

牛乳類販売状況の推移 週次

2019年(平成31年)分データ

- IDX: 04SRI食品-W
- 品目: 牛乳類
- 期間: 2019/1/1 - 2019/9/29(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マネットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM/LSM/S,ミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5~1.5%),
白牛乳(1.6~2.9%),白牛乳(3.0~3.9%),濃厚牛乳(4.0~)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2019																										
		1-7-	1-14-	1-21-	1-28-	2-4-	2-11-	2-18-	2-25-	3-4-	3-11-	3-18-	3-25-	4-1-	4-8-	4-15-	4-22-	4-29-	5-6-	5-13-	5-20-	5-27-	6-3-	6-10-	6-17-	6-24-	7-1-	
トータル	販売個数	27,283	27,718	27,234	27,674	27,063	27,989	27,354	27,530	27,514	27,837	27,747	28,252	28,294	28,261	29,025	28,133	28,255	30,519	29,852	30,378	30,416	30,500	29,917	30,469	30,627	30,459	
	販売個数前年比	95.9	97.2	97.3	99.0	97.4	97.3	97.0	97.1	97.2	98.1	98.6	97.0	95.1	95.8	98.9	97.2	93.6	99.8	91.9	96.4	96.1	94.9	96.2	97.5	92.0	93.3	
	販売単価	177.7	176.9	177.2	176.9	177.2	176.9	176.8	176.7	176.8	177.0	177.1	176.8	181.4	182.9	183.7	184.4	184.9	183.8	184.2	184.0	184.1	184.2	184.2	184.6	184.7	184.7	
牛乳	販売個数	19,997	20,312	19,960	20,343	19,849	20,566	20,071	20,229	20,159	20,415	20,417	20,789	20,784	20,690	21,223	20,647	20,844	22,286	21,850	22,220	22,270	22,258	21,859	22,232	22,467	22,229	
	販売個数前年比	98.7	100.0	100.0	102.1	100.0	100.4	99.9	99.9	100.0	100.8	101.3	99.7	97.6	98.3	101.4	99.5	95.5	101.3	93.0	97.2	97.1	95.6	97.1	98.1	92.9	94.0	
	販売単価	185.3	184.4	184.7	184.4	184.8	184.3	184.3	184.2	184.4	184.5	184.5	184.2	188.7	190.4	191.1	191.6	192.0	191.3	191.6	191.4	191.5	191.8	191.8	192.3	192.2	192.4	
成分調整牛乳	販売個数	2,850	2,905	2,875	2,891	2,825	2,916	2,857	2,882	2,899	2,953	2,917	2,973	2,731	2,530	2,589	2,473	2,455	2,696	2,660	2,664	2,701	2,650	2,613	2,675	2,650	2,700	
	販売個数前年比	83.2	85.6	86.7	86.9	87.0	85.1	86.0	86.5	87.6	88.5	88.6	86.7	77.7	71.5	74.3	72.7	72.9	78.2	74.3	78.0	79.2	77.4	76.8	78.8	74.9	76.2	
	販売単価	171.5	170.6	170.7	170.4	170.1	170.2	170.4	170.3	170.2	170.2	170.5	170.2	171.0	171.6	172.8	174.1	173.6	173.7	174.3	174.4	174.1	174.5	174.0	174.6	175.2	174.4	
加工乳	販売個数	369	367	358	363	354	368	353	359	367	370	358	369	552	726	777	750	771	815	796	806	810	802	796	819	815	817	
	販売個数前年比	107.2	106.2	107.2	104.3	102.5	103.7	100.3	99.7	105.7	105.5	101.1	104.2	149.9	199.6	211.2	207.3	192.4	194.9	180.5	184.2	184.0	182.0	177.2	191.6	175.1	179.1	
	販売単価	148.5	148.2	148.5	149.0	148.6	147.5	148.4	147.5	149.5	147.7	149.9	149.9	182.8	190.5	191.7	194.4	194.6	192.3	193.2	193.1	192.2	191.1	191.7	191.8	191.4	192.8	
乳飲料	販売個数	4,067	4,134	4,041	4,078	4,035	4,139	4,073	4,061	4,090	4,099	4,054	4,120	4,226	4,314	4,436	4,262	4,186	4,721	4,546	4,688	4,635	4,790	4,649	4,743	4,695	4,712	
	販売個数前年比	91.8	92.9	92.5	93.6	92.7	92.0	91.7	91.9	91.4	92.6	93.1	91.7	92.2	95.0	97.4	96.3	91.3	100.0	91.5	97.9	95.8	96.3	98.2	99.4	91.6	94.1	
	販売単価	147.3	146.7	147.2	147.0	147.2	147.5	146.9	146.9	146.4	147.2	146.6	146.7	152.1	152.2	152.9	153.6	153.9	152.8	153.0	153.1	153.1	153.0	152.9	153.0	153.0	153.1	
牛乳+成分調整牛乳	販売個数	22,847	23,217	22,835	23,234	22,674	23,482	22,928	23,110	23,058	23,368	23,334	23,762	23,515	23,220	23,812	23,121	23,299	24,982	24,510	24,884	24,971	24,908	24,473	24,907	25,117	24,930	
	販売個数前年比	96.5	97.9	98.1	99.9	98.2	98.2	97.9	98.0	98.2	99.0	99.5	97.9	94.8	94.4	97.5	95.7	92.5	98.2	90.6	94.7	94.7	93.2	94.4	95.6	90.6	91.7	
	販売単価	183.6	182.7	182.9	182.6	183.0	182.5	182.6	182.4	182.6	182.7	182.8	182.5	186.6	188.3	189.1	189.8	190.1	189.4	189.7	189.6	189.6	190.0	189.9	190.4	190.4	190.4	

