	2988	2.92	6207	3.42
Sour Cream		16 oz	3331	2.33	4563	2.16	4544	2.26
Sour Cream		24 oz	466	3.26	1303	3.43	1089	2.94
Yogurt	Greek	4-6 oz	6917	1.23	5641	1.15	6646	1.11
Yogurt	Yogurt	4-6 oz	5791	0.72	3546	0.75	5907	0.61
Yogurt	Greek	32 oz	3071	4.94	446	4.87	3799	4.03
Yogurt	Yogurt	32 oz	492	3.36	1745	2.83	3388	2.97



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	2.00 - 2.99	333	2.76				4.49	83	4.49
Butter		1 lb	2.77 - 4.49	747	3.62	4.49	366	4.49	3.50 - 5.48	343	4.89
Cheese	Natural Varieties	6-8 oz Block	1.67 - 4.99	2603	2.38	2.00 - 3.50	1761	2.86	2.00 - 3.49	1024	2.91
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	2045	2.27	2.00 - 3.49	2267	2.85	1.99 - 3.49	1782	2.68
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 5.41	2457	2.80	1.99 - 4.11	2488	3.26	2.00 - 3.50	946	3.03
Cheese	Natural Varieties	1 lb Block	3.49 - 7.79	1031	4.14						
Cheese	Natural Varieties	1 lb Shred	3.49 - 3.99	616	3.60	3.00	90	3.00			
Cheese	Natural Varieties	1 lb Sliced	3.99	78	3.99						
Cheese	Natural Varieties	2 lb Shred	9.99	190	9.99	5.00	119	5.00	6.97 - 8.99	412	7.50
Cottage Cheese		16 oz	2.00 - 3.49	1177	2.69						
Cottage Cheese		24 oz	3.29	59	3.29				2.99 - 3.00	122	3.00
Cream Cheese		8 oz	1.68 - 4.00	1483	2.56	3.99	1018	3.99	1.99 - 2.00	389	2.00
Flavored Milk	All Fat Tests	Half Gallon	3.59	185	3.59						
Flavored Milk	All Fat Tests	Gallon	5.49	183	5.49				4.99	189	4.99
Ice Cream		14-16 oz	2.49 - 6.11	1914	3.85	1.99 - 6.99	1293	3.53	2.49 - 6.49	1750	3.60
Ice Cream		48-64 oz	3.00 - 5.99	3606	3.94	2.49 - 5.99	3236	4.46	2.49 - 4.99	2757	3.69
Milk	All Fat Tests	Half Gallon	1.99 - 3.79	575	3.28						
Milk	All Fat Tests	Gallon	2.59 - 4.06	1177	3.69				4.99	83	4.99
Sour Cream		16 oz	1.89 - 2.99	1573	2.21	2.50	74	2.50	1.88 - 2.49	712	2.11
Yogurt	Greek	4-6 oz	1.00 - 2.22	2572	1.29	1.00 - 2.00	2245	1.26	1.00 - 1.26	493	1.16
Yogurt	Yogurt	4-6 oz	0.49 - 1.33	1823	0.71	0.60 - 1.25	1312	1.07	0.33 - 0.60	848	0.54
Yogurt	Greek	32 oz	4.49 - 6.49	1051	5.08	4.99	530	4.99	4.98 - 4.99	865	4.99
Yogurt	Yogurt	32 oz	3.00	65	3.00						



