



Email us with accessibility issues with this report.

Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 6/28/2024 to 7/4/2024

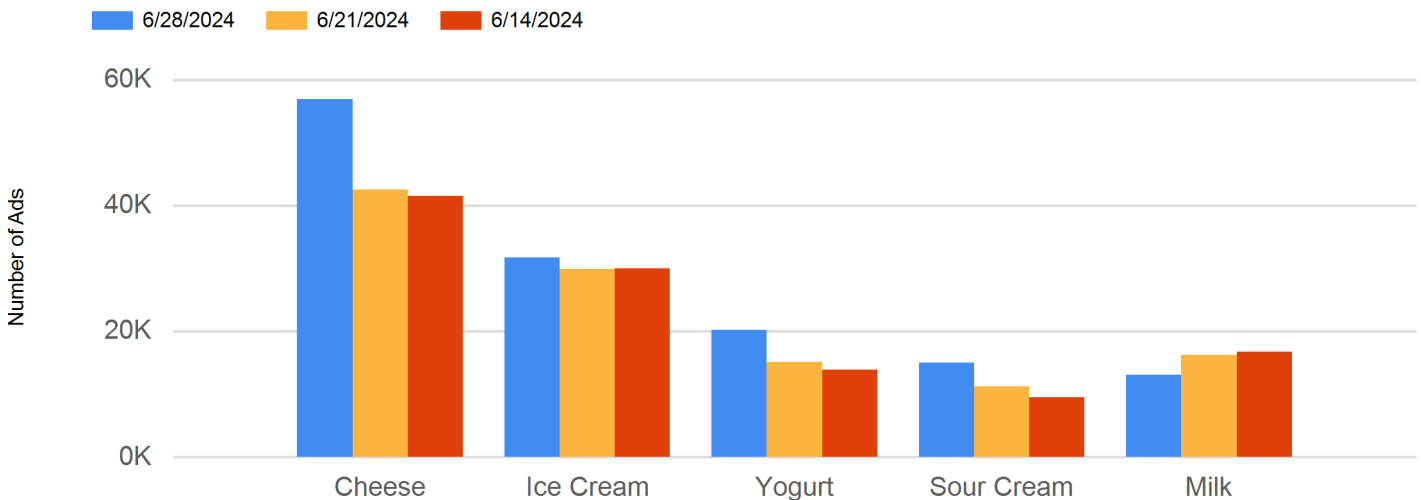
Total conventional dairy ads increased 13 percent, while organic dairy ads increased by 11 percent. Conventional cheese was the most advertised dairy commodity. Conventional ice cream in 48-64 ounce containers was the most advertised single item. Organic milk in half-gallon containers was the most advertised single organic dairy item this week. As a commodity, conventional butter ads increased 61 percent from the previous week.

Conventional shredded cheese in 6-8 ounce packages was the most advertised cheese item. Ad totals for shredded cheese in 6-8 ounce packages increased 21 percent from the previous week. The weighted average advertised price of this item was \$2.45, down 10 cents from last week.

