Monthly Updates

Trends to Know

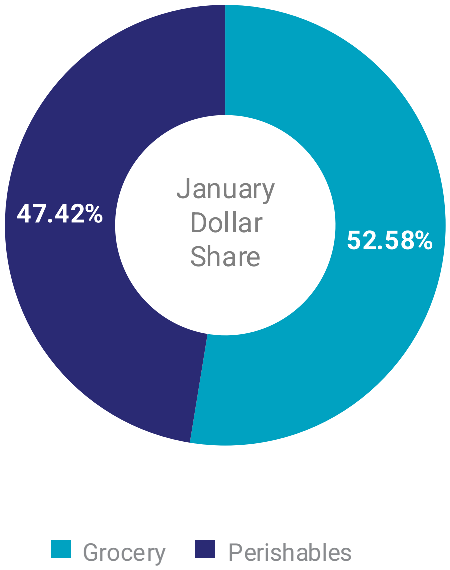
JANUARY 2026

INSIDE THIS ISSUE

Circana.

IDDBA THINKING OUTSIDE THE AISLE

Trends in Two Minutes



In January, Grocery continued with the largest share while perishables paced ahead in unit sales growth vs. YA.

Shoppers are beginning to ease concerns, but 52% of consumers remain extremely concerned about grocery inflation and continue to look for trade-offs or extra savings to stretch their money.

48% of shoppers perceive the **cost of groceries and everyday household items** to be **much higher** than last year, ***-2pts vs last month***

32% of households expect their **personal financial situation** to be a **lot or a little bit better a year from now, +2pts vs last month**

59% of household's plan to **watch the Super Bowl**, and those planning to watch **expect to spend an avg of $50 on food & beverage for the game.**

Perishables Performance
January sales across most perishables departments saw growth from last month. Fresh meat departments continue to lead in dollar sales and now lead in dollar sales growth and unit sales growth. Dairy follows behind in unit sales growth while dollars are down over -5%. Deli and produce both see strong growth in dollar and unit sales growth over YA. Bakery made a recovery in January and now sees growth across both dollars and units. While unit growth is smaller for bakery, it's a large improvement over the end of 2025. Seafood is now the only department in perishables that is slightly declining in unit sales, while dollars are holding strong.

Perimeter Overview
January 2026

Departments	$ Sales	$ Sales vs. YA	Unit Sales vs. YA
Meat Department	$8.9B	8.7%	4.1%
Produce Department	$7.4B	1.8%	2.8%
Dairy Aisle	$7.1B	-5.4%	3.5%
Deli Department	$4.2B	3.4%	3.1%
Bakery Department	$3.7B	2.8%	0.7%
Seafood Department	$649.4M	2.2%	-0.6%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026
For public use

DAIRY, DELI, BAKERY SNAPSHOT

Both dairy and deli continued to outpace total food & beverage in unit sales growth in the first month of 2026. January performance was strong in dairy, deli, and bakery unit sales. Trends continue for the last 52-week time period, with both dairy and deli outpacing total food and beverage units. Deli continues to be a highlight, with dollars and unit growth over 3% vs YA. Dairy is now outpacing deli unit growth in January vs last year. Bakery had a strong January performance with units up now nearly 1%, a large shift from late 2025 performance. The average price per unit for dairy saw large declines in January, nearly -9%, while bakery and deli average retails continued to rise.

January 2026

Product	Dollar Sales	Dollar Sales % Change vs. YA	Unit Sales	Unit Sales % Change vs. YA
Total Food & Beverage	**$73.8B**	**3.9%**	**$17.3B**	**2.4%**
Dairy	$7.1B	-5.4%	$1.9B	3.5%
Deli	$4.2B	3.4%	$679.1M	3.1%
Bakery	$3.7B	2.8%	$962.1M	0.7%