		7.8-	7.15-	7.22-	7.29-	8.5-	8.12-	8.19-	8.26-	9.2-	9.9-	9.16-	9.23-	9.30-	10.7-	10.14-	10.21-	10.28-	11.4-	11.11-	11.18-	11.25-	12.2-	12.9-	12.16-	12.23-	12.30-	2016.1.4~推移
トータル	販売個数	29,319	31,173	31,233	32,373	31,564	32,960	32,065	31,963	32,548	31,798	31,413	31,924															
	販売個数前年比	88.9	91.5	92.5	96.9	96.9	99.4	94.2	93.8	99.3	101.2	99.3	98.5															
	販売単価	184.7	184.5	185.0	185.1	185.9	185.8	184.8	184.8	184.9	185.2	185.1	184.7															
牛乳	販売個数	21,435	22,697	22,853	23,737	23,229	24,319	23,573	23,432	23,808	23,186	22,775	23,234															
	販売個数前年比	89.7	92.0	93.3	98.3	98.2	100.5	95.5	94.9	100.6	101.9	99.5	98.3															
	販売単価	192.3	192.3	192.5	192.6	193.5	193.3	192.4	192.5	192.6	193.0	193.1	192.5															
成分調整牛乳	販売個数	2,586	2,783	2,761	2,841	2,768	2,842	2,802	2,827	2,848	2,878	2,914	2,883															
	販売個数前年比	72.6	75.6	75.9	77.9	78.1	80.0	76.5	77.1	84.4	114.3	132.1	107.2															
	販売単価	174.8	174.2	175.2	175.2	175.6	175.2	174.9	174.9	175.1	174.8	174.7	174.4															
加工乳	販売個数	788	825	824	843	799	840	815	810	839	830	828	856															
	販売個数前年比	171.2	178.6	177.1	182.1	182.2	191.6	175.1	168.2	182.4	147.8	148.0	163.9															
	販売単価	192.6	191.8	192.1	192.7	194.4	194.7	192.2	191.0	190.7	190.5	189.9	189.0															
乳飲料	販売個数	4,511	4,868	4,795	4,952	4,768	4,959	4,875	4,893	5,053	4,904	4,895	4,952															
	販売個数前年比	89.0	92.6	92.9	96.1	96.5	99.6	93.5	93.3	95.7	87.6	81.8	88.8															
	販売単価	152.9	152.8	153.4	153.4	153.4	153.6	152.9	153.1	153.1	153.6	153.0	153.6															
牛乳+成分調整牛乳	販売個数	24,021	25,480	25,615	26,578	25,997	27,161	26,375	26,259	26,656	26,063	25,689	26,117															
	販売個数前年比	87.5	89.9	91.1	95.6	95.5	97.8	93.1	92.6	98.6	103.1	102.3	99.2															
	販売単価	190.4	190.3	190.7	190.7	191.6	191.4	190.5	190.6	190.7	191.0	191.0	190.5															

牛乳類販売状況の推移 週次

2018年(平成30年)分データ

- IDX: 04SRI食品-W
- 品目: 牛乳類
- 期間: 2018/1/1 - 2018/12/30(横上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マネットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM、L,SM、S,ミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(＜0.4%),低脂肪乳(0.5～1.5%),
白牛乳(1.6～2.9%),白牛乳(3.0～3.9%),濃厚牛乳(4.0～)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2018																											
		1.1-	1.8-	1.15-	1.22-	1.29-	2.5-	2.12-	2.19-	2.26-	3.5-	3.12-	3.19-	3.26-	4.2-	4.9-	4.16-	4.23-	4.30-	5.7-	5.14-	5.21-	5.28-	6.4-	6.11-	6.18-	6.25-		
トータル	販売個数	24,188	28,449	28,505	27,987	27,956	27,786	28,754	28,209	28,350	28,294	28,371	28,154	29,131	29,752	29,497	29,343	28,948	30,172	30,580	32,474	31,507	31,635	32,130	31,100	31,265	33,300		
	販売個数前年比	86.0	94.1	97.4	96.0	95.8	94.2	98.5	96.9	97.6	98.1	100.4	95.8	98.7	99.2	97.3	98.5	98.0	99.5	99.2	104.6	100.4	99.2	102.1	98.8	96.6	103.1		
	販売単価	177.9	176.9	176.5	177.1	176.6	176.6	176.3	176.1	176.1	176.4	176.5	176.2	176.4	176.8	176.6	176.6	176.7	177.0	177.3	177.1	177.2	176.8	176.9	177.0	176.8	176.7		
牛乳	販売個数	17,340	20,252	20,317	19,967	19,926	19,841	20,477	20,095	20,243	20,163	20,258	20,152	20,852	21,288	21,052	20,937	20,761	21,820	21,991	23,486	22,866	22,944	23,293	22,512	22,667	24,175		
	販売個数前年比	88.6	97.4	100.2	98.9	98.6	97.0	101.3	99.5	100.2	100.6	103.2	98.7	101.5	102.1	99.8	101.2	100.7	102.6	102.7	108.6	104.4	103.2	106.3	102.8	100.4	107.3		
	販売単価	186.3	185.3	184.9	185.4	184.9	184.9	184.6	184.4	184.2	184.7	184.7	184.3	184.6	184.9	184.8	184.8	184.7	184.8	185.0	184.6	184.6	184.2	184.5	184.5	184.3	184.2		
成分調整牛乳	販売個数	2,891	3,433	3,404	3,327	3,342	3,267	3,447	3,341	3,351	3,311	3,336	3,294	3,430	3,514	3,539	3,482	3,402	3,368	3,450	3,578	3,415	3,411	3,423	3,404	3,396	3,537		
	販売個数前年比	84.3	92.4	95.6	94.4	93.0	90.1	95.6	93.8	94.1	94.2	96.2	91.9	94.4	95.8	94.6	94.6	95.1	92.5	92.6	96.7	91.3	88.4	91.0	89.6	88.5	91.5		
	販売単価	170.3	170.6	169.9	170.7	169.9	170.2	169.6	169.7	169.8	170.5	170.5	170.0	170.0	170.5	170.2	170.2	170.5	172.1	172.8	172.7	173.2	172.8	172.5	172.2	172.4	172.3		
加工乳	販売個数	272	335	334	323	333	326	333	331	339	347	350	354	355	369	364	368	362	401	418	441	438	440	440	449	428	466		
	販売個数前年比	73.1	78.8	83.1	82.3	82.9	85.1	88.1	87.7	89.4	92.9	96.3	93.9	94.1	96.3	92.1	96.6	93.4	107.2	106.1	111.4	109.6	109.6	109.5	109.8	105.1	114.5		
	販売単価	152.1	151.0	150.7	150.3	150.2	150.9	151.1	150.5	150.7	149.2	149.3	148.6	149.3	150.0	149.8	149.3	149.2	151.0	150.2	150.6	150.7	150.6	150.7	148.8	149.6	150.3		
乳飲料	販売個数	3,685	4,430	4,450	4,370	4,356	4,353	4,497	4,442	4,417	4,473	4,427	4,354	4,494	4,581	4,542	4,556	4,423	4,584	4,720	4,969	4,789	4,840	4,974	4,735	4,774	5,123		
	販売個数前年比	77.5	83.6	88.5	86.6	87.4	86.2	89.8	89.4	89.8	90.9	92.2	86.8	90.7	89.9	89.0	90.4	89.0	91.0	89.0	93.4	90.0	89.6	92.0	88.3	86.0	93.4		
	販売単価	146.0	145.5	145.3	145.7	145.8	145.8	145.5	145.2	145.4	145.2	145.5	145.5	145.6	145.8	145.7	145.8	146.1	146.2	146.9	147.0	147.4	146.6	146.8	147.1	146.9	146.7		
牛乳+成分調整牛乳	販売個数	20,231	23,685	23,721	23,295	23,268	23,107	23,924	23,435	23,594	23,474	23,594	23,446	24,282	24,802	24,591	24,419	24,163	25,188	25,441	27,064	26,280	26,355	26,716	25,916	26,063	27,712		
	販売個数前年比	87.9	96.6	99.5	98.3	97.8	96.0	100.5	98.6	99.3	99.7	102.1	97.7	100.4	101.2	99.0	100.2	99.9	101.1	101.2	106.8	102.4	101.0	104.1	100.9	98.7	105.0		
	販売単価	184.0	183.2	182.7	183.3	182.7	182.8	182.4	182.3	182.2	182.7	182.7	182.3	182.5	182.9	182.7	182.7	182.7	183.1	183.4	183.0	183.1	182.7	183.0	182.9	182.7	182.7		

