



Monthly Updates

Trends to Know

May 2026

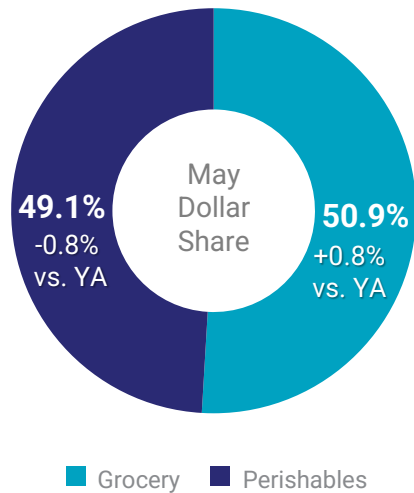


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Trends in Two Minutes



In May, grocery continued with the largest share of dollars over perishables. Grocery also led in dollar sales percent growth and had the least declines in unit sales. Perishables grew the least in price per unit.

Shopper concerns continued to rise, with consumers highly price-pressured and cautious, Circana’s shopper survey shows.

51%
of shopper perceived **grocery prices** to be **much higher** than last year
+6 pts vs. March 2026

39%
of households said they are **very concerned** about an **economic recession** in the U.S.
+4 pts vs. Mar 2026

65%
of households said they are watching their spending more closely on groceries and everyday items due to recession concerns
+5 pts vs. February 2026

Perishables Performance

May sales, which include Memorial Day, had mix performance across perishables departments. The fresh meat department continued to lead in dollar sales and had strong dollar growth but declined in units. Produce also continued to decline in units, a slight dip from last month. While dairy dollars continued to decrease in 2026, unit sales in May are now seeing growth versus last year. Deli declined in both dollar growth and units. Bakery and seafood, on the other hand, saw an improvement versus last month’s performance in both units and dollars.

Perimeter Overview May 2026

Departments	\$ Sales	\$ Sales vs. YA	Unit Sales vs. YA
Meat Department	\$8.8B	2.5%	-0.8%
Produce Department	\$8.1B	2.3%	-1.3%
Dairy Aisle	\$6.4B	-5.1%	0.9%
Deli Department	\$4.3B	0.3%	-0.3%
Bakery Department	\$3.9B	-0.3%	-2.7%
Seafood Department	\$699.2M	2.4%	-1.7%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DAIRY, DELI, BAKERY SNAPSHOT

Dairy and deli continued to outpace total food and beverage in unit sales growth in May 2026.

May performance was strong in dairy unit sales, while deli and bakery units declined, despite the holiday. Deli declined compared to last month, with unit sales declining while dollars were about flat. Dairy is struggling with dollar sales performance, due to large price declines, but units grew, likely seeing growth from the holiday. Bakery continued to improve over last month in both dollars and units, also likely from the holiday sales, but still declined overall versus last year. The last 52-week performance followed similar trends for all, but deli grew overall units and bakery grew in dollars. The average price per unit for dairy declined 6%, while deli increased 0.6%, and bakery increased 2.4% versus last year.

