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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 4/18/2025 to 4/24/2025

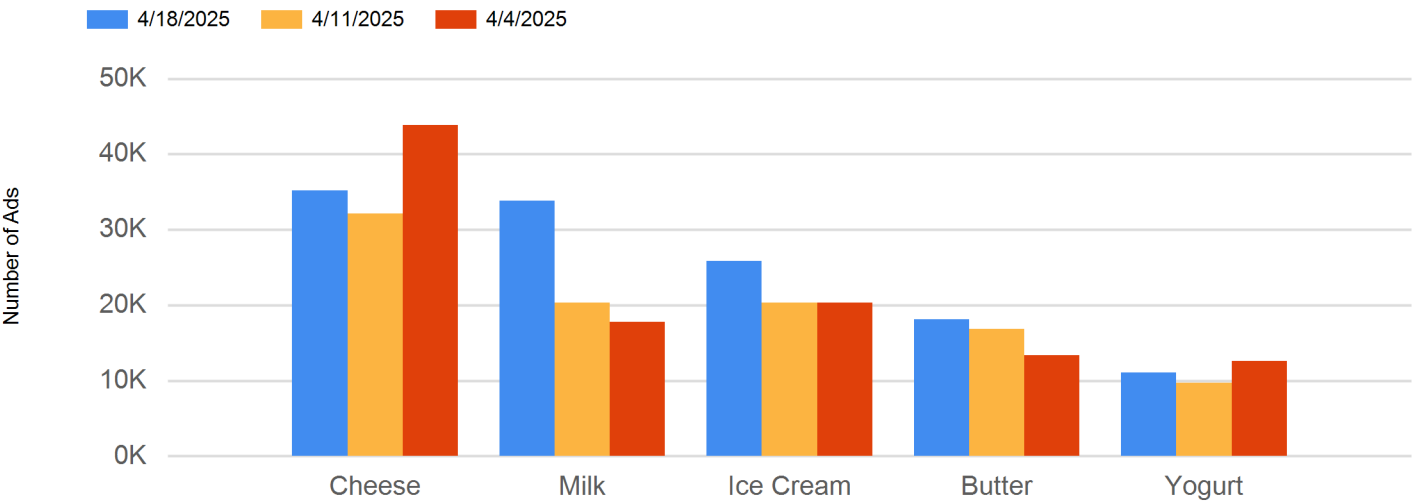
Total conventional dairy advertisements increased by 9 percent and total organic dairy ads increased by 138 percent. Conventional ice cream in 48-64-ounce containers was the most advertised dairy product, with a weighted average advertised price of \$4.30, up from \$3.72 the week before. Conventional butter in one-pound packages was the second most advertised dairy product, with a weighted average advertised price of \$3.90, down from \$4.19 the week prior.

Shredded cheese in 6-8-ounce packages was the most advertised conventional cheese item, with a weighted average advertised price of \$2.46, up from \$2.25 the week prior. Shredded cheese in 6-8-ounce packages was the most advertised organic cheese item, with a weighted average advertised price of \$4.76, down from \$4.94 the week prior.

