

# DAIRY

The country of origin and proportions are listed (? = proportions not disclosed). Only refers to own brand fresh products, excludes ready meals and processed products. All data as of July 2020. For full details please visit: [www.countrysideonline.co.uk/backbritishfarming](http://www.countrysideonline.co.uk/backbritishfarming)



	MILK 100% 	CHEESE 100% 	YOGURT 67%  33% 	BUTTER 100% 	CREAM 100% 
7.7% MARKET SHARE					
	MILK 100% 	CHEESE 100% 	YOGURT 85%  15% 	BUTTER 100% 	CREAM 100% 
14.1% MARKET SHARE					
	MILK 100% 	CHEESE 100% 	YOGURT 100% 	BUTTER 100% 	CREAM 100% 
7% MARKET SHARE					
	MILK 100% 	CHEESE 100% 		BUTTER 100% 	CREAM 100% 
5.9% MARKET SHARE					
M&S EST. 1884	MILK 100% 	CHEESE 100% 	YOGURT 100% 	BUTTER 100% 	CREAM 100% 
>2.0% MARKET SHARE					
	MILK 100% 	CHEESE 100% 	YOGURT 100% 	BUTTER 100% 	CREAM 100% 
10% MARKET SHARE					
Sainsbury's	MILK 100% 	CHEESE 100% 	YOGURT 100% 	BUTTER 100% 	CREAM 100% 
15% MARKET SHARE					
	MILK 100% 	CHEESE ?%  AND 	YOGURT ?%  AND 	BUTTER 100% 	CREAM 100% 
26.9% MARKET SHARE					
Waitrose	MILK 100% 	CHEESE 100% 	YOGURT 100% 	BUTTER 100% 	CREAM 100% 
5.0% MARKET SHARE					