Latest 52WE 2/1/26

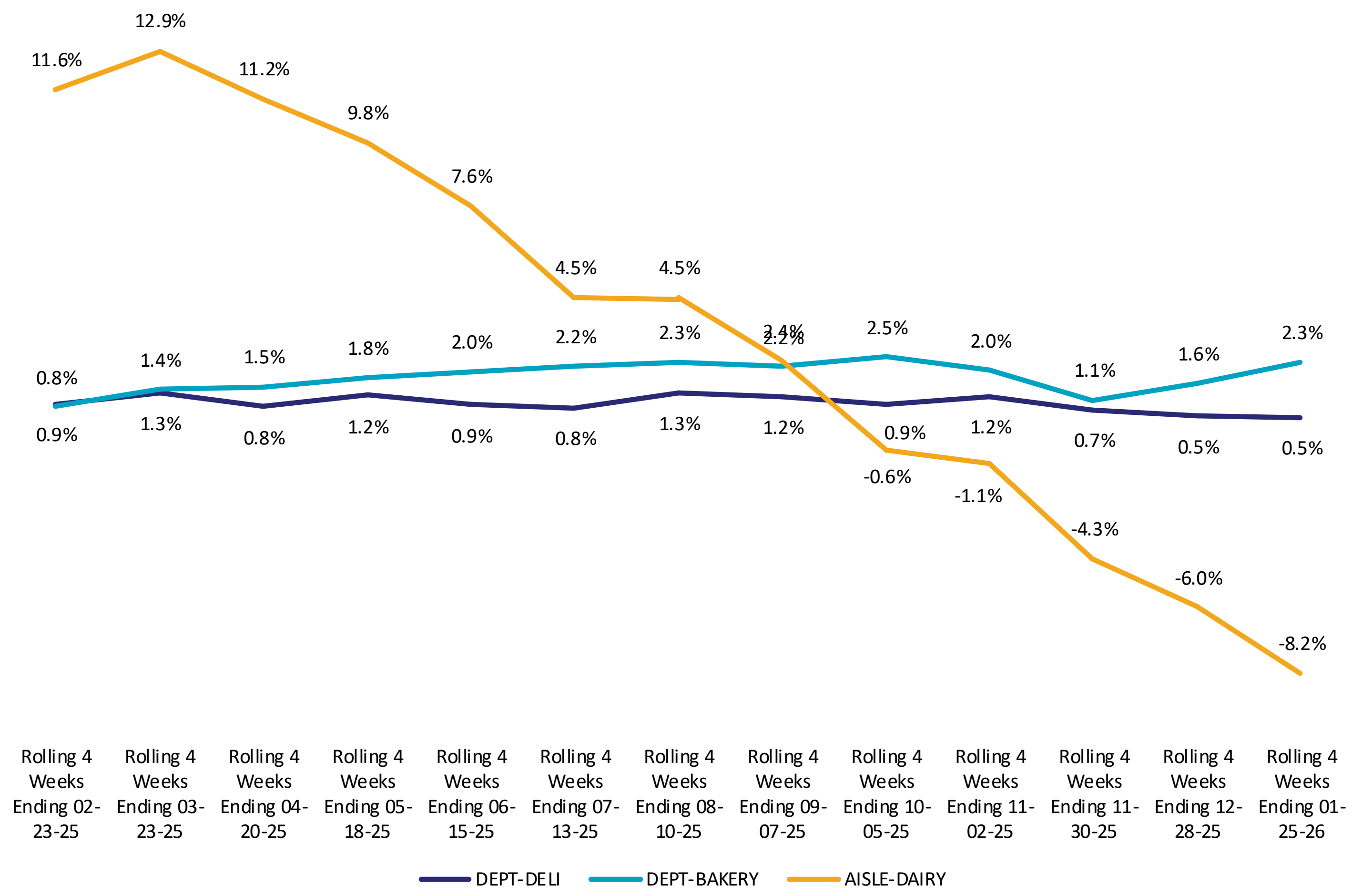
Product	Dollar Sales	Dollar Sales % Change vs. YA	Unit Sales	Unit Sales % Change vs. YA
Total Food & Beverage	**$960.9B**	**3.2%**	**$223.5B**	**0.7%**
Dairy	$91.3B	4.3%	$23.5B	1.7%
Deli	$55.8B	2.8%	$8.9B	1.9%
Bakery	$49.3B	0.6%	$12.7B	-1.3%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

Dairy, Deli, and Bakery

Price per unit % change vs. YA



Time Period	Price/unit	Change vs. YA	Change vs. 3YA
Total Dairy January 2026	**$3.72**	**-8.6%**	**-4.6%**
Total Dairy 52WE 2/1/26	$3.88	2.5%	8.9%
Total Deli January 2026	**$6.22**	**0.4%**	**0.9%**
Total Deli 52WE 2/1/26	$6.25	0.9%	4.4%
Total Bakery January 2026	**$3.85**	**2.1%**	**5.0%**
Total Bakery 52WE 2/1/26	$3.87	1.8%	10.0%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

DAIRY SALES

DAIRY

In January, total dairy struggled in dollar sales due to large price decreases while units held strong at over 3% growth vs. YA. At the category level, dollar growth ranged from over 21% growth for cottage cheese to a nearly -38% decline for refrigerated eggs. Overall, sales were strong in December for many key categories. Unit-growth drivers for December included cottage cheese, yogurt, rfg eggs, whipped toppings, cream cheese, natural cheese, milk, and cream/creamers. Overall, over the last 52 weeks, dairy performance is much stronger for dollar growth at 4.3% and units paced behind January growth, up 1.7%.

