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Advertised Prices for Dairy Products at Major Retail Supermarket Outlets ending during the period of 7/25/2025 to 7/31/2025

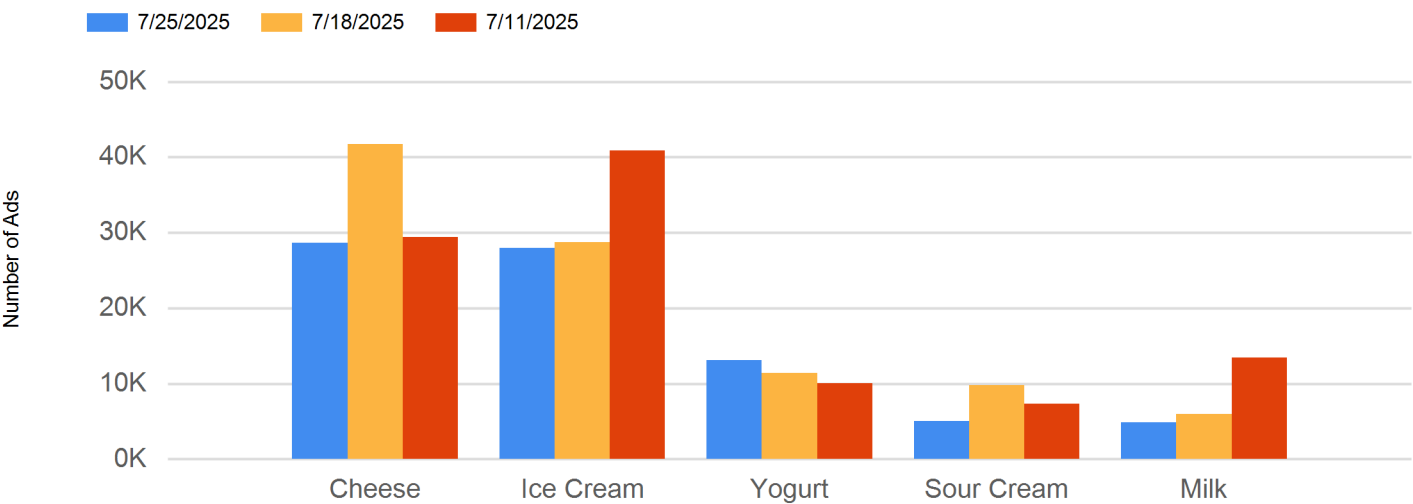
Total conventional dairy ads are down 29 percent and organic ads are down 21 percent in the week 30 retail survey. Cheese is the most advertised conventional dairy commodity, despite appearing in 31 percent fewer ads. Yogurt overtook milk as the most advertised organic commodity in this week's survey, appearing in 48 percent more ads this week.

Organic cheese ads are down 32 percent in the week 30 retail survey. The most advertised conventional cheese product is 6-8-ounce shred style. Ads for this product are down 35 percent, and the weighted average advertised price (average price) is down 19 cents to \$2.30. The number of ads for 6-8-ounce shred style organic cheese were unchanged from last week and the average price held steady at \$4.49. The week 20 organic premium for this product is \$2.19.