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
Butter		8 oz	4.38	75	4.38						
Butter		1 lb	2.97 - 4.99	346	4.06	2.99 - 3.49	425	3.08			
Cheese	Natural Varieties	6-8 oz Block	1.69 - 2.00	465	1.86	1.87 - 2.99	1083	2.35	3.50	81	3.50
Cheese	Natural Varieties	6-8 oz Shred	1.69 - 2.97	997	2.28	1.87 - 3.00	2156	2.28	2.49 - 3.49	276	2.90
Cheese	Natural Varieties	6-8 oz Sliced	1.79 - 2.97	793	2.29	1.87 - 4.11	1108	2.73	3.29 - 3.50	214	3.44
Cheese	Natural Varieties	1 lb Block	2.99 - 3.50	526	3.39	4.77	61	4.77	3.29	123	3.29
Cheese	Natural Varieties	1 lb Shred	2.99 - 3.50	526	3.39	6.99	103	6.99	3.29	184	3.29
Cheese	Natural Varieties	1 lb Sliced	3.49 - 3.99	586	3.74				3.29	184	3.29
Cheese	Natural Varieties	2 lb Block							6.98	81	6.98
Cheese	Natural Varieties	2 lb Shred	6.99 - 7.99	160	7.58				5.99	131	5.99
Cottage Cheese		16 oz	2.00	52	2.00	1.99 - 2.49	521	2.33			
Cottage Cheese		24 oz	2.49	107	2.49						
Cream Cheese		8 oz	1.99 - 3.78	282	3.01	1.99 - 3.50	521	3.01			
Flavored Milk	All Fat Tests	Half Gallon	2.99	52	2.99						
Ice Cream		14-16 oz	2.49 - 6.99	1292	3.81	2.47 - 7.99	1815	3.65	1.87 - 4.48	1108	2.93
Ice Cream		48-64 oz	2.49 - 6.97	2082	4.65	2.49 - 5.99	3498	3.99	1.99 - 3.99	742	3.18
Milk	All Fat Tests	Half Gallon				3.48	122	3.48	1.72	162	1.72
Milk	All Fat Tests	Gallon				2.86 - 3.88	1285	3.10	2.82 - 4.36	324	3.59
Sour Cream		16 oz	2.00	52	2.00	2.49 - 2.99	661	2.72	2.28 - 2.64	243	2.52
Sour Cream		24 oz	2.49	107	2.49	3.49	352	3.49			
Yogurt	Greek	4-6 oz	0.99 - 1.35	411	1.09	0.99 - 1.35	1040	1.14	1.25	142	1.25
Yogurt	Yogurt	4-6 oz	0.50 - 0.87	743	0.61	0.39 - 0.60	757	0.49	0.29 - 0.80	264	0.49
Yogurt	Greek	32 oz	4.99	274	4.99	3.99 - 4.99	351	4.26			
Yogurt	Yogurt	32 oz	5.39	75	5.39	2.99	352	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		8 oz				4.13	10	4.13
Butter		1 lb				4.99 - 5.72	40	5.26
Cheese	Natural Varieties	6-8 oz Block	6.49	2	6.49	2.47 - 3.49	26	2.59
Cheese	Natural Varieties	6-8 oz Shred	6.49	2	6.49	2.36 - 3.49	66	2.71
Cheese	Natural Varieties	6-8 oz Sliced	2.58	3	2.58	2.47 - 5.51	42	3.18
Cheese	Natural Varieties	1 lb Block	3.79 - 6.99	13	4.28	4.54	10	4.54
Cheese	Natural Varieties	1 lb Shred	3.79 - 6.99	15	4.58			
Cheese	Natural Varieties	1 lb Sliced	3.79	11	3.79	4.54	10	4.54
Cottage Cheese		24 oz	4.73	9	4.73			
Cream Cheese		8 oz	3.00	9	3.00	2.25	4	2.25
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 5.99	25	4.01	3.97 - 8.29	74	6.24
Ice Cream		48-64 oz	3.27 - 4.99	40	4.40	3.99 - 4.99	73	4.45
Milk	All Fat Tests	Half Gallon	2.84 - 4.24	27	3.67			
Milk	All Fat Tests	Gallon	4.38 - 6.58	18	5.48	5.98 - 7.79	13	6.40
Sour Cream		16 oz	3.17	9	3.17	4.59	7	4.59
Sour Cream		24 oz	3.49 - 3.99	7	3.67			
Yogurt	Greek	4-6 oz				1.35 - 1.48	14	1.44
Yogurt	Yogurt	4-6 oz	0.60 - 1.00	4	0.70	0.75 - 1.39	40	1.28



