

B. FLUID MILK SALES & CONSUMPTION

Fluid Milk Sales and Consumption Overview

While total sales of fluid milk products in the United States have changed little during the past 20 years, the recent trend away from whole milk to lower-fat milks continued in 2009. Supermarket data provided by Information Resources, Inc., shows that the sale of reduced-, low- and fat-free white milk grew at a rate of 1.5 percent in 2009, while the sale of whole white milk increased by approximately 0.5 percent in 2009. However, flavored milk showed an increase of 15.5 percent in 2009 and accounts for approximately 3.6 percent of all retail fluid milk sales.

According to USDA's Economic Research Service, total per capita consumption of all fluid milk products was 177.6 pounds in 2009, a decrease of less than 0.7 percent from 2008. Sales of U.S. fluid milk products fell 0.6 percent to approximately 20.66 gallons per capita in 2009.

Meanwhile, sales of cream and specialty dairy products, such as yogurt and cottage cheese, remained stable in 2009. However, yogurt sales showed a growth of 5.9 percent, based on health benefits, new flavors and increased variety in packaged servings.

Per Capita U.S. Fluid Milk Product Sales 1975-2009	
Year	Total Beverage Milk Per Capita (Gallons)
1975	28.77
1976	28.67
1977	28.41
1978	28.04
1979	27.71
1980	27.17
1981	26.76
1982	26.04
1983	25.97
1984	26.09
1985	26.42
1986	26.31
1987	25.94
1988	25.90
1989	25.91
1990	25.57
1991	25.36
1992	24.99
1993	24.37
1994	24.21
1995	23.88
1996	23.80
1997	23.41
1998	23.02
1999	22.93
2000	22.49
2001	22.06
2002	21.96
2003	21.65
2004	21.33
2005	21.06
2006	21.00
2007	20.68
2008 ^r	20.80
2009 ^p	20.66

^r Revised, ^p Preliminary.
Source: USDA, Economic Research Service & IDFA Calculations