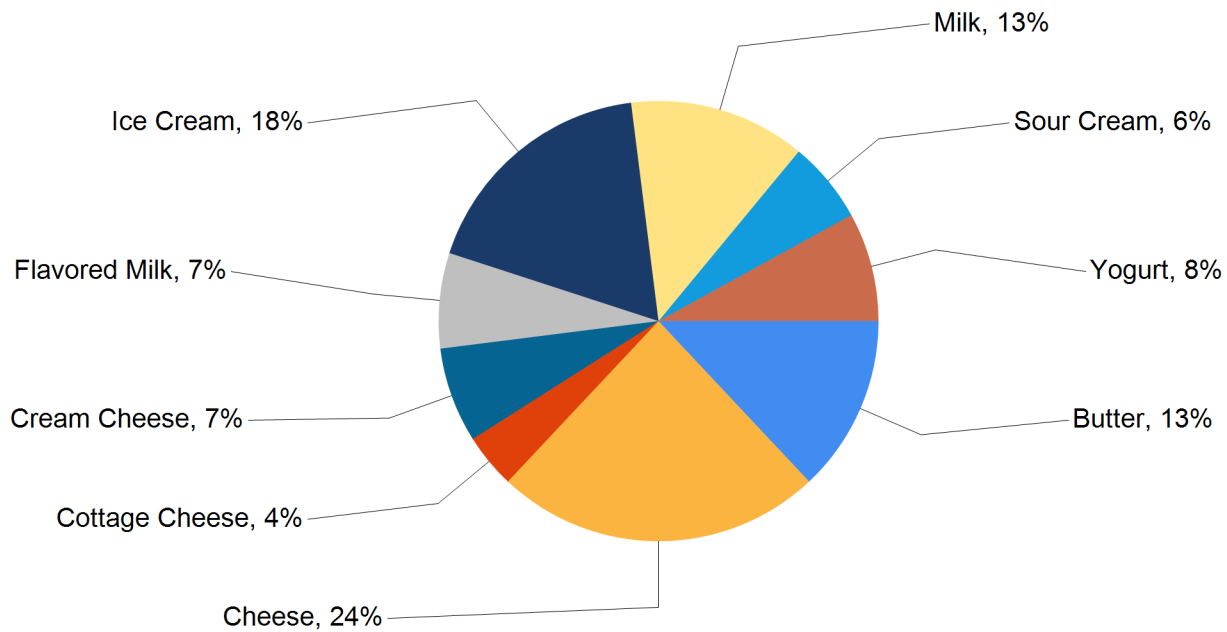
Greek yogurt in 4-6-ounce containers was the most advertised conventional yogurt product, with a weighted average advertised price of \$1.13, up from \$1.10 the week prior. The most advertised organic yogurt product was regular yogurt in 4-6-ounce containers with a weighted average advertised price of \$1.82, no change from the week prior.

Half gallon containers of conventional milk had a weighted average advertised price of \$2.61, up from \$2.47 last week. Organic half gallons of milk were the fourth most advertised dairy product overall and had a weighted average advertised price of \$5.36, up from \$5.28 last week.