		7.2-	7.9-	7.16-	7.23-	7.30-	8.6-	8.13-	8.20-	8.27-	9.3-	9.10-	9.17-	9.24-	10.1-	10.8-	10.15-	10.22-	10.29-	11.5-	11.12-	11.19-	11.26-	12.3-	12.10-	12.17-	12.24-	12.31-	2016.1.4～推移	
トータル	販売個数	32,656	32,979	34,067	33,757	33,420	32,589	33,175	34,023	34,091	32,782	31,436	31,648	32,413	31,011	30,924	30,024	29,446	29,022	29,156	28,602	28,071	28,511	27,933	27,670	27,056	28,960	24,678		
	販売個数前年比	99.3	98.8	100.0	101.8	99.2	101.0	100.0	100.2	101.8	100.9	97.3	98.0	101.7	103.1	97.9	101.1	100.2	97.7	99.2	99.7	97.8	99.9	99.6	99.7	96.9	99.8	102.0		
	販売単価	177.1	177.2	177.0	177.1	177.1	178.1	177.7	177.3	177.2	178.2	179.0	179.4	178.6	178.3	178.3	177.5	177.5	177.2	177.2	177.4	177.1	176.9	177.0	176.8	177.1	178.3	178.7		
牛乳	販売個数	23,649	23,889	24,664	24,492	24,158	23,333	23,845	24,298	24,307	23,276	22,426	22,894	23,628	22,308	21,997	21,534	21,243	21,061	21,140	20,790	20,428	20,810	20,374	20,227	19,811	21,384	18,278		
	販売個数前年比	103.0	102.6	103.6	105.9	102.3	102.5	102.4	101.7	103.8	102.6	99.1	101.4	105.7	105.0	98.8	102.9	102.3	100.4	102.0	102.7	100.6	102.9	102.4	102.8	99.8	102.0	105.4		
	販売単価	184.6	184.7	184.6	184.7	184.7	186.1	185.5	185.3	185.2	186.2	187.7	189.1	187.9	187.0	187.3	186.0	185.7	185.0	185.0	185.0	184.8	184.4	184.7	184.4	184.7	185.6	186.2		
成分調整牛乳	販売個数	3,545	3,561	3,683	3,639	3,645	3,876	3,913	4,045	4,060	3,765	2,848	2,206	2,689	3,092	3,336	3,278	3,157	3,069	3,078	3,027	2,972	2,993	2,930	2,903	2,836	3,054	2,500		
	販売個数前年比	90.4	89.1	90.5	91.4	91.7	101.7	99.7	101.8	103.2	98.9	74.2	57.3	69.4	85.9	86.8	89.8	90.0	86.0	85.7	86.4	85.0	87.1	86.8	85.8	83.6	88.6	86.7		
	販売単価	172.4	173.1	172.9	172.9	172.7	172.8	172.1	172.3	172.0	174.4	175.2	169.7	168.0	171.6	171.8	170.3	171.0	171.2	171.3	171.6	171.0	171.0	170.9	170.7	170.8	171.6	171.8		
加工乳	販売個数	456	460	462	465	463	438	438	465	482	460	562	560	522	460	463	432	420	403	399	384	379	374	390	372	356	367	308		
	販売個数前年比	111.6	110.3	111.4	115.1	115.0	116.8	111.7	114.5	119.4	117.6	141.7	146.7	134.6	123.8	117.8	118.5	114.9	107.6	108.0	107.2	106.5	107.1	114.5	109.0	105.4	108.2	109.7		
	販売単価	149.6	149.8	149.9	149.9	149.8	149.6	150.0	149.4	149.1	151.3	151.3	152.6	152.0	152.1	151.2	149.8	150.9	149.6	150.3	151.6	149.9	150.4	148.6	147.5	148.6	150.8	152.4		
乳飲料	販売個数	5,006	5,069	5,258	5,161	5,154	4,942	4,979	5,215	5,242	5,282	5,601	5,988	5,574	5,151	5,128	4,779	4,626	4,489	4,539	4,402	4,293	4,333	4,239	4,167	4,053	4,154	3,591		
	販売個数前年比	89.4	89.1	90.7	91.4	90.5	93.2	89.5	91.7	91.4	94.5	103.2	109.5	106.1	105.9	100.8	100.2	97.2	94.0	96.4	96.1	94.7	95.9	95.7	95.6	93.5	97.2	97.4		
	販売単価	147.2	147.4	146.9	146.7	146.8	147.0	146.9	146.3	147.1	148.0	148.7	148.4	147.2	147.2	146.6	146.8	146.8	147.1	147.0	147.4	147.1	147.5	147.0	147.0	146.9	148.0	147.9		
牛乳+成分調整牛乳	販売個数	27,194	27,450	28,347	28,131	27,803	27,209	27,758	28,343	28,367	27,041	25,273	25,101	26,317	25,400	25,333	24,813	24,400	24,130	24,218	23,817	23,399	23,803	23,304	23,130	22,647	24,438	20,778		
	販売個数前年比	101.1	100.7	101.7	103.8	100.7	102.3	102.0	101.7	103.7	102.1	95.5	95.0	100.4	102.2	97.0	101.0	100.5	98.3	99.6	100.3	98.3	100.6	100.1	100.3	97.4	100.1	102.8		
	販売単価	183.0	183.2	183.1	183.1	183.1	184.2	183.6	183.4	183.3	184.6	186.3	187.4	185.8	185.1	185.3	184.0	183.8	183.3	183.3	183.3	183.1	182.7	183.0	182.7	183.0	183.9	184.5		