January 2026

Dairy	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Dairy	**$7.1B**	**-5.4%**	**3.5%**
Milk	$1.6B	3.9%	2.7%
Dairy Natural Cheese	$1.2B	-0.8%	3.4%
Yogurt	$1.1B	13.0%	5.3%
Rfg Eggs	$995.9M	-37.5%	4.9%
Rfg Creams/Creamers	$568.8M	1.5%	1.9%
Butter/Margarine/ Spreads	$538.9M	-3.6%	0.9%
Cream Cheese	$214.0M	-1.9%	3.7%
Dairy Processed Cheese	$189.2M	-1.3%	0.3%
Rfg Whipped Toppings	$187.8M	1.5%	4.7%
Cottage Cheese	$186.2M	21.2%	14.4%
Sour Cream	$149.3M	2.9%	1.8%
Rfg Desserts	$93.3M	-1.7%	-7.6%
Rfg Cheese Snack Kits	$23.9M	-8.9%	-10.9%
Dairy Alternative Cheese	$10.2M	-0.4%	-0.4%

52WE 2/1/26

Dairy	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Dairy	**$91.3B**	**4.3%**	**1.7%**
Milk	$19.4B	3.0%	0.3%
Dairy Natural Cheese	$15.7B	0.6%	1.2%
Rfg Eggs	$15.4B	9.6%	0.7%
Yogurt	$12.9B	13.5%	6.1%
Butter/Margarine/ Spreads	$7.4B	-1.4%	-0.3%
Rfg Creams/Creamers	$7.0B	2.4%	2.1%
Cream Cheese	$3.0B	-2.5%	-0.2%
Rfg Whipped Toppings	$2.6B	3.8%	3.6%
Dairy Processed Cheese	$2.4B	-5.7%	-4.3%
Cottage Cheese	$2.1B	19.5%	14.0%
Sour Cream	$1.9B	1.9%	-0.4%
Rfg Desserts	$1.2B	-3.0%	-9.8%
Rfg Cheese Snack Kits	$306.4M	-8.6%	-5.3%
Dairy Alternative Cheese	$124.8M	-7.1%	-7.7%

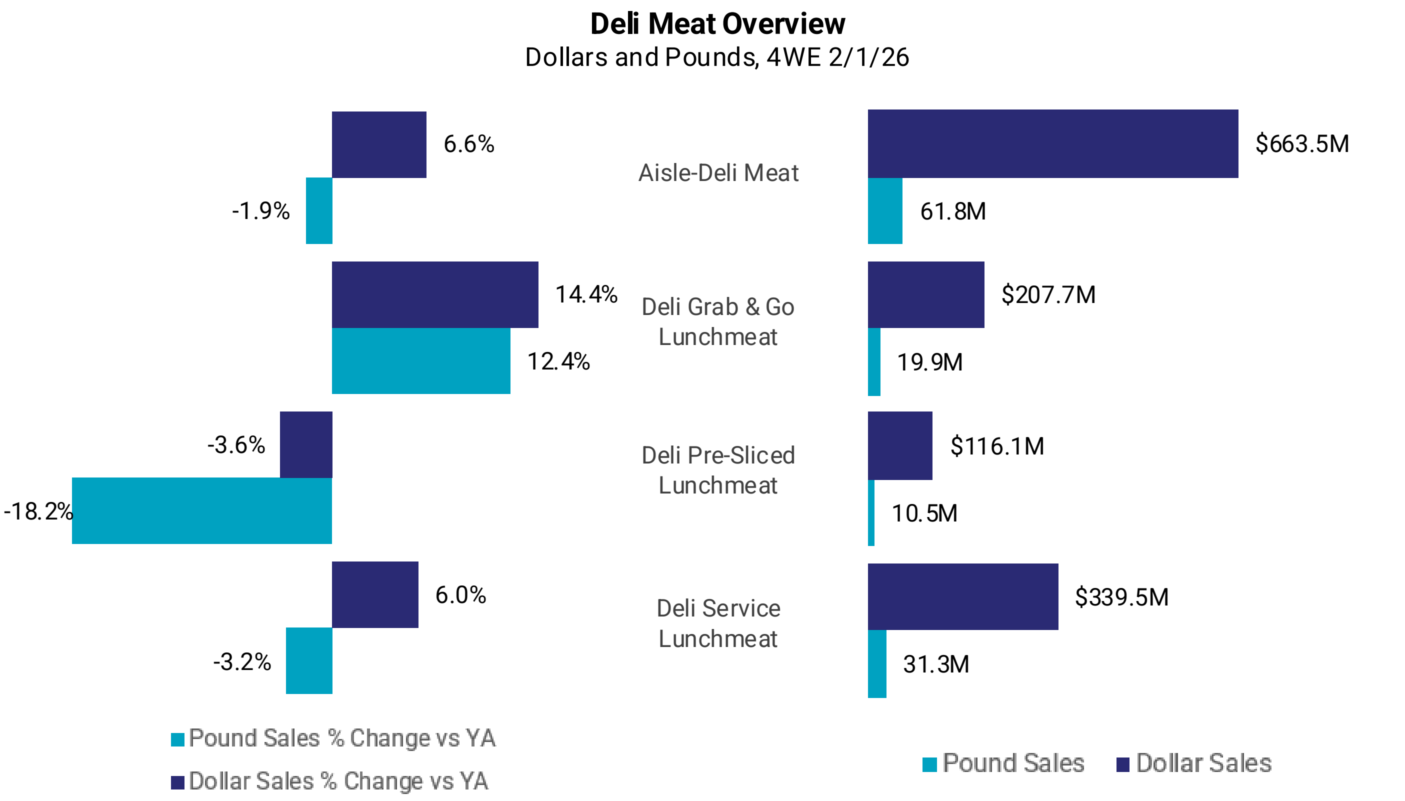
Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