May 2026

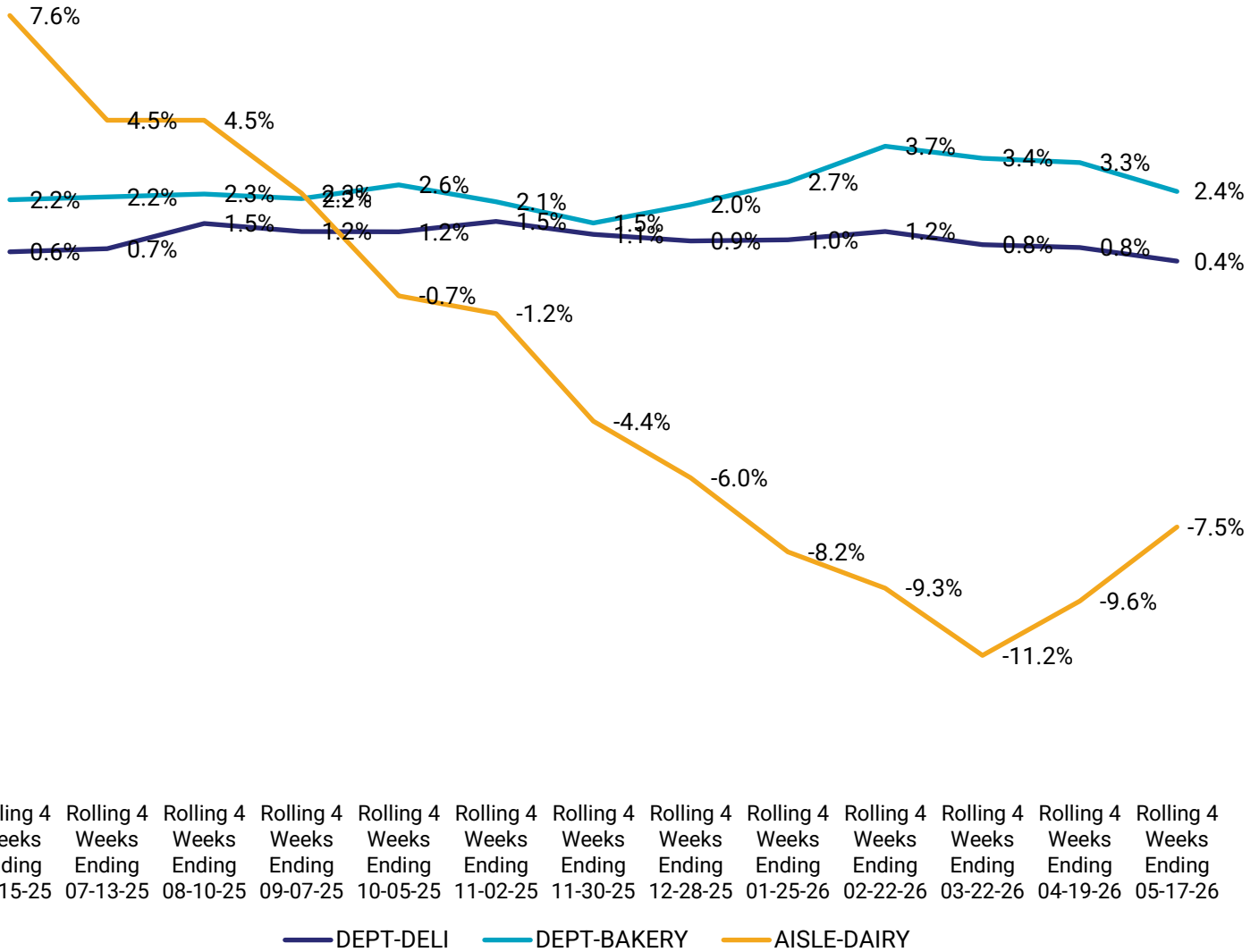
Product	Dollar Sales	Dollar Sales % Change vs. YA	Unit Sales	Unit Sales % Change vs. YA
Total Food & Beverage	\$75.3B	1.5%	17.0B	-0.7%
Dairy	\$6.4B	-5.1%	1.7B	0.9%
Deli	\$4.3B	0.3%	687.3M	-0.3%
Bakery	\$3.9B	-0.3%	973.3M	-2.7%

Latest 52WE 5/31/26

Product	Dollar Sales	Dollar Sales % Change vs. YA	Unit Sales	Unit Sales % Change vs. YA
Total Food & Beverage	\$967.7B	2.5%	223.6B	0.3%
Dairy	\$88.8B	-2.5%	23.6B	1.4%
Deli	\$56.2B	3.0%	9.0B	1.9%
Bakery	\$49.6B	1.0%	12.6B	-1.4%

Dairy, Deli, and Bakery

Price per unit % change vs. YA



Time Period	Price/unit	Change vs. YA	Change vs. 3YA
Total Dairy May 2026	\$3.70	-6.0%	4.0%
Total Dairy 52WE 5/31/26	\$3.77	-3.9%	1.8%
Total Deli May 2026	\$6.25	0.6%	1.6%
Total Deli 52WE 5/31/26	\$6.26	1.0%	2.3%
Total Bakery May 2026	\$3.97	2.4%	4.9%
Total Bakery 52WE 5/31/26	\$3.93	2.5%	7.2%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DAIRY SALES

DAIRY

In May, total dairy struggled in dollar sales due to large price decreases while units increased from last month, likely due to the holiday. At the category level, dollar performance ranged from over 15% growth for cottage cheese to a nearly 37% decline for refrigerated eggs. Overall, May sales were mixed for many key categories. The top two categories by dollar sales, milk and natural cheese, continued to be challenged. Milk continued to decline in units despite the holiday, while natural cheese benefited and grew in units. The top unit-growth drivers for May included cottage cheese, rfg whipped toppings, rfg eggs, yogurt, cream/creamers, and rfg desserts.



