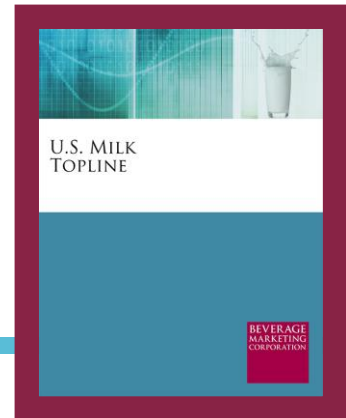


U.S. MILK TOPLINE

2019 EDITION (To be published December 2019. Data through 2018.
Market projections through 2023.) Excel Format.



This U.S. milk industry research report includes data on fluid milk production, consumption, flavors, distribution and packaging. To round out its market research findings, this concise industry report also projects the market five years into the future.

FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

AVAILABLE FORMAT & PRICING



Direct
Download

\$995

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **7**



HAVE
QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

BEVERAGE
MARKETING
CORPORATION

BEVERAGE MARKETING CORPORATION
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

THE ANSWERS YOU NEED

- How much fluid milk was consumed in the United States during 2018?
- Which region produces the most milk? Which consumes the most?
- Which distribution channels carry the most milk, and which are gaining share?
- What is the breakdown of branded versus private label?
- What are the preferred package types and sizes?
- What are the growth prospects for milk and its segments through 2023?

THIS REPORT FEATURES

This market research report provides a data overview of the milk category with historical market statistics and five-year forecasts. It is perfect for processors, marketers, advertising executives, industry suppliers, financial analysts and anyone else with a special interest in the U.S. milk and dairy beverage marketplace. This industry report contains:

- Data on the national and regional market trends.
- Industry volume segmentation by fat level and flavors.
- Statistics on the fluid milk market by package size and package material type (plastic, paperboard, glass).
- A look at the branded vs. private label markets and the U.S. market share held by each brand historically and currently.
- Beverage Marketing's projected market shares for the category and its segments (whole, fat reduced, fat-free, flavored and buttermilk) through 2023.

NOTE: The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.



U.S. MILK TOPLINE

**BEVERAGE
MARKETING
CORPORATION**

NOTE: The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.

U.S. Milk Topline December 2018



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2018 Beverage Marketing Corporation of New York, 850 Third Avenue, New York, New York 10022, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

U.S. Milk Topline
TABLE OF CONTENTS

TABLE OF CONTENTS ----- i

Summary

THE U.S. MILK MARKET

- 1 U.S. Fluid Milk Market Volume, Weight and Growth 1975 – 2022
- 2 U.S. Fluid Milk Market Per Capita Consumption 1975 – 2022
- 3 U.S. Fluid Milk Market Compound Annual Growth 1980 – 2022
- 4 U.S. Fluid Milk Market Quarterly Volume Shares 2002 – 2017
- 5 U.S. Milk Market Production Per Cow 1960 – Q2 2018
- 6 U.S. Fluid Milk Market Consumption by Region 2012 – 2022
- 7 U.S. Fluid Milk Market Share of Consumption by Region 2012 – 2022
- 8 U.S. Fluid Milk Market Change in Consumption by Region 2013 – 2022
- 9 U.S. Fluid Milk Market Share of Production by Region 2012 – 2017

THE U.S. MILK MARKET BY FAT CONTENT

- 10 U.S. Fluid Milk Market Share of Volume by Milk Fat Type 1980 – 2022

THE U.S. MILK MARKET BY FLAVORS

- 11 U.S. Flavored Fluid Milk Market Volume by Flavor 2012– 2022

LEADING DAIRIES

- 12 Leading Fluid Milk Companies Estimated Share of Sales 2012 – 2017

THE LEADING MILK BRANDS AND PRIVATE LABEL

- 13 U.S. Fluid White Milk Market Branded vs. Private Label Share of Retail Dollars and Units 2012 – 2018
- 14 U.S. Flavored Milk Market Branded vs. Private Label Share of Retail Dollars and Units 2012 – 2018