DELI SALES

DELI MEAT

Deli meat sales totaled nearly $664 million in the first month of 2026, seeing an improvement over late 2025. Dollars are continuing to grow, and while pounds are still declining, it was a slight improvement over December 2025. The growth in deli meat is driven by deli grab-and-go lunchmeat with both strong dollar and volume sales growth. Service lunchmeat also contributes, with growth in dollar sales vs. YA. Pre-sliced continues to struggle and saw large declines in both dollars and pounds, which sees an even larger decline vs. last month. While deli meat is excelling in some areas, we will need to monitor consumers' choices in 2026..



January 2026

Product	$ Sales	$ Sales % Change vs. YA	Pound Sales	Pound Sales % Change vs. YA
Aisle Deli Meat	**$663.5M**	**6.6%**	**61.8M**	**-1.9%**
Deli Service Lunchmeat	$339.5M	6.0%	31.3M	-3.2%
Deli Grab & Go Lunchmeat	$207.7M	14.4%	19.9M	12.4%
Deli Pre-sliced Lunchmeat	$116.1M	-3.6%	10.5M	-18.2%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

DELI SALES

PACKAGED LUNCHMEAT — MEAT DEPARTMENT

Packaged lunchmeat (included in meat department sales) reached nearly $547 million in January 2026. Packaged lunchmeat dollar sales grew more than 3%, a large improvement over late 2025, while pounds still are seeing a slight decline at -0.6% vs. YA. Although packaged lunchmeat is still not experiencing growth vs. YA, it is seeing fewer declines in pounds than deli meat. We will need to continue monitoring performance changes to understand consumer demand and choices.

January 2026

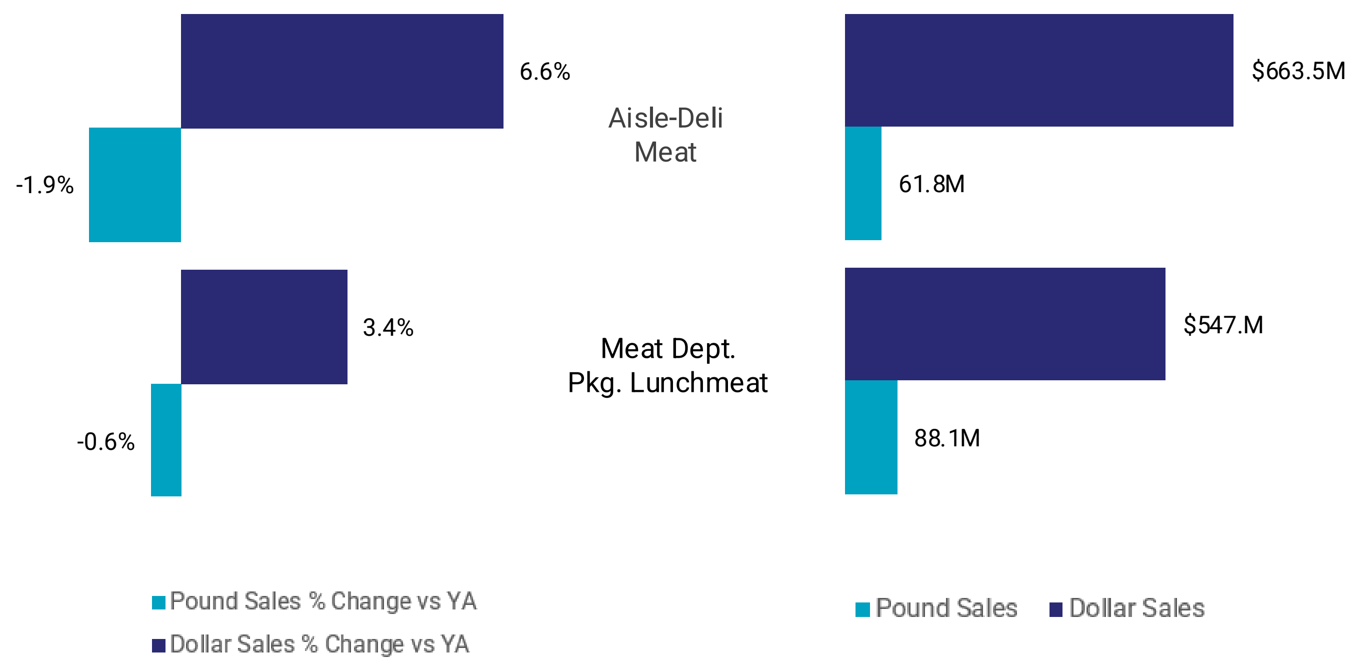
Product	$ Sales	$ Sales % Change vs. YA	Pounds vs. YA
Meat Department Pkg. Lunchmeat	$547.M	3.4%	-0.6%