May 2026

Dairy	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Dairy	\$6.4B	-5.1%	0.9%
Milk	\$1.5B	5.6%	-0.2%
Dairy Natural Cheese	\$1.1B	-4.0%	1.0%
Yogurt	\$1.1B	9.3%	1.7%
Rfg Eggs	\$777.5M	-36.9%	1.9%
Rfg Creams/Creamers	\$517.3M	1.8%	1.6%
Butter/Margarine/Spreads	\$465.8M	-5.9%	-0.4%
Cream Cheese	\$194.7M	-4.9%	0.4%
Cottage Cheese	\$182.6M	15.0%	6.5%
Rfg Whipped Toppings	\$177.6M	-1.5%	3.8%
Dairy Processed Cheese	\$170.8M	-6.7%	-6.0%
Sour Cream	\$139.6M	0.4%	0.3%
Rfg Desserts	\$97.0M	3.5%	1.0%
Rfg Cheese Snack Kits	\$21.3M	-7.2%	-5.7%
Dairy Alternative Cheese	\$8.6M	-3.9%	0.2%

52WE 5/31/26

Dairy	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Dairy	\$88.8B	-2.5%	1.4%
Milk	\$19.5B	1.8%	0.1%
Dairy Natural Cheese	\$15.5B	-1.8%	0.9%
Yogurt	\$13.3B	12.1%	4.2%
Rfg Eggs	\$12.8B	-22.2%	1.9%
Butter/Margarine/Spreads	\$7.2B	-4.6%	-1.0%
Rfg Creams/Creamers	\$7.0B	1.6%	1.5%
Cream Cheese	\$2.9B	-3.3%	0.0%
Rfg Whipped Toppings	\$2.6B	1.2%	5.0%
Dairy Processed Cheese	\$2.3B	-6.2%	-5.0%
Cottage Cheese	\$2.2B	16.7%	11.1%
Sour Cream	\$1.9B	0.7%	-0.6%
Rfg Desserts	\$1.2B	0.3%	-5.3%
Rfg Cheese Snack Kits	\$290.7M	-8.1%	-5.9%
Dairy Alternative Cheese	\$122.0M	-6.4%	-6.5%

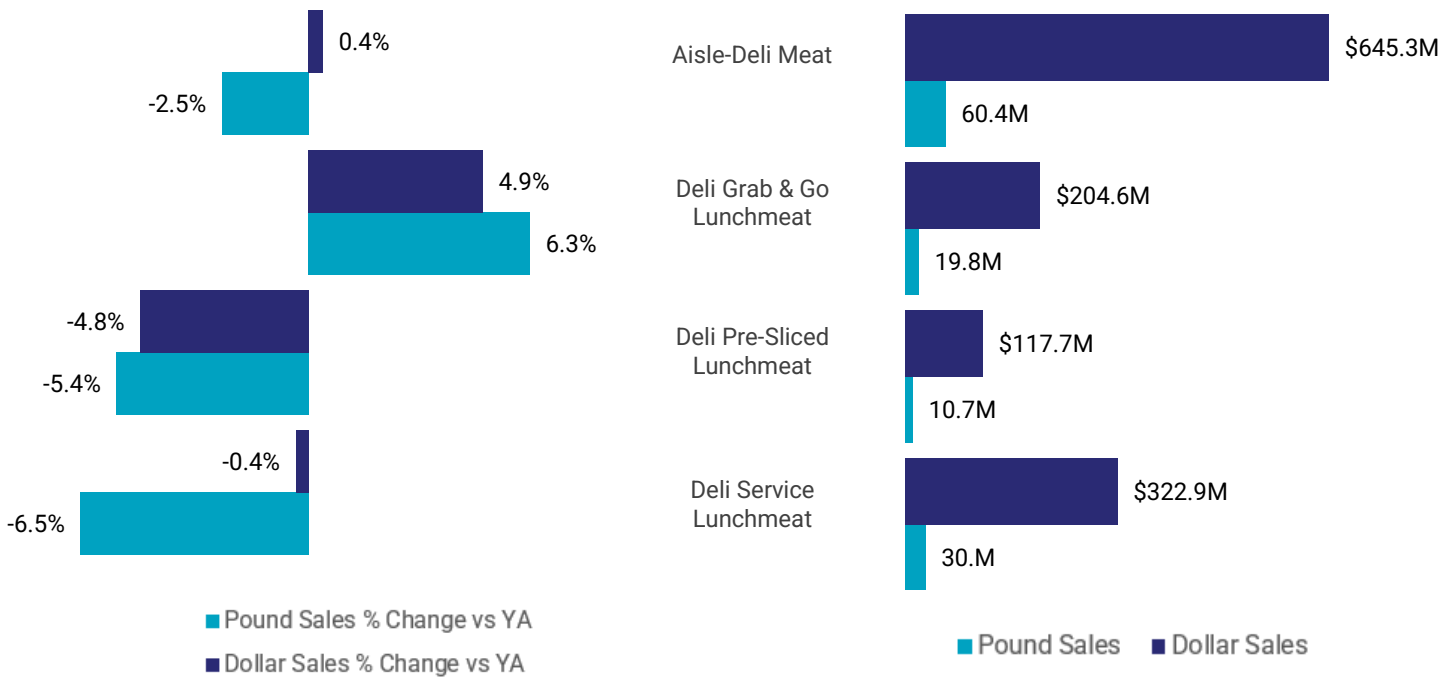
Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DELI SALES

