

U.S. Dairy Industry at a Glance



Dairy Plays an Important Role in Consumers' Lives



60% of people state they ate dairy growing up and that is a strong fuel for them engaging with the category today



97% of American households purchase dairy products, spending **\$600 on average each year**



70% of consumers agree that dairy is a good source of protein; In 2023 dairy product sales with high protein claims equated to **\$2.7B** in sales



Since 2009, whole milk's share of overall milk consumption increased from **28% to 46%**.

*Data powered by Kantar and Circana

Dairy Retail Sales are Strong and Growing



Ten of 11 dairy categories, including cheese, milk, yogurt and ice cream, showed retail volume growth in 2024.



Yogurt consumption grew by 2% in 2023, rising from 13.5 to 13.8 pounds per person.



Cheese continues to grow, experiencing a **2.7% CAGR 2019-2023**



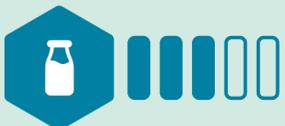
Butter continues to ride the wave of viral trends, as consumers experiment with **new and unexpected uses for butter.**

*Data powered by USDA, Kanta and Innova

Health & Wellness is a Priority to Consumers



82% of consumers consider wellness a priority in their lives



More than two-thirds of consumers report putting effort into eating healthy four or more days per week.

*Data powered by Kantar and Circana

The Economic Impact of U.S. Dairy Farmers



94% of the 26K+ U.S. dairy farms are family owned ¹



226.6B pounds of milk produced ²



3.2M total U.S. jobs supported in 2021 ³



\$794B in overall economic impact ⁴

¹ <https://www.usdairy.com/about-us/dmi>

² <https://release.nass.usda.gov/reports/mkpr0123.pdf>

³ <https://www.idfa.org/news/u-s-dairy-industry-adds-60k-new-jobs-and-higher-wages-driven-by-growing-consumption-and-immense-economic-returns-to-local-and-regional-communities>

⁴ <https://www.idfa.org/news/u-s-dairy-industrys-economic-impact-totals-753-billion>