牛乳類販売状況の推移 週次

2017年(平成29年)分データ

- ID: 04SRI食品-W
- 品目: 牛乳類
- 期間: 2017/1/2 - 2017/12/31(横上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マナトサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM/LSM/S,ミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5~1.5%),
白牛乳(1.6~2.9%),白牛乳(3.0~3.9%),濃厚牛乳(4.0~)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2017																									
トータル	販売個数	1.2~	1.9~	1.16~	1.23~	1.30~	2.6~	2.13~	2.20~	2.27~	3.6~	3.13~	3.20~	3.27~	4.3~	4.10~	4.17~	4.24~	5.1~	5.8~	5.15~	5.22~	5.29~	6.5~	6.12~	6.19~	6.26~
	販売個数前年比	93.7	101.2	99.6	99.9	100.0	101.6	98.7	99.3	98.4	98.0	97.3	98.4	98.9	98.8	100.1	96.6	97.9	95.4	96.3	96.8	96.0	98.6	96.4	96.0	98.3	98.8
	販売単価	178.2	177.5	177.4	177.2	177.2	177.2	177.0	176.8	176.9	177.0	177.2	177.0	177.1	177.3	177.2	177.5	177.3	178.0	177.1	176.7	177.3	177.0	177.0	177.0	177.0	176.9
牛乳	販売個数	19,572	20,798	20,270	20,183	20,199	20,449	20,207	20,194	20,200	20,033	19,631	20,407	20,542	20,843	21,092	20,679	20,618	21,263	21,406	21,635	21,911	22,224	21,908	21,895	22,578	22,530
	販売個数前年比	93.9	100.8	99.7	100.2	99.7	101.8	98.6	99.5	98.1	97.9	96.6	97.4	98.0	97.8	99.3	96.0	97.3	95.1	95.4	96.8	96.3	98.8	96.8	96.3	98.9	99.5
	販売単価	187.5	187.0	186.7	186.4	186.5	186.5	186.5	186.1	186.1	186.2	186.5	186.3	186.2	186.5	186.4	186.7	186.5	187.1	186.4	185.8	186.3	186.0	186.0	186.0	186.0	185.8
成分調整牛乳	販売個数	3,431	3,717	3,559	3,525	3,594	3,627	3,604	3,563	3,562	3,515	3,468	3,585	3,635	3,670	3,742	3,682	3,578	3,639	3,724	3,701	3,741	3,860	3,760	3,800	3,839	3,864
	販売個数前年比	97.2	103.5	100.6	100.2	104.2	103.6	101.5	102.2	103.4	101.6	103.7	105.9	106.4	106.5	107.4	106.6	104.6	104.4	104.0	99.7	98.6	100.2	98.3	98.6	98.9	100.0
	販売単価	171.7	171.4	171.4	171.1	170.4	170.5	169.7	169.8	170.1	170.6	170.7	170.7	170.6	171.4	170.7	171.0	170.8	171.4	171.4	171.1	171.8	171.3	171.6	171.4	171.8	171.3
加工乳	販売個数	373	425	402	392	401	383	378	378	379	373	364	377	377	383	395	381	388	374	394	396	399	402	402	409	407	407
	販売個数前年比	84.0	95.3	91.9	91.2	95.5	88.9	87.6	88.1	88.7	88.6	86.0	87.9	84.5	89.6	91.0	86.0	91.1	84.9	87.6	88.9	86.2	88.7	86.1	89.1	88.6	89.7
	販売単価	150.0	149.9	149.2	149.4	149.7	149.2	148.8	148.1	147.7	148.1	149.0	149.1	149.3	150.3	149.4	150.4	149.5	151.3	149.4	149.3	150.3	150.0	149.6	150.3	149.1	149.3
乳飲料	販売個数	4,756	5,300	5,028	5,045	4,983	5,047	5,007	4,970	4,919	4,923	4,801	5,015	4,952	5,098	5,102	5,038	4,970	5,037	5,303	5,317	5,323	5,401	5,406	5,364	5,552	5,486
	販売個数前年比	91.4	101.7	99.0	98.9	98.9	100.8	98.1	97.5	97.2	97.0	97.1	98.3	98.7	98.4	99.1	93.5	96.8	91.5	95.7	95.5	93.8	97.4	94.5	93.4	96.4	95.9
	販売単価	147.2	146.7	146.7	146.6	146.5	146.8	146.3	146.1	146.2	145.9	146.0	145.7	145.9	145.8	146.2	146.5	146.2	146.4	145.8	145.6	146.3	146.0	146.2	146.2	146.1	146.0
牛乳+成分調整牛乳	販売個数	23,004	24,514	23,830	23,708	23,793	24,075	23,811	23,757	23,763	23,547	23,099	23,992	24,178	24,513	24,834	24,361	24,196	24,902	25,130	25,336	25,652	26,084	25,668	25,695	26,418	26,394
	販売個数前年比	94.4	101.2	99.8	100.2	100.3	102.1	99.1	99.9	98.9	98.4	97.6	98.6	99.2	99.0	100.5	97.5	98.3	96.4	96.6	97.3	96.7	99.0	97.0	96.6	98.9	99.6
	販売単価	185.1	184.6	184.4	184.1	184.1	184.1	183.9	183.7	183.7	183.9	184.2	184.0	183.9	184.3	184.0	184.3	184.2	184.8	184.2	183.7	184.2	183.9	183.9	183.8	184.0	183.7

		7.3~	7.10~	7.17~	7.24~	7.31~	8.7~	8.14~	8.21~	8.28~	9.4~	9.11~	9.18~	9.25~	10.2~	10.9~	10.16~	10.23~	10.30~	11.06~	11.13~	11.20~	11.27~	12.4~	12.11~	12.18~	12.25~	2016.1.4~推移
トータル	販売個数	32,893	33,380	34,080	33,161	33,695	32,261	33,164	33,959	33,483	32,475	32,292	32,281	31,859	30,084	31,593	29,708	29,398	29,692	29,389	28,686	28,693	28,530	28,042	27,758	27,919	29,025	
	販売個数前年比	97.3	102.4	100.3	98.4	97.6	96.7	92.8	97.5	97.7	95.0	99.1	99.3	96.5	94.1	100.7	96.0	96.7	99.0	99.4	97.2	99.9	99.3	98.5	99.0	93.8	106.3	
	販売単価	177.2	177.5	177.5	177.3	177.6	178.7	177.5	177.5	177.2	176.9	177.3	177.0	176.7	177.1	176.6	177.0	176.8	176.5	176.4	176.5	176.5	176.3	176.3	176.4	176.6	177.8	
牛乳	販売個数	22,966	23,274	23,799	23,132	23,622	22,772	23,283	23,891	23,412	22,688	22,631	22,578	22,344	21,250	22,273	20,922	20,764	20,973	20,719	20,243	20,306	20,226	19,896	19,672	19,854	20,964	
	販売個数前年比	98.0	102.7	100.6	98.6	98.5	97.0	93.5	98.4	98.2	95.9	100.2	99.8	97.5	95.0	101.8	96.7	97.8	100.0	100.4	98.0	100.9	100.5	100.0	100.2	95.4	107.4	
	販売単価	186.2	186.6	186.4	186.4	186.5	187.7	186.5	186.4	186.3	186.0	186.2	185.9	185.7	185.7	185.3	185.8	185.5	185.1	185.1	185.1	185.0	184.8	184.8	184.9	185.1	185.8	
成分調整牛乳	販売個数	3,921	3,997	4,081	3,993	3,987	3,824	3,938	3,984	3,949	3,817	3,852	3,865	3,885	3,610	3,854	3,663	3,519	3,581	3,600	3,514	3,507	3,447	3,388	3,396	3,401	3,459	
	販売個数前年比	99.5	106.0	102.7	102.7	97.8	99.7	93.3	98.9	98.6	97.1	100.3	102.4	100.6	98.0	104.1	99.3	98.7	102.1	103.5	101.7	104.1	103.5	100.1	102.9	96.0	109.1	
	販売単価	171.8	172.2	171.8	171.3	171.8	172.1	171.3	171.8	171.6	171.7	171.4	171.2	169.8	171.3	170.4	170.5	170.9	170.4	170.3	170.4	170.2	170.0	170.3	169.7	169.8	170.9	
加工乳	販売個数	409	417	403	392	391	364	379	395	390	379	384	368	376	359	381	352	355	363	359	347	345	339	331	331	327	329	
	販売個数前年比	86.8	92.8	86.5	84.1	83.2	83.0	81.2	84.8	84.0	82.2	93.6	90.5	89.6	82.1	89.4	88.5	93.3	99.9	96.6	95.0	98.7	94.2	94.0	95.2	92.6	102.8	
	販売単価	149.8	151.0	152.4	151.1	152.2	153.0	151.8	152.1	151.1	151.3	150.9	152.7	150.9	151.4	150.9	151.1	150.3	150.7	149.9	151.0	150.2	150.6	150.4	150.0	150.6	151.6	
乳飲料	販売個数	5,598	5,691	5,797	5,644	5,694	5,302	5,563	5,688	5,733	5,592	5,426	5,469	5,254	4,865	5,086	4,771	4,760	4,775	4,711	4,582	4,535	4,518	4,427	4,359	4,336	4,273	
	販売個数前年比	94.0	99.8	98.5	95.9	95.3	94.1	90.5	93.8	96.4	91.2	94.4	95.9	90.6	89.0	95.1	91.4	90.9	92.8	92.7	91.0	92.6	92.0	91.8	91.9	85.9	99.7	
	販売単価	146.1	146.2	146.5	146.0	146.4	146.5	145.6	145.7	145.7	145.2	146.1	145.6	145.3	145.5	145.3	145.4	145.2	145.0	144.9	145.3	145.0	144.9	144.8	145.2	145.2	146.1	
牛乳+成分調整牛乳	販売個数	26,887	27,272	27,880	27,125	27,609	26,596	27,221	27,876	27,360	26,505	26,483	26,443	26,229	24,860	26,127	24,585	24,283	24,554	24,319	23,757	23,813	23,673	23,284	23,068	23,255	24,423	
	販売個数前年比	98.2	103.2	100.9	99.2	98.4	97.4	93.5	98.5	98.2	96.1	100.2	100.2	97.9	95.4	102.1	97.1	98.0	100.3	100.8	98.5	101.4	100.9	100.0	100.6	95.5	107.7	
	販売単価	184.1	184.5	184.3	184.2	184.4	185.4	184.3	184.4	184.2	184.0	184.0	183.8	183.4	183.6	183.1	183.5	183.4	183.0	182.9	182.9	182.9	182.7	182.7	182.7	182.8	183.7	