DELI MEAT

Deli meat sales totaled \$645 million in May, seeing a dip from last month despite the Memorial Day holiday. Dollars were up compared to last year while pounds continued to decline. Grab and go continued to be the shining light for deli meat, growing in both dollars and units. Pre-sliced lunchmeat and service lunchmeat struggled despite the holiday, declining across both dollars and pounds. Pre-sliced lunchmeat declined versus last month, while service lunchmeat grew. Deli meat had a strong performance and improved in some areas, but we will need to monitor consumers' choices throughout 2026.

Deli Meat Overview
Dollars and Pounds, 4WE 5/31/26



May 2026

Product	\$ Sales	\$ Sales % Change vs. YA	Pound Sales	Pound Sales % Change vs. YA
Aisle Deli Meat	\$645.3M	0.4%	60.4M	-2.5%
Deli Grab & Go Lunchmeat	\$204.6M	4.9%	19.8M	6.3%
Deli Pre-sliced Lunchmeat	\$117.7M	-4.8%	10.7M	-5.4%
Deli Service Lunchmeat	\$322.9M	-0.4%	30.0M	-6.5%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DELI SALES

PACKAGED LUNCHEAT – MEAT DEPARTMENT

Packaged lunchmeat (included in meat department sales) reached over \$516 million in May 2026. Packaged lunchmeat improved over last month's performance in pounds and dollars, but overall continued to decline despite the holiday. Declines exceeded total deli meats in May across dollars and pounds. We will need to continue monitoring performance changes in 2026 to understand consumer demand and choices.

May 2026

Product	\$ Sales	\$ Sales % Change vs. YA	Pounds vs. YA
Meat Department Pkg. Lunchmeat	\$516.2M	-3.6%	-6.4%