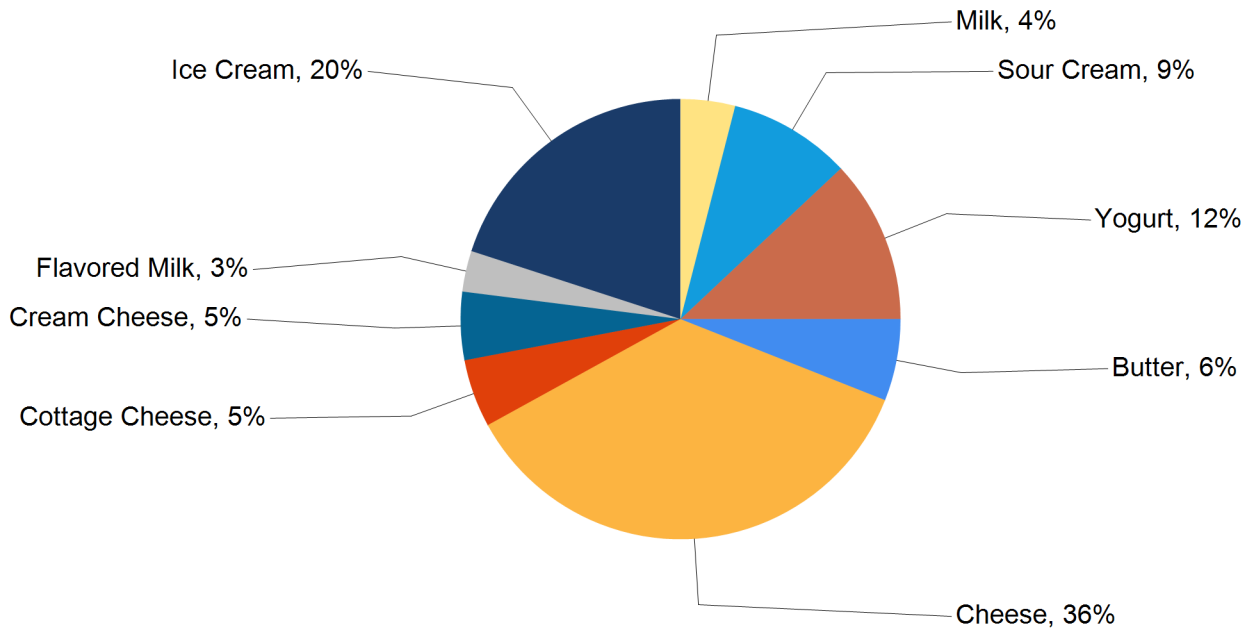
Conventional Greek yogurt in 4-6 ounce containers was the most advertised yogurt item, appearing in 16 percent more ads this week. This item had a weighted average advertised price of \$1.15, up 5 cents. As a commodity, conventional yogurt ads decreased 2 percent from the previous week.

Half gallon containers of conventional milk have a weighted average advertised price of \$2.42, while half gallon containers of organic milk have a weighted average advertised price of \$4.93. This is an organic premium of \$2.51. As a commodity, conventional milk ads were down 48 percent.