牛乳類販売状況の推移 週次

2016年(平成28年)分データ

- ID: 04SR1食品-W
- 品目: 牛乳類
- 期間: 2016/1/4 - 2017/1/1(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マークトサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM/LSM/S,ミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5~1.5%),
白牛乳(1.6~2.9%),白牛乳(3.0~3.9%),濃厚牛乳(4.0~)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2016																									
トータル	販売個数	30,026	29,883	29,385	29,185	29,177	29,028	29,573	29,308	29,526	29,422	29,047	29,865	29,835	30,358	30,301	30,817	30,176	31,790	32,007	32,065	32,675	32,339	32,645	32,796	32,923	32,685
	販売個数前年比	98.2	98.1	97.3	97.1	97.3	94.2	97.2	96.1	96.9	96.8	96.2	95.4	92.7	97.4	97.9	97.3	95.0	95.9	96.9	98.0	95.3	96.2	100.4	98.6	99.0	100.1
	販売単価	178.3	178.2	178.3	178.2	177.9	179.1	177.9	177.8	177.5	177.9	177.9	178.0	178.7	178.9	178.7	178.1	178.5	178.7	177.7	177.9	178.1	177.7	177.7	177.6	177.6	177.3
牛乳	販売個数	20,848	20,632	20,330	20,137	20,270	20,092	20,486	20,294	20,590	20,468	20,332	20,950	20,955	21,304	21,237	21,532	21,199	22,358	22,439	22,342	22,742	22,487	22,629	22,739	22,821	22,648
	販売個数前年比	99.2	98.9	98.1	97.8	98.6	95.5	98.2	97.1	98.4	98.1	97.5	96.4	94.2	99.7	100.2	99.4	96.8	98.5	99.1	100.2	97.1	98.2	102.4	100.6	101.1	101.9
	販売単価	187.7	187.7	187.6	187.6	187.2	188.6	187.4	187.3	186.6	187.2	187.1	187.0	187.7	187.8	187.7	187.3	187.6	187.9	186.9	187.1	187.4	186.9	187.3	187.2	187.0	186.9
成分調整牛乳	販売個数	3,530	3,591	3,540	3,520	3,447	3,500	3,550	3,487	3,447	3,459	3,345	3,385	3,416	3,446	3,483	3,455	3,420	3,487	3,579	3,711	3,793	3,854	3,826	3,856	3,882	3,862
	販売個数前年比	98.2	98.3	99.9	98.0	98.4	95.8	98.2	96.1	97.2	96.1	94.2	94.9	92.9	95.0	94.3	91.9	92.1	89.1	93.0	96.4	94.8	96.6	99.1	96.4	96.5	99.2
	販売単価	171.9	171.6	171.6	171.5	171.5	172.0	171.2	171.2	171.2	171.2	171.0	171.5	172.0	172.4	172.2	172.1	171.6	172.4	171.3	171.1	171.2	170.5	170.6	170.4	170.6	170.3
加工乳	販売個数	443	446	438	430	420	431	431	429	428	422	424	429	446	427	434	443	425	440	450	446	463	453	467	459	459	453
	販売個数前年比	69.2	70.7	70.1	68.2	67.7	67.3	69.6	68.3	72.8	71.3	82.7	82.4	87.2	87.7	89.3	89.4	87.8	85.8	87.6	87.6	87.8	85.3	89.7	87.5	89.7	89.0
	販売単価	150.9	150.3	149.8	150.1	151.3	149.6	149.9	149.9	149.9	149.7	149.8	150.7	148.1	151.1	149.9	150.5	151.1	151.6	149.9	150.7	151.1	150.9	150.8	151.0	150.5	150.3
乳飲料	販売個数	5,205	5,213	5,078	5,099	5,040	5,005	5,106	5,099	5,062	5,074	4,945	5,101	5,018	5,181	5,147	5,387	5,132	5,505	5,539	5,567	5,677	5,545	5,723	5,742	5,760	5,721
	販売個数前年比	97.7	98.1	95.4	97.4	95.2	91.5	95.8	95.2	93.5	95.4	93.5	93.0	87.4	91.3	92.4	93.8	90.4	91.2	92.0	91.7	89.6	89.5	94.9	93.5	93.4	95.1
	販売単価	147.5	147.8	148.2	147.8	147.2	148.4	147.0	147.1	147.1	147.2	147.0	147.5	148.2	148.7	148.5	147.5	148.1	147.9	147.2	147.3	147.5	147.4	146.8	146.7	146.9	146.5
牛乳+成分調整牛乳	販売個数	24,378	24,223	23,869	23,657	23,717	23,592	24,036	23,781	24,037	23,927	23,678	24,335	24,371	24,750	24,720	24,987	24,618	25,845	26,018	26,052	26,535	26,340	26,456	26,595	26,703	26,510
	販売個数前年比	99.1	98.8	98.4	97.8	98.6	95.5	98.2	97.0	98.2	97.8	97.0	96.2	94.0	99.0	99.3	98.3	96.1	97.1	98.2	99.6	96.7	97.9	101.9	100.0	100.4	101.5
	販売単価	185.4	185.3	185.2	185.2	184.9	186.1	185.0	184.9	184.4	184.9	184.8	184.8	185.5	185.7	185.5	185.2	185.4	185.8	184.7	184.9	185.1	184.5	184.9	184.8	184.7	184.5