52WE 2/1/26

Product	$ Sales	$ Sales % Change vs. YA	Pounds vs. YA
Meat Department Pkg. Lunchmeat	$7.0B	-1.4%	-3.4%

Deli vs. Packaged Lunchmeat Overview

Dollars and Pounds, 4WE 2/1/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

DELI SALES

DELI ENTERTAINING/DELI PREPARED

Deli Entertaining

Deli entertaining sales in the first month of 2026, were up in both dollar and unit performance, seeing a large growth over last month. Unit drivers for January 2026 were dips and sauces, seeing nearly a 2% in both dollars and units, and pickles/relish which saw over 4% growth in dollar and unit growth vs YA. Holiday meals, spreads and trays struggled this month in unit sales declines.

January 2026

Deli Entertaining	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Deli Entertaining	**$479.5M**	**1.7%**	**1.0%**
Dips and Sauces	$257.1M	2.0%	1.9%
Spreads	$83.8M	1.1%	-2.8%
Trays	$73.0M	-0.9%	-0.2%
Pickles/Relish	$65.4M	4.5%	3.8%
Holiday Meals	$205,106	1.0%	-12.1%

52WE 2/1/26

Deli Entertaining	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Deli Entertaining	**$6.5B**	**1.9%**	**1.5%**
Dips and Sauces	$3.4B	2.2%	0.8%
Trays	$1.2B	2.2%	11.3%
Spreads	$1.1B	-0.8%	-1.4%
Pickles/Relish	$829.2M	3.5%	2.7%
Holiday Meals	$31.0M	10.4%	2.1%

Deli Prepared

Deli prepared continues to be a main driver of growth in deli, seeing over 2% growth in dollars and nearly 4% in units vs. YA. Unit drivers in January includes deli combo meals, sandwiches, entrees, prepared meats, salads and appetizers, showcasing the overall consumer need for convenience retail.

January 2026

Deli Prepared	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Deli Prepared	**$2.4B**	**2.4%**	**3.6%**
Entrees	$696.4M	5.2%	4.2%
Prepared Meats	$501.2M	1.3%	3.7%
Sandwiches	$269.8M	2.0%	11.8%
Salads	$238.2M	3.8%	3.2%
Appetizers	$185.5M	1.9%	2.1%
Side Dishes	$170.9M	-1.5%	-0.4%
Soups & Chili	$165.1M	0.6%	-2.0%
Pizza	$96.5M	-1.9%	-0.5%
Breakfast	$45.8M	0.5%	0.7%
Combo Meals	$11.5M	11.6%	12.7%
Desserts	$5.7M	-10.3%	-10.5%

52WE 2/1/26

Deli Prepared	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Deli Prepared	**$31.6B**	**3.9%**	**3.1%**
Entrees	$9.1B	6.4%	4.6%
Prepared Meats	$6.5B	1.7%	2.6%
Sandwiches	$3.9B	2.8%	6.0%
Salads	$3.7B	1.9%	-0.4%
Appetizers	$2.5B	8.0%	6.5%
Side Dishes	$2.3B	1.8%	2.5%
Soups & Chili	$1.5B	7.5%	4.6%
Pizza	$1.2B	1.3%	-1.4%
Breakfast	$573.8M	-0.8%	-4.8%
Combo Meals	$160.1M	7.5%	7.5%
Desserts	$91.4M	-9.1%	-11.9%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

DELI SALES

DELI CHEESE

Deli cheese continued to see growth in dollars and pounds in January 2026. In the first month of 2026, deli specialty and grab-and-go cheese saw growth in both dollar and volume sales vs. YA. Grab-and-go continues to be the highlight in deli cheese, leading in overall growth in January. On the other hand, service and pre-sliced are continuing to see declines across dollars and pounds.