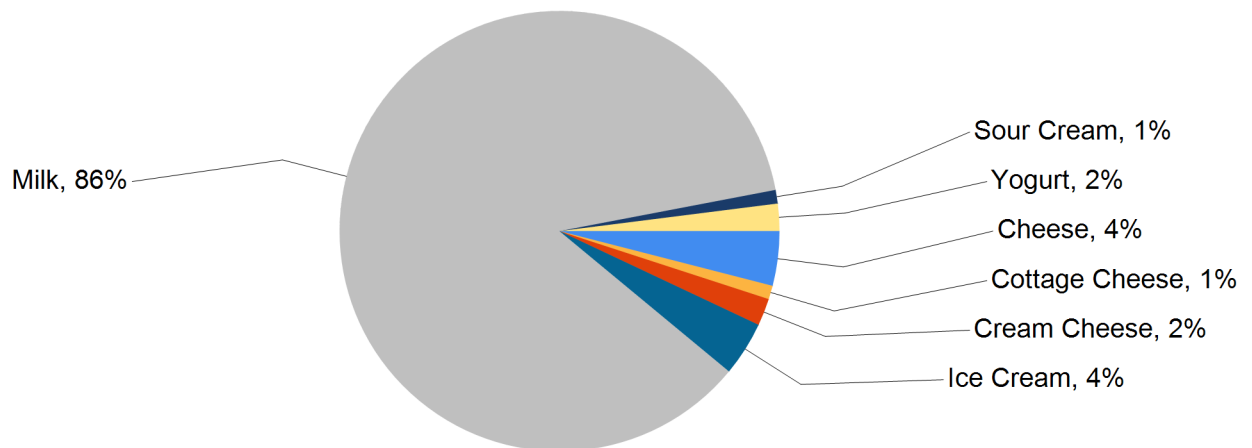
Top 5 Commodities Featured This Week



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	2058	3.17	2237	3.41	1837	2.57
Butter		1 lb	16081	3.90	13947	4.19	5143	4.07
Cheese	Natural Varieties	6-8 oz Block	7538	2.61	6693	2.25	8520	2.39
Cheese	Natural Varieties	6-8 oz Shred	11545	2.46	12543	2.25	11538	2.46
Cheese	Natural Varieties	6-8 oz Sliced	6282	2.86	4024	2.68	10390	2.56
Cheese	Natural Varieties	1 lb Block	459	4.21	552	3.94	438	4.51
Cheese	Natural Varieties	1 lb Shred	90	3.00	2552	3.83	943	4.85
Cheese	Natural Varieties	1 lb Sliced			636	3.18	1826	3.74
Cheese	Natural Varieties	2 lb Block	2510	6.56	586	6.65	785	6.71
Cheese	Natural Varieties	2 lb Shred	6041	7.10	3898	7.37	2167	7.06
Cottage Cheese		16 oz	4254	2.14	3693	2.48	3762	2.37
Cottage Cheese		24 oz	1872	3.25	2199	3.24	5226	3.00
Cream Cheese		8 oz	10471	2.30	10382	2.06	4423	2.57
Cream Cheese		12 oz					1221	5.78
Flavored Milk	All Fat Tests	Half Gallon	5832	2.75	5295	2.69	468	1.81
Flavored Milk	All Fat Tests	Gallon	4435	3.68	4085	3.52	83	3.99
Ice Cream		14-16 oz	7920	4.33	7733	4.29	10124	2.86
Ice Cream		48-64 oz	17333	4.30	12573	3.72	13800	4.13
Milk	All Fat Tests	Half Gallon	9579	2.61	7928	2.47	4201	1.70
Milk	All Fat Tests	Gallon	9020	3.96	8746	3.70	5900	3.28
Sour Cream		16 oz	7855	2.07	5687	2.29	4926	2.19
Sour Cream		24 oz	232	2.77	979	3.23	3733	3.02
Yogurt	Greek	4-6 oz	6646	1.13	7992	1.10	9818	1.08
Yogurt	Yogurt	4-6 oz	2317	0.65	2882	0.69	4922	0.64
Yogurt	Greek	32 oz	1325	5.71	1397	4.94	1296	4.54
Yogurt	Yogurt	32 oz	383	3.27	1175	3.11	3784	2.98



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				2.49 - 3.99	1614	2.92			
Butter		1 lb	2.97 - 5.99	4126	3.46	2.98 - 4.99	3226	4.01	2.99 - 4.99	2299	3.44
Cheese	Natural Varieties	6-8 oz Block	1.99 - 3.69	2975	2.57	2.00 - 3.59	462	2.60	1.75 - 3.59	1106	2.44
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	4004	2.62	1.69 - 3.49	2051	2.26	1.75 - 2.50	473	2.06
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.50	1651	2.97	2.35 - 3.50	978	2.86	1.99 - 3.50	1154	2.68
Cheese	Natural Varieties	1 lb Block	4.69	122	4.69	4.04	86	4.04	4.04	67	4.04
Cheese	Natural Varieties	1 lb Shred				3.00	90	3.00			
Cheese	Natural Varieties	2 lb Block				5.99	463	5.99	5.99	559	5.99
Cheese	Natural Varieties	2 lb Shred	7.99 - 9.99	427	8.88	5.99 - 7.38	1923	7.02	5.99 - 7.98	863	6.45
Cottage Cheese		16 oz	2.50 - 3.50	1048	2.80	1.49 - 2.49	788	1.69	1.49 - 2.00	620	1.54
Cottage Cheese		24 oz	3.99	322	3.99				2.50 - 3.99	1381	3.11
Cream Cheese		8 oz	1.50 - 3.69	3549	2.32	1.49 - 4.49	1465	2.25	1.50 - 3.89	2338	2.28
Flavored Milk	All Fat Tests	Half Gallon				1.86 - 3.24	2682	2.55	3.00 - 4.00	249	3.76
Flavored Milk	All Fat Tests	Gallon				3.07 - 4.52	2682	3.79	4.98	199	4.98
Ice Cream		14-16 oz	2.50 - 4.99	2517	3.67	4.00 - 6.99	1709	6.11	2.99 - 4.50	1165	3.66
Ice Cream		48-64 oz	2.50 - 6.99	4586	4.01	2.99 - 6.99	2990	4.96	2.99 - 5.89	3598	4.01
Milk	All Fat Tests	Half Gallon				2.32 - 2.96	2682	2.64			
Milk	All Fat Tests	Gallon	2.52 - 3.49	574	2.65	4.36	1341	4.36	2.72 - 2.85	1627	2.78
Sour Cream		16 oz	1.69 - 2.50	2067	2.17	1.49 - 2.50	968	1.78	1.49 - 2.69	1825	2.03
Sour Cream		24 oz				2.49	119	2.49			
Yogurt	Greek	4-6 oz	1.00 - 1.50	1620	1.16	0.80 - 1.25	2326	1.16	0.99 - 1.50	912	1.10
Yogurt	Yogurt	4-6 oz	0.55 - 0.70	641	0.61				0.50 - 0.68	519	0.61
Yogurt	Greek	32 oz	5.99 - 6.49	194	6.32	3.50 - 5.99	190	5.03	3.99 - 6.99	284	5.98
Yogurt	Yogurt	32 oz	2.99	107	2.99						