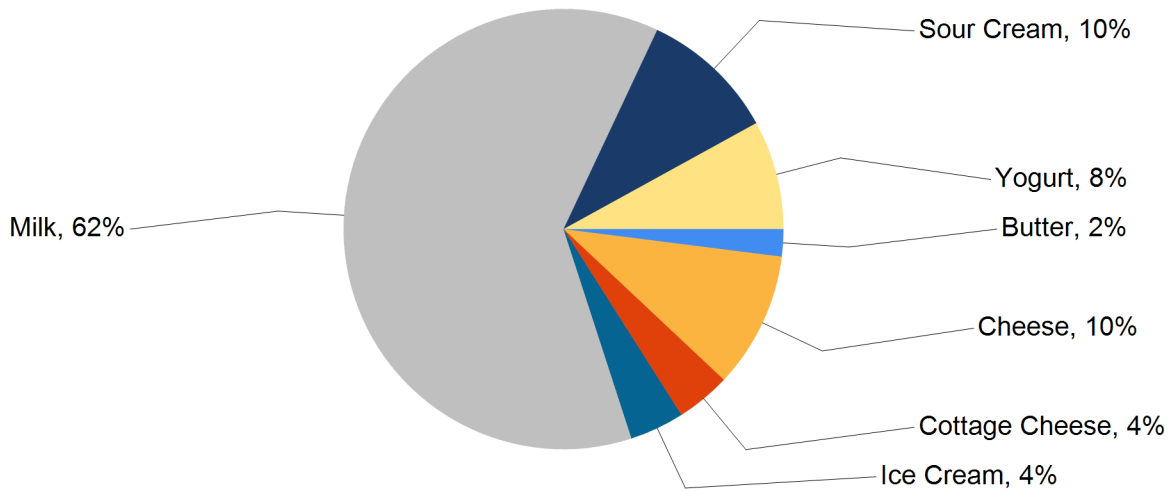
Top 5 Commodities Featured This Week



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	297	2.68	1171	3.42	730	3.20
Butter		1 lb	9611	4.12	4988	4.20	8611	3.74
Cheese	Natural Varieties	6-8 oz Block	12853	2.41	8088	2.74	8991	2.32
Cheese	Natural Varieties	6-8 oz Shred	16928	2.45	13952	2.55	11593	2.48
Cheese	Natural Varieties	6-8 oz Sliced	16558	2.51	10799	2.51	11718	2.29
Cheese	Natural Varieties	1 lb Block	623	3.97	467	4.36	681	5.29
Cheese	Natural Varieties	1 lb Shred	3261	3.90	3221	4.05	55	3.99
Cheese	Natural Varieties	1 lb Sliced	496	3.62	2273	3.18	107	3.99
Cheese	Natural Varieties	2 lb Block	1312	6.30	722	6.99	824	8.93
Cheese	Natural Varieties	2 lb Shred	3632	7.05	2078	7.04	655	7.79
Cottage Cheese		16 oz	4605	2.66	6613	2.39	2604	2.49
Cottage Cheese		24 oz	3332	3.03	3914	3.56	411	3.99
Cream Cheese		8 oz	7491	2.83	4090	2.47	7599	2.82
Flavored Milk	All Fat Tests	Half Gallon	229	3.33	1091	2.67	185	3.19
Flavored Milk	All Fat Tests	Gallon	3648	3.11	2158	3.47	96	4.49
Ice Cream		14-16 oz	10471	3.53	13760	3.59	9081	3.73
Ice Cream		48-64 oz	20778	3.72	16163	3.70	17738	3.88
Milk	All Fat Tests	Half Gallon	960	2.42	3458	1.71	291	2.05
Milk	All Fat Tests	Gallon	4657	3.20	7288	3.59	3039	4.12
Sour Cream		16 oz	12779	2.24	8954	2.29	7419	2.19
Sour Cream		24 oz	1000	3.17	2098	2.84	665	3.41
Yogurt	Greek	4-6 oz	6681	1.15	5755	1.10	4302	1.02
Yogurt	Yogurt	4-6 oz	3454	0.61	5263	0.58	1862	0.68
Yogurt	Greek	32 oz	4792	4.62	2363	5.29	1573	4.92
Yogurt	Yogurt	32 oz	4403	2.56	6281	2.85	1487	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	2.50 - 2.99	297	2.68						
Butter		1 lb	2.99 - 4.99	1520	4.06	3.98 - 4.99	3398	4.44	3.49 - 4.50	717	4.30
Cheese	Natural Varieties	6-8 oz Block	1.77 - 3.99	2461	2.49	1.67 - 4.49	4093	2.07	1.67 - 4.49	2254	3.06
Cheese	Natural Varieties	6-8 oz Shred	1.77 - 3.99	3296	2.46	1.67 - 3.00	4189	1.98	1.67 - 4.79	3408	3.07
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 4.49	2835	2.49	1.66 - 3.99	5921	2.42	2.00 - 3.99	1957	2.92
Cheese	Natural Varieties	1 lb Block				2.98	187	2.98	3.50 - 5.99	328	4.13
Cheese	Natural Varieties	1 lb Shred	7.99	129	7.99	2.98 - 3.74	1528	3.65	3.50 - 5.99	328	4.13
Cheese	Natural Varieties	1 lb Sliced	3.99	190	3.99				2.99 - 3.50	306	3.40
Cheese	Natural Varieties	2 lb Block	7.99	74	7.99						
Cheese	Natural Varieties	2 lb Shred	7.99 - 8.99	264	8.71	7.27	1341	7.27	7.99	61	7.99
Cottage Cheese		16 oz	2.50 - 3.99	1003	3.08	2.00 - 3.00	1658	2.72	2.00 - 2.49	620	2.44
Cottage Cheese		24 oz	3.99	59	3.99	2.94 - 3.99	1569	3.09	2.49 - 3.49	305	2.69
Cream Cheese		8 oz	1.99 - 3.00	1020	2.87	1.50 - 3.00	3382	2.87	1.48 - 3.00	737	2.58
Flavored Milk	All Fat Tests	Half Gallon							3.29	105	3.29
Flavored Milk	All Fat Tests	Gallon	3.99	496	3.99	2.74	1341	2.74	4.29	105	4.29
Ice Cream		14-16 oz	2.50 - 3.99	1803	3.25	2.99 - 4.99	3951	3.54	2.99 - 3.99	1052	3.58
Ice Cream		48-64 oz	2.00 - 4.99	3268	3.32	1.99 - 6.99	5544	3.82	2.00 - 4.99	3526	3.41
Milk	All Fat Tests	Gallon	3.61 - 3.99	992	3.80	2.74	1341	2.74			
Sour Cream		16 oz	1.69 - 2.99	2752	2.23	1.79 - 2.50	3505	2.35	1.79 - 2.50	1757	2.28
Sour Cream		24 oz							2.49 - 3.99	493	3.02
Yogurt	Greek	4-6 oz	0.80 - 1.39	2059	1.10	1.00 - 1.39	1737	1.08	1.00 - 1.39	941	1.22
Yogurt	Yogurt	4-6 oz	0.60	851	0.60	0.50 - 0.67	432	0.64	0.60 - 0.80	464	0.63
Yogurt	Greek	32 oz	3.50 - 6.66	652	5.62	3.54 - 6.66	1655	4.00	5.98 - 6.66	316	6.13
Yogurt	Yogurt	32 oz	2.49 - 3.49	1065	2.63	2.00 - 2.56	1569	2.48			