THE U.S. MILK MARKET BY DISTRIBUTION CHANNEL

- 15 U.S. Fluid Milk Market Share of Volume by Distribution Channel 2012 – 2022

THE U.S. MILK MARKET BY PACKAGE TYPE AND SIZE

- 16 U.S. Fluid Milk Market Share of Volume by Package Type and Size 2012 – 2022

**U.S. FLUID MILK MARKET
SHARE OF VOLUME BY MILK FAT TYPE
1980 – 2022(P)**

Year	White Plain Whole	White Fat-Reduced*	White Fat-Free	Flavored	All Other White Milk	TOTAL
1980	48%	22%	18%	8%	4%	100%
1981	48%	22%	18%	8%	4%	100%
1982	48%	22%	18%	8%	4%	100%
1983	48%	22%	18%	8%	4%	100%
1984	48%	22%	18%	8%	4%	100%
1985	48%	22%	18%	8%	4%	100%
1986	48%	22%	18%	8%	4%	100%
1987	48%	22%	18%	8%	4%	100%
1988	48%	22%	18%	8%	4%	100%
1989	48%	22%	18%	8%	4%	100%
1990	48%	22%	18%	8%	4%	100%
1991	48%	22%	18%	8%	4%	100%
1992	48%	22%	18%	8%	4%	100%
1993	48%	22%	18%	8%	4%	100%
1994	48%	22%	18%	8%	4%	100%
1995	48%	22%	18%	8%	4%	100%
1996	48%	22%	18%	8%	4%	100%
1997	48%	22%	18%	8%	4%	100%
1998	48%	22%	18%	8%	4%	100%
1999	48%	22%	18%	8%	4%	100%
2000	48%	22%	18%	8%	4%	100%
2001	48%	22%	18%	8%	4%	100%
2002	48%	22%	18%	8%	4%	100%
2003	48%	22%	18%	8%	4%	100%
2004	48%	22%	18%	8%	4%	100%
2005	48%	22%	18%	8%	4%	100%
2006	48%	22%	18%	8%	4%	100%
2007	48%	22%	18%	8%	4%	100%
2008	48%	22%	18%	8%	4%	100%
2009	48%	22%	18%	8%	4%	100%
2010	48%	22%	18%	8%	4%	100%
2011	48%	22%	18%	8%	4%	100%
2012	48%	22%	18%	8%	4%	100%
2013	48%	22%	18%	8%	4%	100%
2014	48%	22%	18%	8%	4%	100%
2015	48%	22%	18%	8%	4%	100%
2016	48%	22%	18%	8%	4%	100%
2017	48%	22%	18%	8%	4%	100%
2018(P)	48%	22%	18%	8%	4%	100%
2019(P)	48%	22%	18%	8%	4%	100%
2020(P)	48%	22%	18%	8%	4%	100%
2021(P)	48%	22%	18%	8%	4%	100%
2022(P)	48%	22%	18%	8%	4%	100%

(P) Projected

* Includes 1% and 2% milk.

Source: Beverage Marketing Corporation

**U.S. FLUID WHITE MILK MARKET
BRANDED VS. PRIVATE LABEL
SHARE OF RETAIL DOLLARS & UNITS*
2012 – 2018(p)**

Share of Retail Dollars							
Milk Type	2012	2013	2014	2015	2016	2017	2018(p)
Private Label	65.0%	65.2%	66.1%	59.7%	57.2%	56.4%	57.9%
Branded	35.0%	34.8%	33.9%	40.3%	42.8%	43.6%	42.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Share of Units							
Milk Type	2012	2013	2014	2015	2016	2017	2018(p)
Private Label	67.4%	67.3%	67.8%	62.7%	61.8%	61.5%	63.0%
Branded	32.6%	32.7%	32.2%	37.3%	38.2%	38.5%	37.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* Supermarkets only

(p) Preliminary

Source: Beverage Marketing Corporation; SymphonyIRI Group