



## Summary- Week Ending April 19

Dairy at retail continues to be positive for 2020 year-to-date. The large surge experienced during the early weeks of the coronavirus pandemic pushed all dairy retail volume up, turning products such as milk, cheese, yogurt and ice cream to positive growth in 2020, reversing a previous loss trend occurring earlier in the year. The dairy aisle continues to experience higher growth than total store sales. *Total store dollar sales are up +5.3% compared to a year ago and dairy aisle dollar sales are up +14.6% compared to a year ago.*

After experiencing significant increases, in the most recent week **butter** had a notable decline in volume sales dropping from **+59.6%** to **+0.9%**. Even with this slowdown, butter year-to-date volume sales are up **+26.1%**.

## Dairy Aisle Data

**Fluid milk** sales are up **+7.4%** (volume sales) and **+12.9%** (dollar sales). In the previous week, sales were up +15.6% (volume) and +20.6% (dollar).

The plains region, which includes many of our Midwest states, is up **+5.1%** (volume sales) and **+10.7%** (dollar sales).

**Butter** sales are up **+0.9%** (volume) and **+15.0%** (dollar). In the previous week, butter sales were up +59.6% (volume) and +64.0% (dollar).

**Cheese** sales are up **+11.0%** (volume) and **+21.2%** (dollar). In the previous week, cheese sales were up +35.1% (volume) and +41.5% (dollar).

**Yogurt** sales are down **-2.0%** (volume) and **-1.3%** (dollar). In the previous week, yogurt sales were down ~-4% in both volume and dollar sales.

**Pizza** sales are up **+43.4%** (volume) and **+49.9%** (dollar). In the previous week they were up +39.6% (volume) and +45.9% (dollar).

**Ice cream** sales are up **+12.3%** (volume) and **+26.0%** (dollar). In the previous week, they were up +27.5% (volume) and +33.2% (dollar).

**Refrigerated alternative beverages** are up **+17.6%** (volume) and **+22.5%** (dollar) compared to +15.4% (volume) and 19.8% (dollar) in the previous week.

As a reference point, fresh **bread** sales are up **+12.8%** (volume) and **+16.2%** (dollar) vs. the previous period growth of at +20.3% (volume) and +24.4% (dollar).

Volume Sales % Change from Same Period a Year Ago