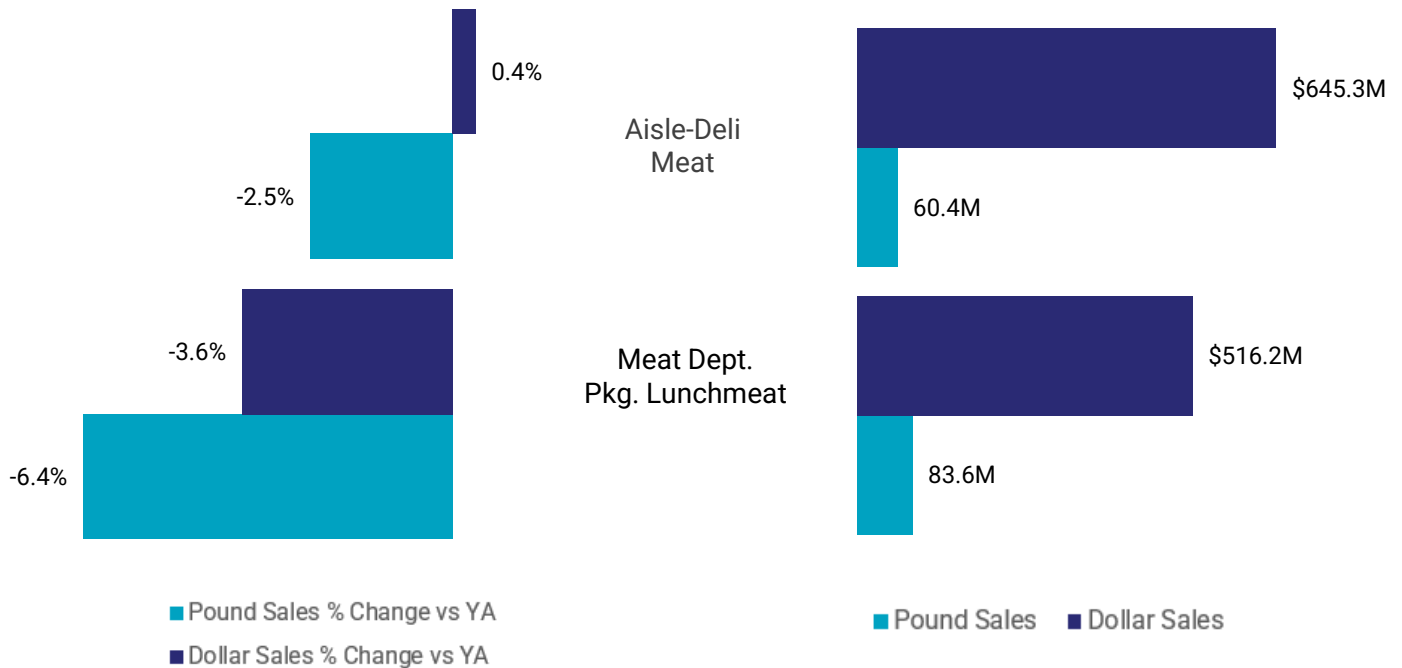


52WE 5/31/26

Product	\$ Sales	\$ Sales % Change vs. YA	Pounds vs. YA
Meat Department Pkg. Lunchmeat	\$6.9B	-1.6%	-4.7%

Deli vs. Packaged Lunchmeat Overview

Dollars and Pounds, 4WE 5/31/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DELI SALES

DELI ENTERTAINING/DELI PREPARED

Deli Entertaining

Deli entertaining unit sales in May improved over last month, likely due to the holiday, but continued to decline overall. Pickles/relish continued to drive strong dollar and unit growth, seeing improvements in unit sales versus last month. May was a growth driver for holiday meals, seeing strong dollar and unit growth. Dips and sauces, trays, and spreads struggled in May, declining across dollars and units.

May 2026

52WE 5/31/26

Deli Entertaining	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA	Deli Entertaining	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Deli Entertaining	\$512.8M	-1.9%	-0.8%	Deli Entertaining	\$6.5B	0.9%	0.5%
Dips and Sauces	\$262.7M	-3.3%	-2.3%	Dips and Sauces	\$3.4B	0.7%	0.0%
Trays	\$97.1M	-3.0%	-5.0%	Trays	\$1.2B	0.5%	4.1%
Spreads	\$79.2M	-4.7%	-1.6%	Spreads	\$1.1B	-0.9%	-1.4%
Pickles/Relish	\$73.4M	8.8%	9.8%	Pickles/Relish	\$855.6M	4.2%	2.8%
Holiday Meals	\$384,011	4.9%	5.8%	Holiday Meals	\$31.2M	10.8%	1.7%

Deli Prepared

Deli prepared continued to be a growth driver for deli. Despite declines in May versus last month, deli prepared grew nearly 1% in dollars and was flat in units. Unit drivers included deli appetizers, soups & chili, pizza, entrees, and prepared meats, showcasing the overall consumer need for convenience retail during the holiday.

May 2026

52WE 5/31/26

Deli Prepared	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA	Deli Prepared	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Deli Prepared	\$2.5B	0.9%	0.1%	Deli Prepared	\$32.0B	3.6%	3.1%
Entrees	\$725.1M	4.5%	1.8%	Entrees	\$9.3B	7.3%	5.3%
Prepared Meats	\$500.6M	0.1%	1.6%	Prepared Meats	\$6.5B	1.0%	1.8%
Salads	\$332.8M	-3.8%	-3.4%	Sandwiches	\$3.9B	2.3%	5.6%
Sandwiches	\$308.7M	-2.3%	-1.7%	Salads	\$3.7B	1.7%	0.5%
Appetizers	\$200.6M	5.4%	6.7%	Appetizers	\$2.6B	7.5%	7.2%
Side Dishes	\$161.2M	-1.9%	-5.1%	Side Dishes	\$2.3B	0.6%	0.7%
Pizza	\$93.6M	2.8%	2.8%	Soups & Chili	\$1.5B	5.5%	2.5%
Soups & Chili	\$78.0M	8.3%	6.6%	Pizza	\$1.2B	0.5%	0.0%
Breakfast	\$41.4M	-5.4%	0.0%	Breakfast	\$573.1M	-1.0%	-1.2%
Combo Meals	\$14.6M	-12.1%	-6.4%	Combo Meals	\$191.6M	2.9%	3.8%
Desserts	\$5.7M	-25.7%	-48.0%	Desserts	\$87.1M	-7.8%	-13.2%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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DELI SALES

DELI CHEESE

Deli cheese declined in dollars and pounds in May. Despite declines, deli cheese had spotlights in both specialty and grab and go, each growing in dollars and pounds versus last year. Grab and go grew especially large in May, likely due to the holiday. On the other hand, service and pre-sliced continued to decline across dollars and pounds.