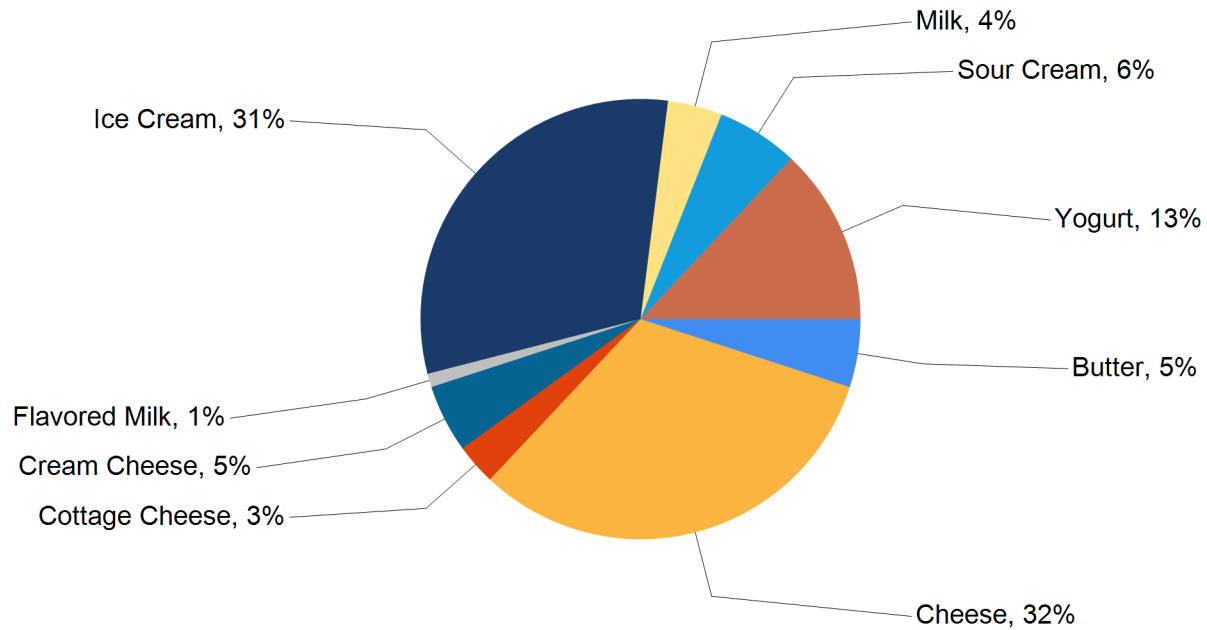
Ads for conventional ice cream are down 3 percent and organic ice cream ads are down 2 percent. Ads for conventional 14-16-ounce ice cream are down 13 percent. Meanwhile, ads for the most advertised conventional ice cream product, 48-64-ounce packages, are up 7 percent. The average price for 48-64-ounce ice cream is \$3.79, up 11 cents. There were no ads for organic 48-64-ounce ice cream this week.

Conventional yogurt ads are down 38 percent, as total ads declined for every conventional yogurt product this week. Greek yogurt in 4-6-ounce packaging is the most advertised conventional yogurt product. The average price for this product is up 12 cents to \$1.21, but ads are down 32 percent. There were no ads for organic 4-6-ounce Greek yogurt this week, though this product was present in the prior survey.