		7.4~	7.11~	7.18~	7.25~	8.1~	8.8~	8.15~	8.22~	8.29~	9.5~	9.12~	9.19~	9.26~	10.3~	10.10~	10.17~	10.24~	10.31~	11.7~	11.14~	11.21~	11.28~	12.5~	12.12~	12.19~	12.26~
トータル	販売個数	33,800	32,583	33,975	33,702	34,516	33,373	35,740	34,837	34,271	34,169	32,582	32,503	33,008	31,963	31,363	30,932	30,408	30,001	29,580	29,518	28,735	28,724	28,466	28,033	29,760	27,293
	販売個数前年比	102.8	95.7	96.7	95.5	97.3	96.3	102.0	101.5	99.8	101.7	101.0	97.6	100.2	100.8	97.7	97.1	98.5	98.4	96.7	100.0	96.8	98.1	98.8	96.9	104.4	107.6
	販売単価	177.9	177.7	177.6	178.0	178.1	179.3	177.8	178.0	177.6	177.6	177.6	177.4	177.3	177.8	178.0	178.0	177.3	177.0	177.0	176.5	177.0	176.5	176.8	176.9	177.8	179.2
牛乳	販売個数	23,435	22,659	23,653	23,465	23,990	23,465	24,908	24,279	23,851	23,645	22,583	22,619	22,926	22,374	21,885	21,628	21,224	20,981	20,646	20,658	20,120	20,126	19,905	19,640	20,815	19,516
	販売個数前年比	104.7	97.0	97.8	96.9	99.5	98.6	104.4	103.7	101.7	103.4	102.5	99.4	101.9	103.1	100.0	99.3	100.4	100.5	98.4	102.4	98.7	100.0	100.8	98.6	104.7	108.5
	販売単価	187.4	187.1	186.9	187.5	187.6	188.6	187.2	187.4	186.8	187.2	187.1	186.8	186.7	186.8	187.1	187.2	186.5	186.1	186.1	185.6	186.1	185.5	186.0	186.0	186.9	187.6
成分調整牛乳	販売個数	3,941	3,770	3,973	3,887	4,078	3,838	4,220	4,029	4,006	3,933	3,842	3,774	3,863	3,686	3,702	3,689	3,565	3,509	3,479	3,457	3,368	3,330	3,385	3,301	3,543	3,170
	販売個数前年比	100.1	95.1	97.7	93.8	96.2	92.7	99.4	98.7	98.4	98.7	97.6	94.5	98.6	97.6	94.8	95.1	95.7	95.8	93.2	95.0	93.9	94.8	97.0	95.2	104.3	107.9
	販売単価	171.2	170.8	170.8	170.9	170.8	171.6	170.3	171.5	170.7	171.3	170.9	170.5	170.6	171.1	170.9	170.1	170.1	169.8	169.7	169.3	169.8	169.2	168.8	169.2	169.6	170.5
加工乳	販売個数	471	450	466	466	470	438	468	466	465	461	410	407	419	438	426	398	381	364	371	365	350	360	352	347	353	320
	販売個数前年比	89.6	85.7	83.5	84.6	82.5	80.0	82.6	85.0	86.5	86.9	81.5	80.3	79.7	88.7	85.2	82.0	81.6	79.4	80.6	81.4	77.7	81.6	78.6	79.5	86.9	88.3
	販売単価	150.6	150.6	150.1	150.4	150.6	151.5	152.0	151.3	150.2	150.0	147.9	147.5	147.3	144.5	145.0	146.6	146.7	147.7	147.3	147.3	147.9	147.3	147.5	147.2	149.4	149.9
乳飲料	販売個数	5,953	5,705	5,883	5,883	5,978	5,632	6,145	6,064	5,949	6,131	5,747	5,703	5,800	5,465	5,349	5,217	5,238	5,147	5,084	5,037	4,897	4,909	4,825	4,745	5,049	4,286
	販売個数前年比	98.4	91.8	93.1	92.1	91.3	91.5	96.7	96.6	94.7	98.8	99.4	94.6	96.7	95.2	92.0	91.2	94.8	93.9	93.5	95.7	92.9	94.2	94.1	92.6	104.4	104.8
	販売単価	147.2	147.0	147.0	146.8	147.2	148.2	146.8	147.1	147.4	146.9	147.0	146.6	146.9	148.0	147.9	147.5	146.8	147.0	147.1	146.5	146.8	146.8	146.5	146.5	148.1	149.2
牛乳+成分調整牛乳	販売個数	27,376	26,429	27,626	27,352	28,068	27,303	29,128	28,308	27,857	27,578	26,425	26,393	26,789	26,060	25,588	25,316	24,789	24,490	24,125	24,115	23,488	23,456	23,289	22,941	24,358	22,686
	販売個数前年比	104.1	96.7	97.8	96.4	99.0	97.7	103.6	103.0	101.2	102.7	101.8	98.7	101.4	102.3	99.2	98.7	99.7	99.8	97.7	101.3	98.0	99.3	100.2	98.1	104.7	108.4
	販売単価	185.1	184.8	184.6	185.1	185.2	186.2	184.8	185.1	184.5	184.9	184.8	184.5	184.4	184.6	184.8	184.8	184.2	183.8	183.8	183.3	183.8	183.2	183.5	183.6	184.4	185.2