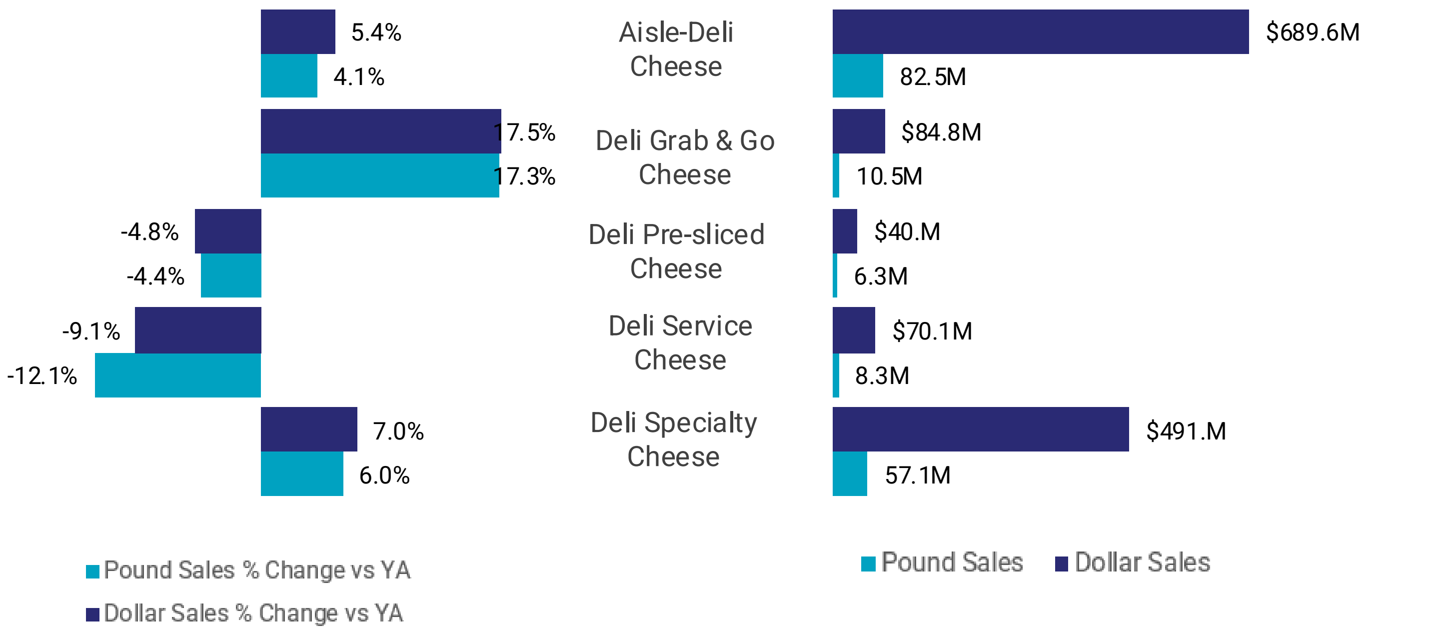
January 2026

Deli Cheese	$ Sales	$ Sales % Change vs. YA	Pounds vs. YA
Total Deli Cheese	**$689.6M**	**5.4%**	**4.1%**
Specialty	$491.0M	7.0%	6.0%
Grab & Go	$84.8M	17.5%	17.3%
Service	$70.1M	-9.1%	-12.1%
Pre-sliced	$40.0M	-4.8%	-4.4%

52WE 2/1/26

Deli Cheese	$ Sales	$ Sales % Change vs. YA	Pounds vs. YA
Total Deli Cheese	**$9.1B**	**3.9%**	**3.4%**
Specialty	$6.5B	5.7%	5.3%
Grab & Go	$1.0B	6.9%	5.7%
Service	$959.8M	-7.5%	-9.4%
Pre-sliced	$592.8M	1.6%	4.3%

Deli Cheese Overview
Dollars and Volume, 4WE 2/1/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

BAKERY SALES

BAKERY

Dollar sales were

$3.7B

in January 2026

Bakery department sales, covering fixed and random weight items as well as the bakery aisle and the fresh perimeter bakery, totaled $3.7 billion in the first month of 2026, seeing an improvement over last month, with both dollars & units up vs. YA. Center store bakery paced ahead of total bakery in overall performance in January vs. YA. Perimeter bakery also saw growth in both dollars and units, with improvements over last month but pacing behind total bakery and center store bakery.