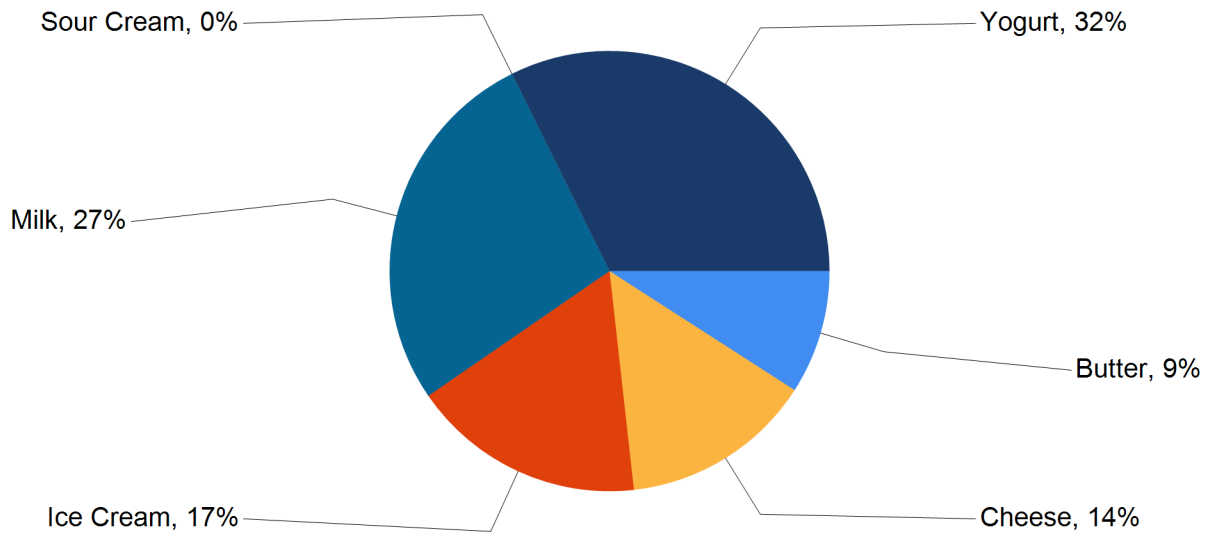
Top 5 Commodities Featured This Week



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	1078	3.45	1233	3.98	835	3.37
Butter		1 lb	2948	3.97	6042	3.70	3276	4.87
Cheese	Natural Varieties	6-8 oz Block	5466	2.45	9532	2.59	7472	2.43
Cheese	Natural Varieties	6-8 oz Shred	7646	2.30	11705	2.49	12960	2.50
Cheese	Natural Varieties	6-8 oz Sliced	7407	2.25	9077	2.54	11609	2.23
Cheese	Natural Varieties	1 lb Block	584	3.89	859	4.85	628	4.13
Cheese	Natural Varieties	1 lb Shred	3992	4.00	2748	3.90	1424	3.93
Cheese	Natural Varieties	1 lb Sliced	879	3.23	89	3.93	1411	2.68
Cheese	Natural Varieties	2 lb Block	391	8.38	2334	6.04	1009	7.84
Cheese	Natural Varieties	2 lb Shred	1659	7.12	4455	6.20	1014	8.29
Cottage Cheese		16 oz	2352	2.60	3953	2.29	4888	2.71
Cottage Cheese		24 oz	553	3.32	635	3.24	5829	3.16
Cream Cheese		8 oz	4711	2.63	7391	3.03	2604	2.76
Eggnog		Quart			11	3.49		
Flavored Milk	All Fat Tests	Half Gallon	738	3.02	1903	2.85	2582	2.33
Flavored Milk	All Fat Tests	Gallon	99	4.11	1977	4.07	2541	4.20
Ice Cream		14-16 oz	11909	3.76	13630	3.72	7034	3.85
Ice Cream		48-64 oz	15297	3.79	14299	3.68	13881	3.61
Milk	All Fat Tests	Half Gallon	1631	2.26	1145	1.67	8012	2.40
Milk	All Fat Tests	Gallon	2014	3.71	2123	3.25	7073	3.43
Sour Cream		16 oz	4280	2.31	7939	2.12	13338	2.20
Sour Cream		24 oz	753	3.29	1872	3.14	7928	2.94
Yogurt	Greek	4-6 oz	5456	1.21	8009	1.09	7535	1.03
Yogurt	Yogurt	4-6 oz	4255	0.69	6669	0.77	4753	0.69
Yogurt	Greek	32 oz	1233	5.81	1585	5.12	1518	5.28
Yogurt	Yogurt	32 oz	692	3.53	2458	3.11	4792	2.93



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	1.99 - 4.35	481	3.12	4.00	52	4.00	2.79	83	2.79
Butter		1 lb	3.99 - 4.49	329	4.09	3.99 - 4.99	200	4.72	2.99 - 4.99	719	4.02
Cheese	Natural Varieties	6-8 oz Block	1.67 - 3.50	1945	2.46	2.00 - 4.99	1324	2.35	2.50 - 3.14	617	2.68
Cheese	Natural Varieties	6-8 oz Shred	1.97 - 3.50	1941	2.43	2.00 - 3.50	1771	2.38	1.97 - 2.79	1442	2.22
Cheese	Natural Varieties	6-8 oz Sliced	1.75 - 4.29	1895	2.30	1.75 - 2.99	1271	2.26	1.75 - 3.99	2270	2.26
Cheese	Natural Varieties	1 lb Block	5.49	72	5.49				3.29 - 3.99	446	3.56
Cheese	Natural Varieties	1 lb Shred	5.22	496	5.22	3.29 - 4.69	1408	4.23	3.29 - 3.99	1005	3.41
Cheese	Natural Varieties	1 lb Sliced							2.00 - 3.29	620	3.16
Cheese	Natural Varieties	2 lb Block	7.99 - 10.99	284	9.28						
Cheese	Natural Varieties	2 lb Shred	7.99	162	7.99	7.99	366	7.99	6.99	540	6.99
Cottage Cheese		16 oz	2.50 - 4.08	992	3.04				2.00 - 2.79	128	2.41
Cottage Cheese		24 oz	3.50	78	3.50						
Cream Cheese		8 oz	1.50 - 4.00	2130	2.60	1.50 - 3.49	209	2.63	1.96 - 3.89	1220	2.37
Flavored Milk	All Fat Tests	Half Gallon	2.99	413	2.99				3.50	188	3.50
Flavored Milk	All Fat Tests	Gallon							3.99	96	3.99
Ice Cream		14-16 oz	2.64 - 6.99	1726	3.77	2.49 - 7.99	2311	3.40	1.99 - 4.99	2535	3.54
Ice Cream		48-64 oz	2.49 - 5.50	3630	3.72	2.50 - 5.99	1970	3.68	1.99 - 5.48	3619	3.66
Milk	All Fat Tests	Half Gallon							2.17	892	2.17
Milk	All Fat Tests	Gallon				3.99	65	3.99	3.62 - 3.99	988	3.66
Sour Cream		16 oz	1.50 - 2.50	1117	2.05	1.79 - 2.50	1109	2.41	1.99 - 2.68	701	2.25
Sour Cream		24 oz							2.99	83	2.99
Yogurt	Greek	4-6 oz	0.80 - 2.09	985	1.33	1.00 - 1.33	1687	1.26	1.00 - 1.33	952	1.20
Yogurt	Yogurt	4-6 oz	0.49 - 1.11	1142	0.73	0.60 - 1.25	554	0.82	0.49 - 1.00	972	0.60
Yogurt	Greek	32 oz	6.49	129	6.49	5.99	945	5.99	3.99 - 4.50	157	4.19
Yogurt	Yogurt	32 oz	2.79 - 4.43	443	3.33						



