

MILKSCAPE™

The Power of Dairy Milk

**7 Potent Ways Dairy Milk Drives
Consumer Demand and Retail Growth**



Overview

Dairy milk sits at the intersection of consumer need and retail performance.

Shoppers trust it as a daily staple. Retailers count on it to pull in traffic and build baskets. Across occasions, budgets, and diets, milk keeps showing up.

Keep reading to learn how and discover ways dairy milk can help deliver growth both within your category and across the store.



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Section 01

Milk is Still a Go-to for Millions of Consumers and Shoppers

Few categories today are this embedded in daily life.

Milk gets bought often, by nearly everyone, at every stage of life.

92%

of households buy milk every year, averaging 30 trips per year¹

63%

of Americans drink or use milk in some way on an average day²



Of that,

48%

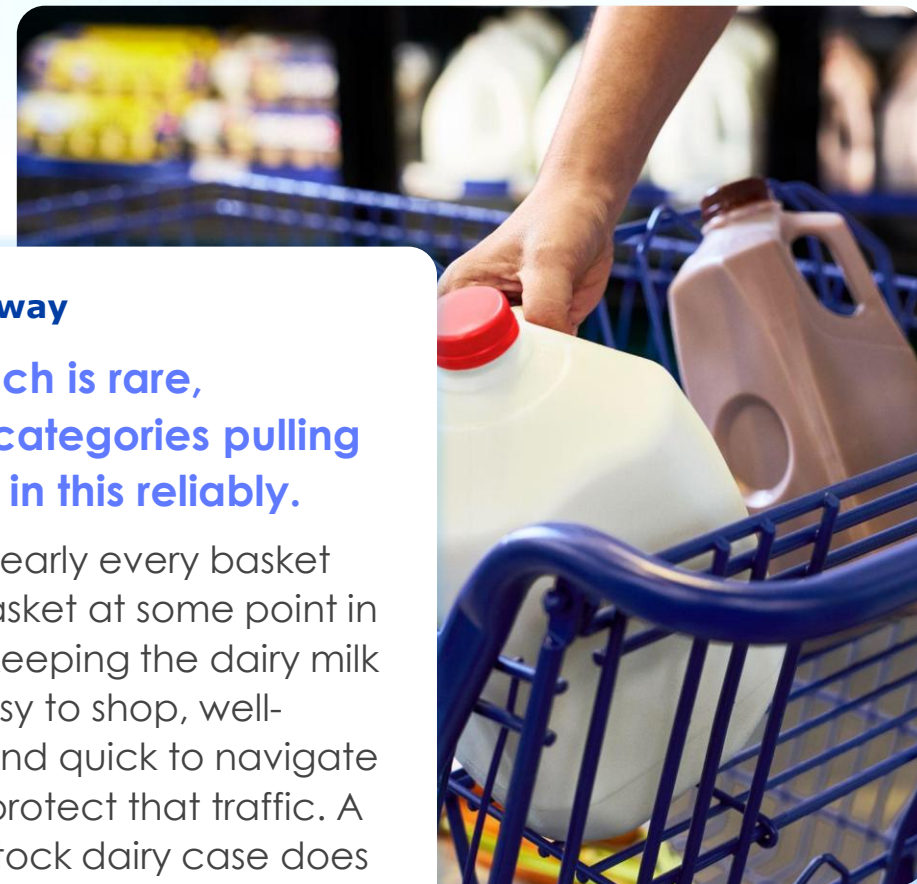
is consumed as a beverage

versus as an ingredient or on cereal³

Key Takeaway

Milk's reach is rare, with few categories pulling shoppers in this reliably.

Because nearly every basket is a milk basket at some point in the year, keeping the dairy milk section easy to shop, well-stocked, and quick to navigate can help protect that traffic. A clean, in-stock dairy case does a lot of work for the whole store.



Section 02

Dairy Milk is a Major Category and It's Growing Across Channels

Dairy milk is a \$27.1B category

Across all channels,
**dollar sales are projected to grow
over the next three years***

CAGR Projections¹

+4.8% **+8.2%** **+3.2%**

Total Outlets

Foodservice

Retail

Key Takeaway

**Milk's demand continues
to be broad and durable.**

This kind of stability makes milk something you can build around with confidence, whether you're planning the set or planning a partnership.

Section 03

Milk Anchors Everyday Meals and Pulls in Other Categories With It

Milk plays a central role in daily routines, especially at home, where it connects multiple categories and occasions. Its versatility allows consumers to use it as an ingredient, add it to their coffee, or enjoy it as a standalone beverage.