January 2026

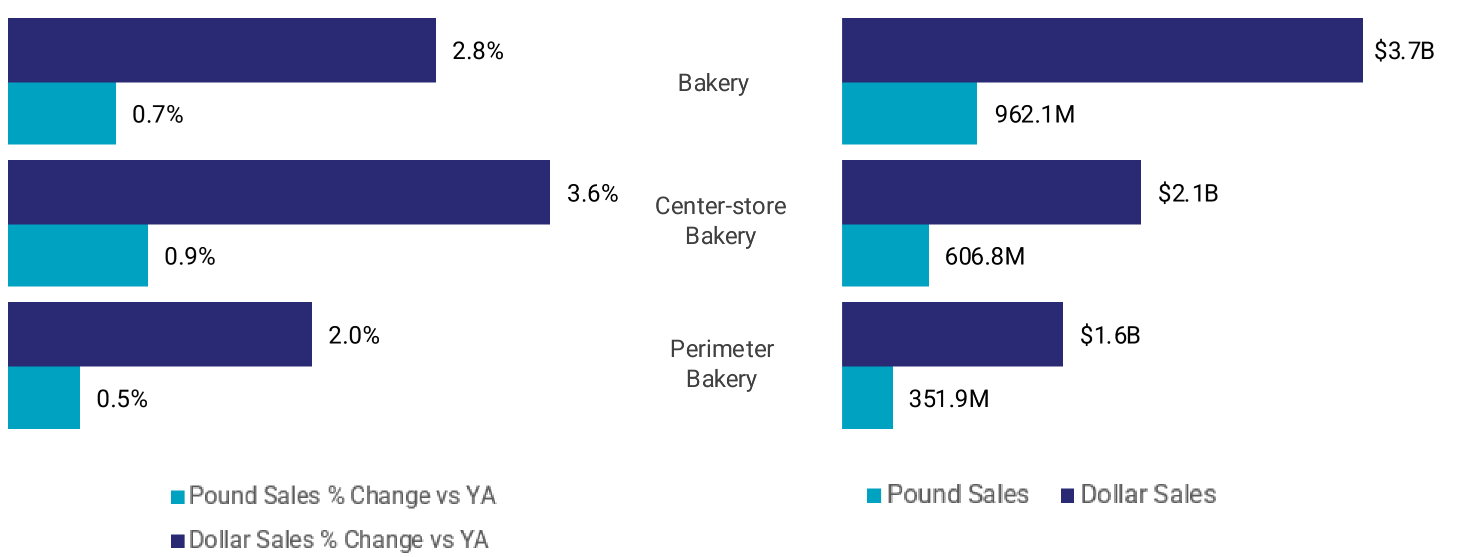
Total Bakery	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Total Bakery	**$3.7B**	**2.8%**	**0.7%**
Center-store Bakery	$2.1B	3.6%	0.9%
Perimeter Bakery	$1.6B	2.0%	0.5%

52WE 2/1/26

Total Bakery	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Total Bakery	**$49.3B**	**0.6%**	**-1.3%**
Center-store Bakery	$26.9B	-1.1%	-2.6%
Perimeter Bakery	$22.2B	2.7%	0.9%

Bakery Overview

Dollars and Volume, 4WE 2/1/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

BAKERY SALES

CENTER AISLE BAKERY

Center Aisle Bakery
Baked goods items found in the "aisle," or center-store area, saw growth in dollars at nearly 4% and units at nearly 1% in January 2026 vs. YA, seeing an improvement compared to the previous month. The leading aisle for center store bakery is breads & rolls, having strong improvement in performance over last month. Key categories leading in growth for both dollars and units this month include center store wraps/flatbreads, bagels/bialys, croissants, buns & rolls, cookies, breads & brownies/squares/bars, showcasing the balance of consumer desire for health and indulgence. Center-store snack cakes saw the largest decline at -13.5% in units in January.

January 2026

Center Aisle	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Center Store Bakery	**$2.1B**	**3.6%**	**0.9%**
Breads & Rolls	**$1.6B**	**4.0%**	**2.3%**
Desserts/Sweet Snacks	**$295.5M**	**2.6%**	**-4.0%**
Morning Bakery	**$230.5M**	**2.3%**	**-0.9%**
Breads	$949.8M	3.0%	1.4%
Buns & Rolls	$389.3M	4.7%	3.5%
Bagels/Bialys	$141.8M	6.2%	4.7%
Snack Cakes	$119.9M	0.4%	-4.2%
Donuts	$89.2M	4.3%	-0.4%
Cookies	$83.7M	12.5%	1.5%
Muffins	$83.2M	0.9%	-0.4%
English Muffins	$76.1M	3.1%	-0.3%
Pastry/Danish/ Coffee Cakes	$58.1M	1.6%	-2.1%
Brownies/Squares/ Bars	$42.2M	4.2%	0.5%
Cakes	$29.3M	-8.3%	-13.5%
Wraps/Flatbreads	$26.6M	18.2%	12.8%
Store Pies	$20.4M	-6.2%	-9.2%
Croissants	$12.2M	8.4%	3.8%