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	463	7.50	463	7.64	534	7.46
Cheese	Natural Varieties	6-8 oz Block			410	8.74		
Cheese	Natural Varieties	6-8 oz Shred			476	4.42		
Cheese	Natural Varieties	6-8 oz Sliced			308	5.29	109	5.57
Cottage Cheese		16 oz	335	4.34	266	3.94	568	5.54
Cream Cheese		8 oz	463	3.84	392	3.87	1679	3.46
Flavored Milk	All Fat Tests	Half Gallon	530	5.23	396	5.20		
Ice Cream		14-16 oz	594	6.82	952	6.68		
Ice Cream		48-64 oz			180	10.49		
Milk	All Fat Tests	Half Gallon	3487	4.87	4808	4.55	13809	4.89
Milk	All Fat Tests	Gallon	280	7.47	238	8.61	4088	7.85
Sour Cream		16 oz	624	3.72	657	3.77	369	4.12
Yogurt	Greek	32 oz	328	7.15	113	7.62	340	6.40
Yogurt	Yogurt	32 oz	710	5.13	837	5.35	2973	4.91

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	7.87	122	7.87	6.97	86	6.97	7.84	67	7.84
Cottage Cheese		16 oz	5.99	65	5.99	3.83	86	3.83	3.83	67	3.83
Cream Cheese		8 oz	2.92	122	2.92	4.49	86	4.49	3.59	67	3.59
Flavored Milk	All Fat Tests	Half Gallon	4.72	122	4.72	5.09	86	5.09	5.23 - 5.46	134	5.34
Ice Cream		14-16 oz				7.99	52	7.99	6.15	67	6.15
Milk	All Fat Tests	Half Gallon	4.59 - 5.23	619	4.94	4.49 - 5.46	635	4.72	4.49 - 6.49	814	5.06
Sour Cream		16 oz	3.90	122	3.90	3.28 - 3.66	172	3.47	3.84	67	3.84
Yogurt	Greek	32 oz	7.99	60	7.99						
Yogurt	Yogurt	32 oz	4.29 - 5.49	260	4.90	5.49	86	5.49	5.49	67	5.49



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	7.33	75	7.33	7.33	109	7.33			
Cottage Cheese		16 oz				4.04	109	4.04			
Cream Cheese		8 oz	4.34	75	4.34	4.11	109	4.11			
Flavored Milk	All Fat Tests	Half Gallon	5.54	75	5.54	5.54	109	5.54			
Ice Cream		14-16 oz	5.19 - 7.99	182	6.84	6.38 - 6.99	293	6.76			
Milk	All Fat Tests	Half Gallon	4.29 - 6.27	665	4.85	4.49 - 5.23	441	4.70	4.49 - 4.92	285	4.73
Milk	All Fat Tests	Gallon				5.61	109	5.61	8.67	162	8.67
Sour Cream		16 oz	3.20 - 3.97	150	3.58	4.04	109	4.04			
Yogurt	Greek	32 oz	7.59	75	7.59	5.49 - 7.59	189	6.70			
Yogurt	Yogurt	32 oz	4.26	75	4.26	5.39 - 5.49	218	5.44			

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				10.23	4	10.23
Cottage Cheese		16 oz				4.91	8	4.91
Cream Cheese		8 oz				4.87	4	4.87
Flavored Milk	All Fat Tests	Half Gallon				5.98	4	5.98
Milk	All Fat Tests	Half Gallon	6.24 - 6.49	20	6.38	5.83 - 7.11	8	6.47
Milk	All Fat Tests	Gallon	8.45	9	8.45			
Sour Cream		16 oz				4.04	4	4.04
Yogurt	Greek	32 oz				7.59	4	7.59
Yogurt	Yogurt	32 oz				5.39	4	5.39

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.