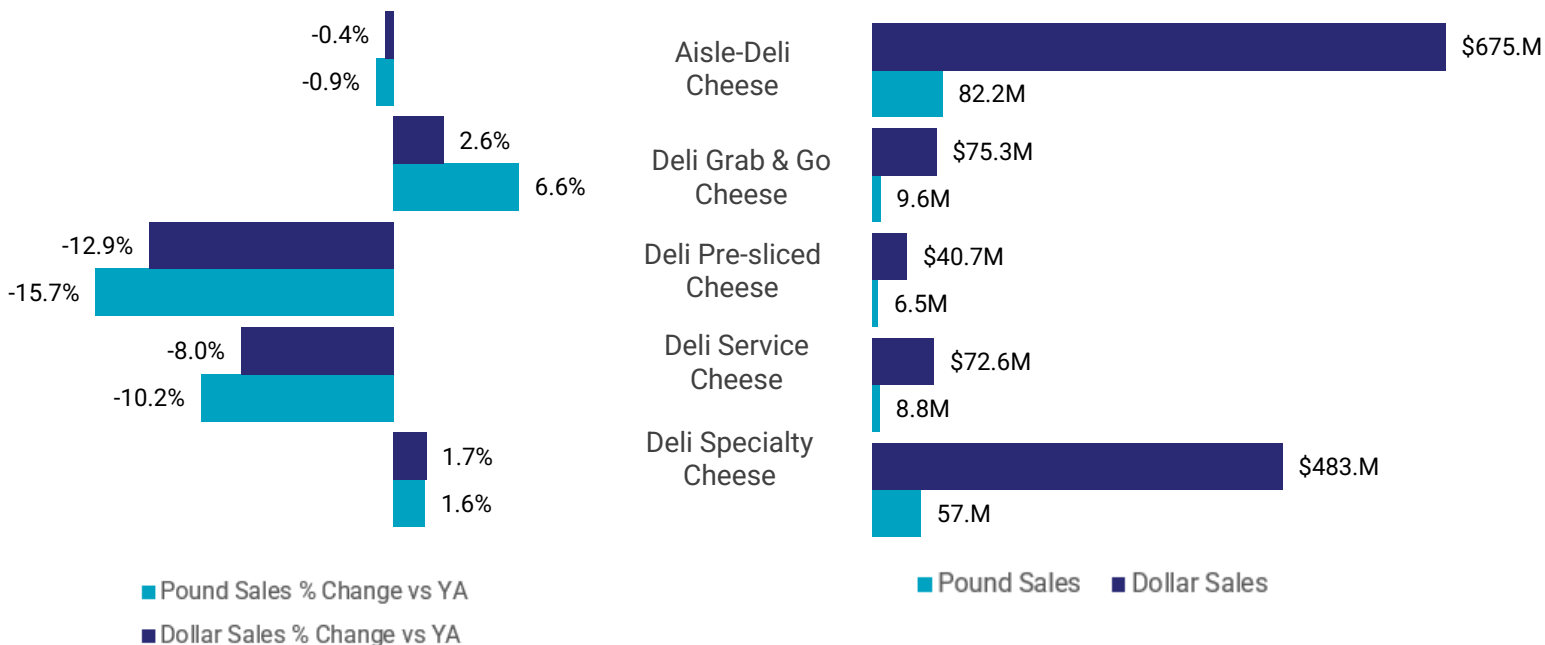
May 2026

52WE 5/31/26

Deli Cheese	\$ Sales	\$ Sales % Change vs. YA	Pounds vs. YA	Deli Cheese	\$ Sales	\$ Sales % Change vs. YA	Pounds vs. YA
Total Deli Cheese	\$675.0M	-0.4%	-0.9%	Total Deli Cheese	\$9.1B	3.2%	2.5%
Specialty	\$483.0M	1.7%	1.6%	Specialty	\$6.5B	5.0%	4.4%
Grab & Go	\$75.3M	2.6%	6.6%	Service	\$996.1M	-2.2%	-5.1%
Service	\$72.6M	-8.0%	-10.2%	Grab & Go	\$974.9M	2.0%	2.2%
Pre-sliced	\$40.7M	-12.9%	-15.7%	Pre-sliced	\$572.8M	-2.6%	-1.3%

Deli Cheese Overview

Dollars and Volume, 4WE 5/31/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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BAKERY SALES

BAKERY

Dollar sales were
\$3.9B

in May 2026



Bakery department sales, covering fixed and random weight items as well as the bakery aisle and the fresh perimeter bakery, totaled \$3.9 billion in May. Dollars and units declined versus last year, despite the holiday, but improved over last month. Perimeter bakery continued to pace ahead of total bakery unit performance in May versus last year and dollars grew slightly, an improvement from last month, likely contributed by the holiday sales. Center store bakery, on the other hand, declined the most out of total bakery.