81% of milk is consumed at home¹



Breakfast is the #1 occasion for milk, accounting for 56% of total consumption¹



Milk plays a key role in snacking, cooking, and baking, especially during the holidays²



At \$0.22 per 8oz glass, milk continues to offer shoppers affordable nutrition³

Categories Most Often Purchased Alongside Dairy Milk

Cereal



3.4x

more likely to be in baskets with Cereal⁴

Snack



Over 2x

more likely to be in baskets with the most popular snacks⁴

Baking Ingredients



2.7 – 3.4x

more likely to be in baskets with common baking ingredients, like fresh eggs, flour, and mixes⁴



Key Takeaway

Milk is a basket starter, so it rarely shows up alone.

Cereal, snack, and baking brands can help grow the basket further by merchandising near milk or calling it out in recipes and cross-promotions.

Source: 1) MilkPEP 2025 Consumption Tracker, conducted by Radius Insight; 2) MilkPEP 2025 Consumption Tracker, conducted by Radius Insight and Circana, Custom Milk, Volume Sales Index, CY 2025; 3) Circana, MULO+, Traditional White Gallon, Weighted Average Base Price, L52 WE 05.17.2026; 4) Circana, Total US All Outlets, Product Affinity Report, Any Dairy Milk, L52 WE 6/16/2024

Section 04

Milk is Well-Positioned for Protein + GLP-1 Trends

Shoppers want protein,
simplicity, and nutrient density.
Milk delivers on all three.

Whether you're looking to hydrate, build muscle, watch your weight, or treat yourself, dairy milk provides the taste without sacrificing the nutrition.



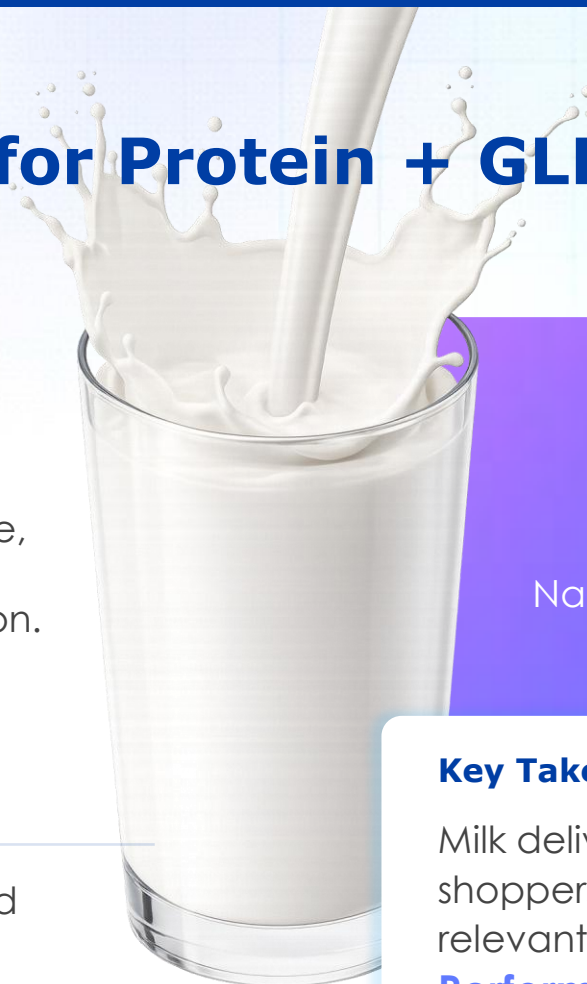
"High protein" has been America's top diet choice for three years running.¹



The GLP-1 trend is pushing eating toward smaller, nutrient-dense occasions.



53% of Americans plan to exercise more this year than last.²



How Milk Fits



Natural Protein
Source



Snack & Meal
Replacement



Performance
Recovery

Key Takeaway

Milk delivers the benefits consumers want and shoppers are looking for as it continues to stay relevant as eating habits evolve.

Performance, wellness, breakfast, and snack brands have opportunities to pair with milk to benefit from its nutrient-dense halo.

Section 05

Milk Segments Show Strong Signs of Health

After years of softness, dairy milk sees signs of renewed momentum.