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	2.49 - 4.99	2180	3.90	3.47 - 6.49	1149	4.12	2.49 - 3.99	602	3.08
Cheese	Natural Varieties	6-8 oz Block	1.49 - 4.94	2942	2.43	1.87 - 2.50	601	2.13	1.77 - 1.97	449	1.90
Cheese	Natural Varieties	6-8 oz Shred	1.49 - 4.79	3250	2.51	1.87 - 3.49	1938	2.35	1.97 - 2.50	794	2.02
Cheese	Natural Varieties	6-8 oz Sliced	1.67 - 4.59	3077	2.58	1.87 - 2.69	2089	2.40	1.97 - 2.50	652	2.13
Cheese	Natural Varieties	1 lb Block				3.49 - 6.99	108	5.21			
Cheese	Natural Varieties	1 lb Shred	3.74	1221	3.74	3.49	55	3.49			
Cheese	Natural Varieties	2 lb Block				5.00 - 6.99	614	5.44	6.49 - 7.00	602	6.89
Cheese	Natural Varieties	2 lb Shred	7.27	1221	7.27	5.00 - 6.99	614	5.44	6.49	131	6.49
Cottage Cheese		16 oz	2.00 - 2.50	599	2.34	2.00 - 2.89	530	2.54	2.00	184	2.00
Cottage Cheese		24 oz	2.94 - 3.29	1338	2.97				3.49	61	3.49
Cream Cheese		8 oz	1.67 - 3.00	737	2.67	1.94 - 4.49	1151	2.84	2.49 - 3.99	409	3.06
Flavored Milk	All Fat Tests	Half Gallon	3.29	117	3.29						
Flavored Milk	All Fat Tests	Gallon	3.00	1221	3.00	3.25	485	3.25			
Ice Cream		14-16 oz	1.99 - 5.99	1285	4.01	2.50 - 4.99	1863	3.39	2.99 - 4.49	507	3.54
Ice Cream		48-64 oz	1.99 - 6.99	5053	4.21	2.97 - 6.99	1929	3.74	1.99 - 3.99	1346	3.09
Milk	All Fat Tests	Half Gallon	1.89 - 2.99	415	2.31	2.69 - 2.99	374	2.84	1.73	162	1.73
Milk	All Fat Tests	Gallon	3.00	1221	3.00	3.26 - 3.60	970	3.43	3.49	123	3.49
Sour Cream		16 oz	1.79 - 2.97	2345	2.10	1.79 - 2.89	2121	2.20	1.50 - 2.00	245	1.88
Sour Cream		24 oz	2.99	52	2.99	2.50 - 4.29	293	3.41	2.48 - 3.98	162	3.23
Yogurt	Greek	4-6 oz	0.89 - 1.79	532	1.42	0.99 - 1.25	1035	1.11	1.25	359	1.25
Yogurt	Yogurt	4-6 oz	0.50 - 0.79	492	0.71	0.49 - 0.60	757	0.54	0.59 - 0.70	440	0.61
Yogurt	Greek	32 oz	3.54 - 7.19	1653	4.14	5.99	516	5.99			
Yogurt	Yogurt	32 oz	2.56	1221	2.56	2.56 - 3.49	538	2.65			