52WE 2/1/26

Center Aisle	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Center Store Bakery	**$26.9B**	**-1.1%**	**-2.6%**
Breads & Rolls	**$20.3B**	**-1.4%**	**-2.3%**
Desserts/Sweet Snacks	**$3.8B**	**-0.4%**	**-4.4%**
Morning Bakery	**$2.9B**	**-0.2%**	**-1.7%**
Breads	$11.4B	-2.0%	-3.2%
Buns & Rolls	$5.9B	-0.9%	-1.5%
Bagels/Bialys	$1.6B	0.0%	0.0%
Snack Cakes	$1.5B	-0.7%	-3.7%
Donuts	$1.1B	0.4%	-1.2%
Cookies	$1.1B	6.0%	-1.9%
Muffins	$1.0B	-0.8%	-3.3%
English Muffins	$879.5M	-1.3%	-2.1%
Pastry/Danish/ Coffee Cakes	$728.1M	-0.5%	-0.7%
Brownies/Squares/ Bars	$512.6M	-3.0%	-6.9%
Cakes	$403.3M	-7.6%	-9.1%
Wraps/Flatbreads	$306.0M	4.6%	3.6%
Store Pies	$282.2M	-6.1%	-5.2%
Croissants	$154.4M	4.6%	3.1%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026

For public use

BAKERY SALES

PERIMETER BAKERY

Perimeter Bakery
(including both fixed and random weight)
January 2026 saw an improvement in perimeter bakery performance versus last month, seeing dollars up 2% and units up 0.5% vs. YA. Morning bakery continued to drive dollar and unit growth, seeing an increase vs. last month. Desserts/sweet snacks still seeing units just about flat, a large improvement over last month. Perimeter breads & rolls saw declines vs last month. Perimeter bakery item unit drivers for January included perimeter tortillas/wraps/flatbreads, donuts, pastry/danish/coffee cakes, brownies/squares/bars and cakes, further highlighting the trend for consumer indulgence balance.

January 2026

Perimeter Bakery	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Perimeter Bakery	**$1.6B**	**2.0%**	**0.5%**
Desserts/Sweet Snacks	**$747.5M**	**1.3%**	**-0.1%**
Morning Bakery	**$422.2M**	**2.6%**	**4.1%**
Breads & Rolls	**$397.8M**	**2.7%**	**-2.0%**
Cakes	$427.8M	2.2%	2.2%
Cookies	$218.7M	0.1%	-3.6%
Pastry/Danish/ Coffee Cakes	$156.4M	2.5%	4.1%
Breads	$154.5M	9.7%	-2.7%
Donuts	$147.0M	8.9%	6.9%
Muffins	$118.8M	-4.1%	-1.0%
Buns & Rolls	$92.1M	-3.4%	-2.9%
Croissants	$78.8M	-2.3%	-2.8%
Pies	$59.0M	-3.5%	-2.1%
Bagels/Bialys	$36.8M	-3.8%	-1.0%
Tortillas/Wraps/ Flatbreads	$35.1M	9.3%	7.2%
Brownies/Squares/ Bars	$33.5M	9.9%	3.9%
Specialty Desserts	$8.5M	-6.0%	10.6%

52WE 2/1/26

Perimeter Bakery	$ Sales	$ Sales % Change vs. YA	Units vs. YA
Perimeter Bakery	$22.2B	2.7%	0.9%
Desserts/Sweet Snacks	$11.6B	2.0%	0.2%
Morning Bakery	$5.6B	4.5%	4.0%
Breads & Rolls	$5.B	2.4%	-0.9%
Cakes	$6.4B	3.2%	2.6%
Cookies	$3.3B	2.2%	-2.4%
Pastry/Danish/ Coffee Cakes	$2.1B	3.7%	3.5%
Donuts	$1.9B	3.9%	2.7%
Breads	$1.8B	4.3%	-2.3%
Muffins	$1.7B	6.3%	6.9%
Buns & Rolls	$1.3B	-2.0%	-2.0%
Pies	$1.3B	-2.4%	-1.0%
Croissants	$1.1B	6.7%	6.0%
Brownies/Squares/ Bars	$471.0M	5.8%	1.8%
Bagels/Bialys	$461.1M	-1.0%	-1.5%
Tortillas/Wraps/ Flatbreads	$431.7M	1.5%	-0.5%
Specialty Desserts	$108.1M	-27.5%	-7.1%

Source: Circana, Integrated Fresh, Total U.S. MULO+, January 2026
For public use

Want to know more? Circana can go beyond this monthly report. Scan the QR code.

IDDBA members who are new clients to Circana will receive a discount of 10% for their first purchase*.

Date ranges:

2021: 52 weeks ending 1/2/2022
2022: 52 weeks ending 1/1/2023
2023: 52 weeks ending 12/31/2023
2024: 52 weeks ending 12/29/2024

Q1 2025: 13 weeks ending 3/30/2025
Q2 2025: 13 weeks ending 6/29/2025
Q3 2025: 13 weeks ending 9/28/2025
Q4 2025: 13 weeks ending 12/28/2025
January 2026: 4 weeks ending 2/01/2026

*10% discount up to $3,000 for first syndicated purchase for verified IDDBA members