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	4.65	92	4.65	3.97	352	3.97			
Butter		1 lb	2.49 - 4.96	3306	4.16	2.99 - 6.99	2424	4.60	2.49 - 4.49	590	3.61
Cheese	Natural Varieties	6-8 oz Block	1.79 - 3.50	1165	2.51	1.97 - 5.39	1153	3.14	1.99 - 3.50	613	2.33
Cheese	Natural Varieties	6-8 oz Shred	1.89 - 3.50	2535	2.22	1.97 - 3.50	1511	2.92	1.97 - 3.50	898	2.29
Cheese	Natural Varieties	6-8 oz Sliced	1.97 - 3.50	653	3.09	1.97 - 3.50	1315	2.97	1.99 - 3.50	490	2.35
Cheese	Natural Varieties	1 lb Block	4.04	75	4.04	4.04	109	4.04			
Cheese	Natural Varieties	2 lb Block	4.99 - 7.99	545	7.03	5.99 - 7.99	687	6.45	6.99 - 9.99	245	8.24
Cheese	Natural Varieties	2 lb Shred	4.99 - 7.99	1659	7.42	5.99 - 8.99	998	6.47	7.38	162	7.38
Cottage Cheese		16 oz	1.49 - 2.50	879	2.16	2.00 - 2.49	847	2.23	1.49	61	1.49
Cottage Cheese		24 oz	2.49 - 3.99	169	2.95						
Cream Cheese		8 oz	1.69 - 3.49	1253	2.27	1.75 - 3.99	1100	2.36	1.99 - 2.50	674	2.27
Flavored Milk	All Fat Tests	Half Gallon	1.82 - 3.98	2568	2.86				1.93 - 3.57	324	2.75
Flavored Milk	All Fat Tests	Gallon	2.96	1221	2.96				3.20 - 6.16	324	4.68
Ice Cream		14-16 oz	2.99 - 6.99	966	4.42	3.99 - 4.00	876	3.99	3.49 - 4.00	613	3.65
Ice Cream		48-64 oz	1.99 - 7.99	2710	4.72	2.50 - 7.49	2481	4.27	1.99 - 4.99	858	3.34
Milk	All Fat Tests	Half Gallon	1.78 - 3.93	6231	2.63				1.93 - 2.53	648	2.23
Milk	All Fat Tests	Gallon	2.96 - 5.38	3823	4.59	3.54 - 3.78	970	3.66	3.20 - 4.42	648	3.88
Sour Cream		16 oz	1.49 - 2.59	870	2.14	1.49 - 3.00	1601	2.12	1.49 - 2.49	479	2.06
Sour Cream		24 oz	3.49	52	3.49				2.69	61	2.69
Yogurt	Greek	4-6 oz	0.99 - 1.25	582	1.01	0.99 - 2.00	980	1.13	0.99 - 1.00	192	0.99
Yogurt	Yogurt	4-6 oz	0.60	52	0.60	0.47 - 0.79	514	0.71	0.59 - 0.86	580	0.67
Yogurt	Greek	32 oz	5.99	159	5.99	5.99	352	5.99	3.79	123	3.79
Yogurt	Yogurt	32 oz	4.00	107	4.00	2.97 - 3.00	169	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	2.49 - 5.99	50	4.67	4.49 - 5.99	60	5.42
Cheese	Natural Varieties	6-8 oz Block	2.49	11	2.49	2.47 - 3.50	53	2.84
Cheese	Natural Varieties	6-8 oz Shred	2.36 - 2.49	20	2.43	2.47 - 3.50	53	2.84
Cheese	Natural Varieties	6-8 oz Sliced	2.49	11	2.49	2.47 - 3.50	30	2.71
Cheese	Natural Varieties	2 lb Block	6.99	11	6.99			
Cheese	Natural Varieties	2 lb Shred	8.86	9	8.86			
Cottage Cheese		16 oz	1.69	11	1.69			
Cream Cheese		8 oz	2.49 - 3.50	39	3.22	2.47 - 3.49	53	2.92
Flavored Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Flavored Milk	All Fat Tests	Gallon	4.28	9	4.28			
Ice Cream		14-16 oz	4.49	11	4.49	4.00 - 4.50	63	4.44
Ice Cream		48-64 oz	4.47 - 6.39	50	5.77	4.00 - 7.49	60	5.76
Milk	All Fat Tests	Half Gallon	2.78 - 4.84	18	3.81			
Milk	All Fat Tests	Gallon	4.28 - 6.52	27	5.67	5.98	10	5.98
Sour Cream		16 oz	1.69 - 2.29	22	1.99	3.49	23	3.49
Yogurt	Greek	4-6 oz	2.13	11	2.13	1.29	23	1.29
Yogurt	Yogurt	4-6 oz	0.69	11	0.69			
Yogurt	Greek	32 oz				6.99	23	6.99