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	3.97 - 3.99	22	3.98	4.99	23	4.99
Cheese	Natural Varieties	6-8 oz Block	2.40 - 2.47	20	2.44	2.64 - 5.50	33	4.63
Cheese	Natural Varieties	6-8 oz Shred	2.47 - 2.64	20	2.55	2.64 - 5.50	33	4.63
Cheese	Natural Varieties	6-8 oz Sliced	2.47 - 2.58	20	2.52	2.50	7	2.50
Cheese	Natural Varieties	2 lb Block	8.00 - 8.99	22	8.49			
Cottage Cheese		16 oz	2.00	11	2.00			
Cream Cheese		8 oz	2.49 - 3.49	22	2.99	2.23 - 3.49	33	3.11
Flavored Milk	All Fat Tests	Half Gallon				4.59	7	4.59
Ice Cream		14-16 oz				4.74	10	4.74
Ice Cream		48-64 oz	2.49 - 6.99	72	4.92	5.99 - 6.74	40	6.47
Milk	All Fat Tests	Half Gallon	2.78	9	2.78			
Milk	All Fat Tests	Gallon				5.98	10	5.98
Sour Cream		16 oz	2.00	11	2.00	2.36 - 3.29	43	3.00
Yogurt	Greek	4-6 oz	1.25	11	1.25	1.25	7	1.25
Yogurt	Yogurt	4-6 oz	0.69	11	0.69	0.75	7	0.75
Yogurt	Yogurt	32 oz				3.12	10	3.12

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	272	3.99				
Butter		1 lb					361	7.10
Cheese	Natural Varieties	6-8 oz Block	208	5.49	86	5.49	218	5.17
Cheese	Natural Varieties	6-8 oz Shred	65	5.29	293	3.51	791	3.63
Cheese	Natural Varieties	6-8 oz Sliced	919	5.34	585	4.87	1832	4.41
Cottage Cheese		16 oz	480	4.94	505	4.77	905	4.67
Cream Cheese		8 oz			86	5.09	109	3.41
Ice Cream		14-16 oz	107	5.99				
Ice Cream		48-64 oz	343	7.99			180	7.99
Milk	All Fat Tests	Half Gallon	6669	4.93	3742	4.68	3046	4.10
Milk	All Fat Tests	Gallon	832	7.31	1725	7.17	69	6.99
Sour Cream		16 oz	1247	3.03	159	3.99	109	4.22
Yogurt	Yogurt	4-6 oz			268	1.47		
Yogurt	Greek	32 oz	380	6.41	2822	5.50	174	6.18
Yogurt	Yogurt	32 oz	534	4.26	573	4.28	69	4.99



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		8 oz	3.99	272	3.99						
Cheese	Natural Varieties	6-8 oz Block	5.49	122	5.49	5.49	86	5.49			
Cheese	Natural Varieties	6-8 oz Shred	5.29	65	5.29						
Cheese	Natural Varieties	6-8 oz Sliced	5.99 - 6.79	187	6.51	3.00 - 6.39	366	4.22			
Cottage Cheese		16 oz				3.69	86	3.69	4.79	67	4.79
Ice Cream		48-64 oz				7.99	52	7.99			
Milk	All Fat Tests	Half Gallon	4.99 - 5.99	616	5.47	3.98 - 6.49	3317	4.75	4.77 - 5.89	959	4.85
Milk	All Fat Tests	Gallon	7.29 - 8.19	307	7.65	8.19	86	8.19	5.99 - 8.19	255	6.57
Sour Cream		16 oz				2.99 - 3.99	1247	3.03			
Yogurt	Greek	32 oz	4.49	129	4.49				7.99	67	7.99
Yogurt	Yogurt	32 oz	3.99	350	3.99						

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
Cheese	Natural Varieties	6-8 oz Sliced	5.39 - 5.99	182	5.74	5.99	184	5.99			
Cottage Cheese		16 oz				4.31 - 5.84	327	5.30			
Ice Cream		14-16 oz	5.99	107	5.99						
Ice Cream		48-64 oz	7.99	107	7.99	7.99	184	7.99			
Milk	All Fat Tests	Half Gallon	5.30 - 5.32	1296	5.32	3.99 - 5.99	310	4.81	3.98	162	3.98
Milk	All Fat Tests	Gallon	7.37	75	7.37	7.37	109	7.37			
Yogurt	Greek	32 oz	7.19	75	7.19	7.19	109	7.19			
Yogurt	Yogurt	32 oz	4.76	75	4.76	4.76	109	4.76			

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.