

JANUARY 2026	SALES (million pounds)	YOY VOLUME CHANGE	YOY PERCENT CHANGE	TRENDING
All Conventional Fluid Milk	3505	-75	-2.1%	↓
Whole Milk	1402	22	1.6%	↑
Reduced Fat Milk (2%)	991	-55	-5.2%	↓
Lowfat Milk (1%)	369	-22	-5.6%	↓
Skim Milk	144	-17	-10.3%	↓
All Organic Fluid Milk	261	-15	-5.4%	↓