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	4.99	1531	4.24
Butter		1 lb			498	6.53	362	6.68
Cheese	Natural Varieties	6-8 oz Block					103	2.99
Cheese	Natural Varieties	6-8 oz Shred	433	4.76	264	4.94	1077	3.95
Cheese	Natural Varieties	6-8 oz Sliced	296	6.17	418	6.95	218	2.99
Cheese	Natural Varieties	1 lb Shred					86	8.99
Cottage Cheese		16 oz	218	4.99	195	6.04	245	3.93
Cream Cheese		8 oz	308	3.96	178	3.33	312	3.56
Flavored Milk	All Fat Tests	Half Gallon			1221	5.47		
Ice Cream		14-16 oz	338	8.10			52	6.49
Ice Cream		48-64 oz	291	7.99			266	7.98
Milk	All Fat Tests	Half Gallon	10508	5.36	2974	5.28	6438	4.64
Milk	All Fat Tests	Gallon	4727	8.24	679	7.59	2712	7.58
Sour Cream		16 oz	218	4.26	415	4.16	159	3.99
Yogurt	Yogurt	4-6 oz	184	1.82	184	1.82	153	1.51
Yogurt	Greek	32 oz	75	4.94	75	4.94	1795	6.84
Yogurt	Yogurt	32 oz	109	4.94	169	4.78	1539	4.45

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 Shred	5.49	122	5.49				4.49 - 4.94	127	4.73
Cheese	Natural Varieties	6-8 oz Sliced				6.99	52	6.99	4.49	60	4.49
Ice Cream		14-16 oz	7.59	122	7.59						
Milk	All Fat Tests	Half Gallon	4.99	190	4.99	4.12 - 6.24	5450	5.52	4.99 - 6.20	255	5.31
Milk	All Fat Tests	Gallon	7.69 - 8.39	307	7.97	7.17 - 8.97	2768	8.06	7.55	67	7.55



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	4.04	75	4.04	4.49	109	4.49			
Cheese	Natural Varieties	6-8 oz Sliced				6.49	184	6.49			
Cottage Cheese		16 oz				4.13 - 5.84	218	4.99			
Cream Cheese		8 oz	3.65 - 4.79	199	4.26	3.41	109	3.41			
Ice Cream		14-16 oz	9.99	107	9.99	6.83	109	6.83			
Ice Cream		48-64 oz	7.99	107	7.99	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon	4.12 - 5.75	3738	5.10	5.57 - 5.93	218	5.75	4.12 - 6.24	648	5.57
Milk	All Fat Tests	Gallon	7.91 - 8.97	1296	8.91	7.37	109	7.37	7.17	162	7.17
Sour Cream		16 oz				4.22 - 4.31	218	4.26			
Yogurt	Yogurt	4-6 oz	1.49 - 2.15	184	1.82						
Yogurt	Greek	32 oz	4.94	75	4.94						
Yogurt	Yogurt	32 oz				4.94	109	4.94			

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	6.42	9	6.42			
Milk	All Fat Tests	Gallon	8.38 - 9.87	18	9.13			

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.

Source: USDA, AMS, Dairy Market News

www.ams.usda.gov/market-news/dairy

<https://mymarketnews.ams.usda.gov/> | <https://mymarketnews.ams.usda.gov/viewReport/2995>