


wiser® Price Trends: Branded vs. Private Label

Wiser analyzed prices in the **DAIRY category** on January 20, 2024, comparing branded and private-label products across retailers. Explore the insights below.

Full-Price Cheddar Cheese (215-240 grams)


ADAMS RESERVE	\$4.99
BARBERS	\$9.00
BLACK DIAMOND	\$6.99
CABOT	\$3.49
CARR VALLEY	\$9.17
CREDO	\$6.49
ORGANIC VALLEY	\$8.99
SOMERDALE	\$9.50
PRIVATE LABEL (WEGMANS)	\$2.29
PRIVATE LABEL (WALMART)*	\$2.34*
PRIVATE LABEL (KROGER)*	\$2.49*
PRIVATE LABEL (HEB)*	\$3.10*
YANCEYS FAVORITE	\$6.49

Branded product prices collected from: 

Full-Price Low-Fat Flavored Yogurt 4 Pack (113-220 grams)

ACTIVIA	\$3.10
CHOBANI	\$4.14
DANNONE	\$2.29
PRIVATE LABEL (HEB)	\$1.75
PRIVATE LABEL (WALMART)*	\$2.57*
LALA	\$4.14
OIKOS	\$5.16
SIGGIS	\$5.66
SO DELICIOUS	\$5.84
YOPLAIT	\$5.08

*Private-label products from other retailers are included for reference only and are not sold by the referenced retailer.

Branded product prices collected from: 

Want more insights? This is one in a series of pricing analyses we'll be sharing over the next few weeks. If you'd like to continue receiving these updates, let us know.