Traditional White Milk is the anchor

8/10

gallons of milk sold are Traditional White Milk¹, with **83%** of buyers purchasing it.²

Value Added milks are growing

Organic, Lactose Free, and Enhanced

+4.4%

in gallon sales at retail.¹

Whole Fat is seeing YoY growth

+3.5%

volume growth YoY. Nearly half of all gallons sold.

Key Takeaway

The right milk assortment can help retain shoppers and capture more category sales.

Protect the space for Traditional White, the giant that still anchors the category, and open up room for fast-growing segments like Whole and Value Added. When shoppers can easily find the milk that fits their needs, they're more likely to complete the purchase in your store.

Section 06

Dairy Milk Builds Bigger Baskets Through Variety

When milk is in the cart, the whole trip gets bigger, and shoppers who buy more types of milk spend the most.

Baskets with milk ring nearly
2x higher than baskets without

With milk ring

\$88.79

VS

Without milk ring

\$46.23

Milk is popular with
Plant-Based Beverage buyers

85%

of Plant-Based
Beverage buyers also
purchase dairy milk.³



60% of shoppers purchase 2+ milk types,
making up 70% of total milk volume sold²

1 in 5

shopper purchase both Traditional
and Value Added milks³

Shoppers who buy flavored and
white milk together spend **2x more**
than those buying white milk alone⁴

Half of white milk buyers

purchase 2 or more fat types⁵

Key Takeaway

Variety helps grow the
basket, so offering a broad milk
assortment helps meet a wider
range of shopper needs.

Feature different milk varieties
together, and include dairy milk
whenever Plant-Based Beverages are
featured. More choice can translate
into more dollars per trip, benefiting
both the category and the retailer.

Source: 1) Circana Panel, Total US All Outlets, Custom Milk, In/Out Basket Dollars Per Trip, L52 WE 05/17/2026; 2) Circana, Dairy Beverages Menu Analysis, August 2024. Universe includes Dairy Milk and Plant-Based Beverages; 3) Circana OmniConsumerTM Scan Panel, Total US All Outlets, L52 WE 6/16/2024; 4) Circana, Total US All Outlets, Product Affinity Report, Any Dairy Milk, L52 WE 6/16/2024; 5) Circana Panel, Total US All Outlets, White Milk by Fat Types, 52 WE 3/22/26;

Section 07

Milk Delivers Year-Round Demand with Seasonal Upside

Milk demand follows a consistent annual pattern, with clear seasonal peaks that unlock opportunities for incremental volume



Q1 Wellness Reset

Lower-fat milks see higher demand as consumers reset routines



Summer Hydration and Convenience

Single serve milks gain traction with active lifestyles



Back-to-School

Flavored and white single serve milks spike with family routines returning



Peak Demand

Holidays, baking, entertaining

Key Takeaway

Capitalize on seasons. Lean into each milk segment's peaks to create more sales across the store.

Feature the right milks during their strongest weeks and add extra coolers to support the higher demand. Brands that sell well beside milk can partner together with milk to grow seasonal lifts even further.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Key areas to unlock the full potential

1

Keep the dairy case clean and shoppable:

Nearly every basket is a milk basket, so maintaining a well-stocked, easy-to-navigate dairy case helps boost and protect traffic.

2

Build on milk's growing momentum:

Demand is broad, durable, and growing across channels, making milk a dependable foundation for assortment and partnership planning.

3

Lean into milk as your cross-merchandising partner:

Milk is a basket starter, so cross-promoting with cereal, snack, and baking brands can grow the total basket.

4

Leverage milk's nutrition story:

Milk already delivers the protein and nutrient density shoppers want. This creates a natural halo that performance, wellness, breakfast, and snack brands can tap into.

5

Balance core staples with growth opportunities:

Maintain space for Traditional White while expanding room for fast-growing segments like Whole and Value Added, so shoppers can easily find the milk that fits their needs.

6

Drive category growth through variety:

A broader assortment meets more shopper needs and increases dollars per trip. Feature different milks together & include milk alongside Plant-Based Beverages to maximize visibility and sales.

7

Plan for the peaks:

Different milk segments spike at different times of year. Featuring the right milks at the right time, with additional coolers during peak demand and seasonal partners, can fuel incremental sales.

MILKSCAPE™



Dairy milk sits at a unique intersection of everyday need and retail opportunity. It delivers consistent relevance, works across budgets, and drives strong basket-building behavior across occasions and seasons.

The opportunity now is to unlock that full potential by driving stronger performance in the dairy case and amplifying impact across the total store.

For more information, contact us at growth@milkscape.org