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	1.99 - 4.00	159	3.34	4.00 - 4.30	293	4.11			
Butter		1 lb	2.47 - 2.97	346	2.80	2.99 - 4.99	857	4.16	3.49 - 4.99	471	3.95
Cheese	Natural Varieties	6-8 oz Block	1.69 - 2.99	390	1.99	1.97 - 5.21	999	2.68	1.49	131	1.49
Cheese	Natural Varieties	6-8 oz Shred	1.69 - 2.50	620	2.03	1.97 - 2.99	1375	2.23	1.49 - 2.47	418	2.16
Cheese	Natural Varieties	6-8 oz Sliced	1.75 - 1.99	449	1.83	1.75 - 2.99	985	2.31	1.49 - 2.50	499	2.22
Cheese	Natural Varieties	1 lb Block				4.49	55	4.49			
Cheese	Natural Varieties	1 lb Shred	3.29 - 3.49	440	3.32	3.29 - 6.99	448	4.37	2.99	184	2.99
Cheese	Natural Varieties	1 lb Sliced				3.49	187	3.49	2.99	61	2.99
Cheese	Natural Varieties	2 lb Block	5.99	107	5.99						
Cheese	Natural Varieties	2 lb Shred	5.99 - 8.97	335	6.81	5.99	256	5.99			
Cottage Cheese		16 oz	3.19	75	3.19	1.49 - 3.59	1022	2.14	2.50	131	2.50
Cottage Cheese		24 oz	2.47 - 2.49	276	2.48				3.94	162	3.94
Cream Cheese		8 oz	2.00 - 3.99	250	2.48	2.99 - 3.79	890	3.08			
Flavored Milk	All Fat Tests	Half Gallon	2.50	126	2.50						
Ice Cream		14-16 oz	1.97 - 7.99	1802	4.04	2.99 - 7.99	2222	4.42	1.87 - 4.99	1241	3.28
Ice Cream		48-64 oz	2.68 - 7.99	1713	4.20	2.50 - 6.49	3278	3.93	2.97 - 4.00	956	3.41
Milk	All Fat Tests	Half Gallon	1.27 - 3.99	468	2.63	1.88	80	1.88	1.76	162	1.76
Milk	All Fat Tests	Gallon	6.49	75	6.49	3.24 - 4.49	540	3.37	2.92 - 4.34	324	3.63
Sour Cream		16 oz	1.89	52	1.89	1.99 - 3.49	832	2.51	2.29 - 2.64	449	2.42
Sour Cream		24 oz	2.47 - 3.49	172	2.86	3.49	498	3.49			
Yogurt	Greek	4-6 oz	0.87 - 1.25	676	1.11	0.80 - 1.25	633	1.14	0.99 - 1.00	499	0.99
Yogurt	Yogurt	4-6 oz	0.37 - 1.11	493	0.64	0.60 - 1.00	568	0.68	0.59 - 1.00	501	0.69
Yogurt	Yogurt	32 oz	4.43	75	4.43	3.99	109	3.99	2.99	61	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	4.49 - 4.99	22	4.74	5.13	4	5.13
Cheese	Natural Varieties	6-8 oz Block	2.50 - 3.99	7	3.56	2.47 - 3.49	53	2.91
Cheese	Natural Varieties	6-8 oz Shred	2.50 - 3.98	16	3.44	2.36 - 3.49	63	2.82
Cheese	Natural Varieties	6-8 oz Sliced	2.50 - 3.47	15	3.21	2.47	23	2.47
Cheese	Natural Varieties	1 lb Block	3.99	11	3.99			
Cheese	Natural Varieties	1 lb Shred	3.99	11	3.99			
Cheese	Natural Varieties	1 lb Sliced	3.99	11	3.99			
Cottage Cheese		16 oz				4.45	4	4.45
Cottage Cheese		24 oz	4.73 - 6.99	37	6.44			
Cream Cheese		8 oz	2.28 - 3.00	12	2.82			
Flavored Milk	All Fat Tests	Half Gallon	1.77	11	1.77			
Flavored Milk	All Fat Tests	Gallon				7.79	3	7.79
Ice Cream		14-16 oz	2.24 - 4.64	32	3.85	4.00 - 4.50	40	4.38
Ice Cream		48-64 oz	3.27 - 6.38	77	4.43	4.00 - 7.99	54	5.29
Milk	All Fat Tests	Half Gallon	1.77 - 3.94	29	2.78			
Milk	All Fat Tests	Gallon	4.38	9	4.38	5.98 - 7.79	13	6.40
Sour Cream		16 oz	2.49 - 3.17	20	2.80			
Yogurt	Greek	4-6 oz	1.25 - 2.10	20	1.37	1.50	4	1.50
Yogurt	Yogurt	4-6 oz	0.60 - 0.69	14	0.67	0.75 - 1.11	11	0.88
Yogurt	Greek	32 oz	6.99	2	6.99			
Yogurt	Yogurt	32 oz				4.43	4	4.43