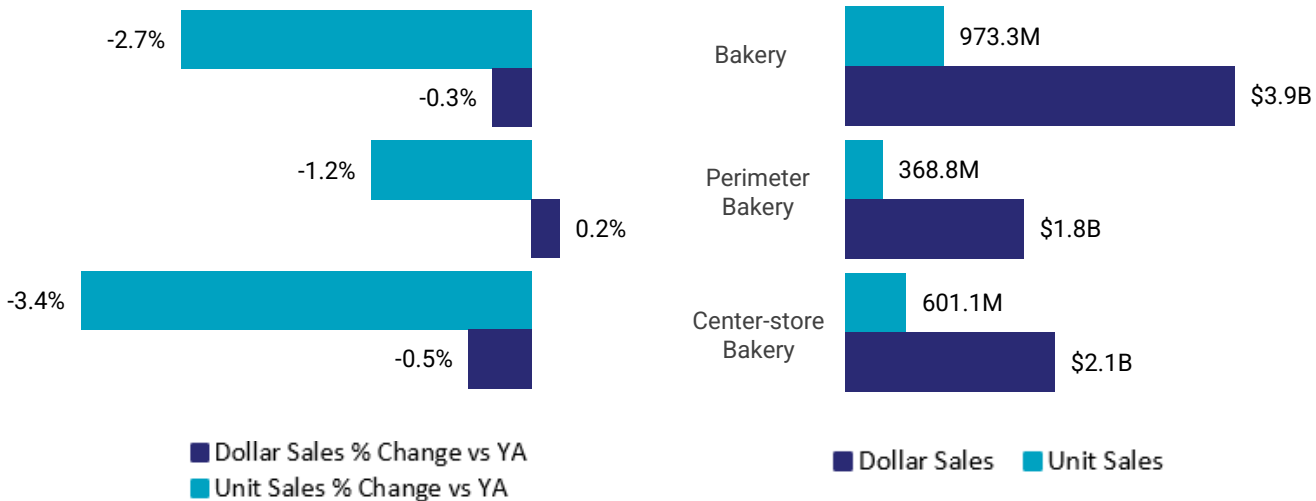
May 2026

52WE 5/31/26

Total Bakery	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA	Total Bakery	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Total Bakery	\$3.9B	-0.3%	-2.7%	Total Bakery	\$49.6B	1.0%	-1.4%
Center-store Bakery	\$2.1B	-0.5%	-3.4%	Center-store Bakery	\$26.8B	-0.5%	-2.7%
Perimeter Bakery	\$1.8B	0.2%	-1.2%	Perimeter Bakery	\$22.6B	3.0%	0.8%

Bakery Overview

Dollars and Volume, 4WE 5/31/26



Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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BAKERY SALES

CENTER AISLE BAKERY

Center Aisle Bakery

Baked good items found in the aisle, or center-store area, declined 0.5% in dollars and more than 3% in units compared to last year, but improved compared to the previous month, likely thanks to the Memorial Day holiday. The aisles for center store bakery, desserts/sweet snacks, and morning bakery improved over last month, while breads & rolls declined. The categories leading in growth for both dollars and units this month included center store wraps/flatbreads and bagels/bialys, showcasing the balance of consumer desire for health and indulgence. Center-store cakes declined the most in May, at over 11% in units and 1.6% in dollars.