牛乳類販売状況の推移 週次

2015年(平成27年)分データ

- ID: 04SR1食品-W
- 品目: 牛乳類
- 期間: 2015/1/5 - 2016/1/3(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マネトサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM、L,SM、S,ミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5~1.5%),白牛乳(1.6~2.9%),白牛乳(3.0~3.9%),濃厚牛乳(4.0~)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2015																									
トータル	販売個数	30,575	30,460	30,201	30,053	29,976	30,805	30,428	30,507	30,477	30,382	30,205	31,295	32,183	31,159	30,942	31,666	31,777	33,156	33,024	32,727	34,295	33,623	32,511	33,263	33,268	32,638
	販売個数前年比	98.1	97.2	96.5	96.4	96.5	94.5	95.5	97.5	99.0	98.6	98.7	98.1	101.6	97.2	95.8	98.8	100.1	99.0	98.3	96.8	98.3	96.9	93.7	97.0	96.1	93.2
	販売単価	172.4	172.2	171.9	172.0	171.9	171.7	171.8	171.7	172.2	172.0	172.5	172.7	174.5	176.4	176.8	177.5	178.5	178.4	178.0	178.2	178.4	178.1	178.1	178.1	178.4	178.2
牛乳	販売個数	21,015	20,861	20,714	20,597	20,559	21,039	20,864	20,898	20,932	20,875	20,850	21,721	22,256	21,368	21,194	21,666	21,905	22,694	22,643	22,302	23,432	22,906	22,101	22,599	22,568	22,221
	販売個数前年比	101.6	100.9	99.7	99.9	100.2	97.0	97.8	99.8	102.3	101.7	102.5	102.0	105.1	100.3	98.0	100.7	103.0	101.5	100.7	98.7	99.9	98.2	94.9	98.4	97.3	94.9
	販売単価	181.7	181.5	181.2	181.3	181.2	181.2	181.2	181.1	181.4	181.2	181.6	181.6	183.6	185.9	186.4	187.2	188.2	188.3	187.7	188.3	188.3	188.0	188.2	188.3	188.7	188.3
成分調整牛乳	販売個数	3,594	3,654	3,542	3,591	3,505	3,654	3,614	3,627	3,546	3,600	3,553	3,568	3,676	3,626	3,692	3,761	3,713	3,912	3,849	3,849	4,000	3,990	3,861	3,999	4,023	3,893
	販売個数前年比	93.9	93.3	91.1	91.0	89.4	90.8	92.6	97.0	95.4	94.8	93.4	92.2	95.1	89.7	91.8	96.1	94.4	96.5	92.5	94.0	95.5	96.9	91.3	94.7	97.1	91.4
	販売単価	166.8	166.2	166.5	165.6	166.4	166.0	166.0	165.7	166.7	166.2	166.8	167.7	169.3	171.1	170.4	170.7	171.2	171.9	172.2	172.3	172.5	172.1	172.3	171.6	171.6	171.4
加工乳	販売個数	640	631	625	630	620	641	620	628	588	591	512	520	512	487	486	495	485	513	513	509	528	531	520	525	512	510
	販売個数前年比	81.1	81.8	79.3	86.9	86.6	84.6	89.6	93.1	88.2	86.6	73.8	74.4	73.2	69.5	65.7	70.4	69.4	67.7	70.3	64.2	69.3	65.2	64.5	68.0	60.9	66.2
	販売単価	136.1	137.2	136.2	136.9	136.5	136.2	136.5	136.8	140.9	140.6	142.0	142.3	144.9	148.1	147.6	148.5	148.1	148.9	147.7	148.3	148.6	148.4	147.4	147.5	148.2	146.9
乳飲料	販売個数	5,326	5,315	5,320	5,235	5,292	5,472	5,331	5,355	5,412	5,316	5,290	5,486	5,740	5,678	5,570	5,743	5,675	6,038	6,019	6,068	6,336	6,196	6,029	6,139	6,166	6,015
	販売個数前年比	90.6	89.0	90.8	89.1	89.7	89.4	89.7	90.3	90.9	91.6	91.8	90.9	96.6	94.5	94.0	97.0	96.9	95.5	97.0	96.1	97.8	95.8	94.7	97.0	95.4	91.3
	販売単価	144.0	143.9	143.5	143.8	143.3	143.2	143.1	143.3	143.6	143.5	143.3	143.8	145.2	146.9	147.3	147.6	148.3	148.0	147.8	147.6	147.9	147.6	147.6	147.3	147.7	147.9
牛乳+成分調整牛乳	販売個数	24,608	24,514	24,256	24,188	24,064	24,692	24,478	24,524	24,478	24,475	24,403	25,289	25,931	24,995	24,886	25,428	25,618	26,606	26,492	26,151	27,432	26,896	25,962	26,599	26,590	26,113
	販売個数前年比	100.4	99.7	98.4	98.5	98.5	96.0	97.0	99.4	101.3	100.6	101.1	100.5	103.6	98.6	97.0	100.0	101.7	100.7	99.4	98.0	99.2	98.0	94.4	97.8	97.3	94.4
	販売単価	179.5	179.3	179.1	179.0	179.1	178.9	178.9	178.8	179.3	179.0	179.4	179.6	181.6	183.7	184.0	184.8	185.8	185.9	185.5	185.9	186.0	185.7	185.9	185.8	186.1	185.8

		7.6~	7.13~	7.20~	7.27~	8.3~	8.10~	8.17~	8.24~	8.31~	9.07~	9.14~	9.21~	9.28~	10.5~	10.12~	10.19~	10.26~	11.2~	11.9~	11.16~	11.23~	11.30~	12.7~	12.14~	12.21~	12.28~
トータル	販売個数	32,886	34,062	35,118	35,308	35,458	34,651	35,034	34,315	34,349	33,599	32,253	33,290	32,939	31,706	32,109	31,856	30,860	30,478	30,604	29,522	29,693	29,281	28,811	28,941	28,517	25,374
	販売個数前年比	92.8	97.9	95.2	98.2	100.5	99.0	95.5	96.7	97.3	98.5	92.9	96.3	94.1	92.9	100.6	99.8	99.2	97.3	98.1	99.4	96.9	97.9	98.3	99.4	97.3	98.0
	販売単価	178.4	178.9	178.8	178.7	178.9	179.4	178.5	178.5	178.2	178.2	178.1	178.3	177.8	178.0	178.0	177.8	177.8	178.0	177.8	178.0	178.0	177.4	177.8	177.8	178.7	180.0
牛乳	販売個数	22,372	23,361	24,173	24,226	24,102	23,807	23,864	23,407	23,459	22,876	22,031	22,759	22,497	21,695	21,888	21,772	21,142	20,875	20,971	20,173	20,384	20,117	19,745	19,916	19,876	17,981
	販売個数前年比	94.2	100.4	97.6	100.4	101.8	100.4	96.4	98.3	98.8	100.1	94.3	97.9	95.2	94.4	101.3	100.7	100.6	98.2	98.9	99.8	98.1	98.6	98.5	100.0	98.1	98.5
	販売単価	188.5	188.8	188.6	188.7	189.2	189.3	188.7	188.6	188.0	188.2	188.0	188.2	187.7	187.9	188.0	187.6	187.5	187.7	187.5	187.9	187.7	187.2	187.7	187.4	187.9	188.9
成分調整牛乳	販売個数	3,937	3,962	4,068	4,143	4,237	4,138	4,247	4,080	4,071	3,985	3,936	3,995	3,919	3,777	3,905	3,880	3,724	3,663	3,733	3,638	3,588	3,514	3,488	3,466	3,399	2,939
	販売個数前年比	91.8	93.0	91.3	95.8	99.3	98.6	97.1	96.5	97.7	97.6	94.0	97.7	94.2	91.6	102.1	101.4	99.6	99.0	101.0	103.8	98.5	99.1	101.5	102.0	99.2	99.0
	販売単価	171.6	172.5	172.3	171.8	173.5	173.1	172.7	172.8	173.0	172.4	171.5	172.0	171.8	172.1	171.3	171.2	171.1	171.6	171.1	170.9	171.2	170.6	171.2	171.1	172.0	172.1
加工乳	販売個数	525	525	558	551	570	548	566	548	537	530	503	507	526	493	500	485	466	458	461	449	450	441	448	437	407	363
	販売個数前年比	62.9	65.0	68.7	67.0	70.3	70.9	69.0	68.0	68.0	67.9	62.6	65.0	65.8	64.2	72.2	69.5	66.2	66.6	65.0	67.0	68.2	68.8	71.7	68.5	67.9	73.9
	販売単価	147.8	148.4	147.7	148.4	147.9	149.7	148.2	148.9	149.0	149.0	149.0	150.8	149.3	148.8	149.5	148.8	149.1	149.8	149.3	149.5	149.6	148.6	149.1	149.9	151.9	152.0
乳飲料	販売個数	6,052	6,214	6,319	6,388	6,549	6,158	6,356	6,280	6,281	6,208	5,783	6,030	5,998	5,741	5,816	5,720	5,527	5,481	5,439	5,262	5,272	5,209	5,130	5,122	4,836	4,091
	販売個数前年比	91.9	96.5	92.3	95.9	100.2	97.7	94.3	94.8	95.1	96.9	90.9	93.3	93.5	91.6	100.2	98.9	97.8	96.5	97.4	99.0	95.0	98.0	98.5	99.0	96.2	98.0
	販売単価	147.9	148.2	148.3	148.2	147.2	147.7	146.7	147.2	147.3	147.6	147.6	147.4	147.2	146.9	147.4	147.4	147.5	147.8	147.5	147.2	147.5	146.6	146.9	147.0	147.8	149.3
牛乳+成分調整牛乳	販売個数	26,309	27,323	28,241	28,369	28,339	27,945	28,111	27,486	27,531	26,861	25,967	26,753	26,415	25,472	25,793	25,651	24,867	24,539	24,704	23,811	23,972	23,632	23,233	23,382	23,275	20,920
	販売個数前年比	93.9	99.3	96.7	99.7	101.4	100.1	96.5	98.0	98.6	99.7	94.2	97.9	95.1	94.0	101.5	100.8	100.4	98.3	99.2	100.4	98.2	98.7	98.9	100.3	98.2	98.6
	販売単価	186.0	186.4	186.2	186.2	186.9	186.3	186.2	185.8	185.9	185.5	185.8	185.8	185.3	185.5	185.4	185.2	185.1	185.3	185.0	185.3	185.2	184.8	185.2	185.0	185.6	186.5