## 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	343	4.79	343	4.79		
Butter		1 lb	75	9.79				
Cheese	Natural Varieties	6-8 oz Block	82	3.61			52	7.99
Cheese	Natural Varieties	6-8 oz Shred	80	4.49	80	4.49	343	5.99
Cheese	Natural Varieties	6-8 oz Sliced	461	5.86	833	5.38	459	6.19
Cottage Cheese		16 oz					161	4.68
Cream Cheese		8 oz					283	4.21
Ice Cream		14-16 oz	761	7.19	778	6.85	236	5.99
Ice Cream		48-64 oz					343	7.99
Milk	All Fat Tests	Half Gallon	1045	6.49	2329	6.03	1061	4.48
Milk	All Fat Tests	Gallon	171	8.74	347	7.91	122	6.98
Sour Cream		16 oz	8	3.99	8	3.79	52	4.50
Yogurt	Greek	4-6 oz			310	2.21		
Yogurt	Yogurt	4-6 oz					176	1.61
Yogurt	Greek	32 oz					745	4.65
Yogurt	Yogurt	32 oz	1450	4.94	672	5.61	297	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				4.79	52	4.79			
Cheese	Natural Varieties	6-8 oz Block	3.49	78	3.49						
Cheese	Natural Varieties	6-8 oz Sliced	6.99	122	6.99				5.39	67	5.39
Ice Cream		14-16 oz				5.99 - 7.99	104	6.99			
Milk	All Fat Tests	Half Gallon	6.78	496	6.78	5.99 - 6.49	126	6.20			
Yogurt	Yogurt	32 oz	4.29	162	4.29	4.49 - 6.49	997	4.59			



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	4.79	107	4.79	4.79	184	4.79			
Butter		1 lb	9.79	75	9.79						
Cheese	Natural Varieties	6-8 oz Shred				4.49	80	4.49			
Cheese	Natural Varieties	6-8 oz Sliced	5.49	75	5.49	4.49 - 6.02	189	5.37			
Ice Cream		14-16 oz	5.99 - 8.99	289	7.51	5.99 - 7.99	368	6.99			
Milk	All Fat Tests	Half Gallon	6.49	107	6.49	5.50 - 6.49	293	6.12			
Milk	All Fat Tests	Gallon							8.67	162	8.67
Yogurt	Yogurt	32 oz	6.49	107	6.49	6.49	184	6.49			

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
Cheese	Natural Varieties	6-8 oz Block				5.99	4	5.99
Cheese	Natural Varieties	6-8 oz Sliced				7.49	8	7.49
Milk	All Fat Tests	Half Gallon	6.24	9	6.24	6.11 - 7.24	14	6.92
Milk	All Fat Tests	Gallon	10.00	9	10.00			
Sour Cream		16 oz				3.99	8	3.99

### 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](http://www.ams.usda.gov/market-news/dairy)

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