May 2026

52WE 5/31/26

Center Aisle	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA	Center Aisle	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Center Store Bakery	\$2.1B	-0.5%	-3.4%	Center Store Bakery	\$26.8B	-0.5%	-2.7%
Breads & Rolls	\$1.6B	0.0%	-2.7%	Breads & Rolls	\$20.3B	-0.6%	-2.1%
Desserts/Sweet Snacks	\$266.2M	-1.8%	-5.8%	Desserts/Sweet Snacks	\$3.7B	0.2%	-5.4%
Morning Bakery	\$215.9M	-2.6%	-5.5%	Morning Bakery	\$2.8B	0.0%	-3.1%
Breads	\$851.0M	-0.6%	-3.2%	Breads	\$11.4B	-1.5%	-3.0%
Buns & Rolls	\$518.8M	-1.1%	-3.3%	Buns & Rolls	\$5.9B	-0.4%	-1.3%
Bagels/Bialys	\$124.5M	5.0%	0.9%	Bagels/Bialys	\$1.6B	1.9%	0.6%
Snack Cakes	\$104.4M	0.8%	-3.0%	Snack Cakes	\$1.5B	1.3%	-3.6%
Donuts	\$84.8M	1.5%	-2.6%	Donuts	\$1.1B	2.0%	-1.5%
Muffins	\$76.3M	-4.3%	-9.1%	Muffins	\$1.0B	-2.8%	-6.9%
Cookies	\$75.7M	-1.3%	-5.3%	Cookies	\$1.0B	4.5%	-4.4%
English Muffins	\$64.7M	3.0%	-1.8%	English Muffins	\$882.4M	-0.4%	-3.0%
Pastry/Danish/Coffee Cakes	\$54.7M	-6.3%	-6.3%	Pastry/Danish/Coffee Cakes	\$718.7M	1.1%	-1.6%
Brownies/Squares/Bars	\$35.7M	-4.7%	-6.9%	Brownies/Squares/Bars	\$508.9M	-1.2%	-6.1%
Cakes	\$31.2M	-1.6%	-11.3%	Cakes	\$391.5M	-7.6%	-11.5%
Wraps/Flatbreads	\$25.4M	12.6%	6.4%	Wraps/Flatbreads	\$321.5M	10.5%	6.8%
Pies	\$19.2M	-11.0%	-8.5%	Pies	\$274.5M	-6.6%	-6.8%
Croissants	\$12.4M	5.5%	-0.3%	Croissants	\$157.2M	6.1%	2.2%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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BAKERY SALES

PERIMETER BAKERY

Perimeter Bakery (including both fixed and random weight)

Perimeter bakery performance improved over last month, with dollars up slightly at 0.2% growth and units declining 1.2% versus last year. The top aisles of perimeter bakery had mixed growth, with desserts/sweet snacks and morning bakery seeing large improvements over last month and growing units in May, while breads & rolls declined overall. Perimeter bakery item unit drivers for May included perimeter brownies/squares/bars, up over 23%, as well as muffins, tortillas/wraps/flatbreads, cookies, and croissants, further highlighting the trend for consumers' indulgence during summer holidays and everyday.

May 2026

52WE 5/31/26

Perimeter Bakery	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA	Perimeter Bakery	\$ Sales	\$ Sales % Change vs. YA	Units vs. YA
Perimeter Bakery	\$1.8B	0.2%	-1.2%	Perimeter Bakery	\$22.6B	3.0%	0.8%
Desserts/Sweet Snacks	\$945.1M	-0.9%	0.4%	Desserts/Sweet Snacks	\$11.8B	2.4%	1.2%
Morning Bakery	\$446.4M	3.3%	0.0%	Morning Bakery	\$5.7B	4.6%	3.5%
Breads & Rolls	\$377.M	-0.5%	-4.2%	Breads & Rolls	\$5.1B	2.8%	-2.0%
Cakes	\$555.1M	-2.1%	-1.9%	Cakes	\$6.5B	3.3%	2.7%
Cookies	\$268.4M	1.4%	1.9%	Cookies	\$3.4B	2.0%	-1.2%
Pastry/Danish/Coffee Cakes	\$155.1M	-1.2%	-3.7%	Pastry/Danish/Coffee Cakes	\$2.1B	4.0%	3.2%
Donuts	\$150.2M	3.0%	-1.5%	Donuts	\$1.9B	2.7%	1.6%
Muffins	\$141.2M	9.1%	7.2%	Breads	\$1.8B	7.0%	-2.8%
Breads	\$135.0M	8.9%	-4.1%	Muffins	\$1.7B	7.7%	7.4%
Buns & Rolls	\$94.1M	-6.3%	-5.8%	Pies	\$1.3B	-2.0%	-0.4%
Croissants	\$88.5M	2.7%	0.2%	Buns & Rolls	\$1.2B	-3.7%	-3.4%
Pies	\$68.1M	-8.9%	-1.2%	Croissants	\$1.1B	6.6%	2.4%
Brownies/Squares/Bars	\$46.3M	24.2%	23.1%	Brownies/Squares/Bars	\$502.9M	14.5%	10.8%
Tortillas/Wraps/Flatbreads	\$34.2M	3.7%	4.1%	Bagels/Bialys	\$441.7M	-5.3%	-3.7%
Bagels/Bialys	\$24.8M	-29.5%	-10.7%	Tortillas/Wraps/Flatbreads	\$437.3M	4.4%	2.9%
Specialty Desserts	\$7.2M	-25.5%	-9.4%	Specialty Desserts	\$101.5M	-25.5%	-3.4%

Source: Circana, Integrated Fresh, Total U.S. MULO+, May 2026
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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
2025: 52 weeks ending 12/28/2025

Q1 2026: 13 weeks ending 3/29/2026
May 2026: 4 weeks ending 5/31/2026



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

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