牛乳類販売状況の推移 週次

2014年(平成26年)分データ

- IDX: 04SRQ食品-W
- 品目: 牛乳類
- 期間: 2014/1/6 - 2015/1/4(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂脂肪
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂脂肪: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2014																									
		1.6-	1.13-	1.20-	1.27-	2.3-	2.10-	2.17-	2.24-	3.3-	3.10-	3.17-	3.24-	3.31-	4.7-	4.14-	4.21-	4.28-	5.5-	5.12-	5.19-	5.26-	6.2-	6.9-	6.16-	6.23-	6.30-
トータル	販売個数	31,172	31,339	31,308	31,160	31,055	32,593	31,873	31,278	30,795	30,814	30,596	31,898	31,680	32,046	32,312	32,049	31,747	33,488	33,583	33,805	34,886	34,714	34,688	34,286	34,636	35,031
	販売個数前年比	98.5	97.9	99.9	97.5	99.9	101.1	102.0	97.8	96.5	95.4	95.5	99.5	95.7	98.0	97.6	100.9	99.5	97.1	97.8	95.7	100.9	97.9	95.8	97.4	97.9	96.2
	販売単価	171.5	170.9	171.0	171.0	171.4	171.8	171.4	170.5	170.6	171.1	171.4	171.4	171.6	171.2	171.3	171.3	171.9	171.3	171.3	171.2	171.2	171.2	171.6	171.4	171.4	
牛乳	販売個数	20,674	20,682	20,771	20,614	20,519	21,694	21,334	20,935	20,461	20,527	20,332	21,299	21,172	21,298	21,623	21,513	21,262	22,356	22,483	22,601	23,462	23,315	23,283	22,962	23,186	23,409
	販売個数前年比	96.3	95.5	97.8	95.4	98.8	99.9	101.8	96.7	95.3	94.0	93.7	98.1	94.3	96.5	97.0	100.0	97.6	95.8	96.3	94.9	100.1	97.6	95.2	96.6	96.8	95.5
	販売単価	181.8	181.2	181.0	181.1	181.6	181.8	181.2	180.4	180.6	181.1	181.7	181.4	181.5	181.3	181.0	181.0	182.0	181.4	181.0	181.1	181.0	181.1	180.8	181.4	181.4	181.5
成分調整牛乳	販売個数	3,828	3,916	3,889	3,945	3,921	4,023	3,901	3,738	3,715	3,798	3,806	3,868	3,866	4,042	4,023	3,912	3,932	4,053	4,162	4,096	4,187	4,116	4,230	4,222	4,144	4,260
	販売個数前年比	97.8	96.3	101.3	98.9	97.8	98.7	98.9	95.2	93.7	93.4	93.9	99.1	94.6	99.7	97.6	100.1	101.6	95.5	99.7	95.4	101.0	97.2	97.1	99.3	100.5	95.7
	販売単価	166.4	165.8	165.9	165.3	165.6	166.0	165.6	164.9	165.5	165.7	165.6	166.1	166.4	165.2	165.6	165.8	165.9	165.9	166.0	166.0	165.7	166.1	165.5	165.9	165.8	165.9
加工乳	販売個数	789	771	788	726	716	757	692	675	666	682	694	699	700	701	739	703	698	757	731	793	761	815	807	773	840	771
	販売個数前年比	86.9	83.4	88.5	78.4	78.8	82.8	81.4	75.3	77.0	73.4	77.2	78.5	75.8	75.5	72.8	81.1	77.6	80.3	85.1	85.9	88.6	90.3	92.4	87.2	96.6	89.1
	販売単価	131.5	132.2	131.7	135.5	135.4	135.6	135.2	134.9	136.7	137.3	135.4	138.5	136.6	137.2	135.9	137.8	138.6	136.2	138.1	134.4	138.1	134.5	135.3	137.3	133.1	137.7
乳飲料	販売個数	5,881	5,970	5,860	5,875	5,899	6,118	5,946	5,930	5,952	5,806	5,765	6,032	5,941	6,005	5,927	5,921	5,855	6,322	6,206	6,316	6,476	6,468	6,367	6,330	6,465	6,591
	販売個数前年比	109.4	111.1	108.8	107.7	109.6	110.2	108.2	107.7	105.9	106.2	106.7	108.8	105.2	106.1	104.1	107.9	109.1	106.1	103.8	100.2	105.4	100.5	97.8	100.6	100.4	99.9
	販売単価	144.2	143.6	144.3	143.8	144.2	144.5	144.2	143.3	142.8	143.3	143.1	143.1	143.7	143.6	144.2	143.6	143.0	143.0	143.7	143.4	143.3	143.1	144.2	144.4	144.0	143.0
牛乳+成分調整牛乳	販売個数	24,502	24,598	24,660	24,559	24,439	25,718	25,235	24,673	24,176	24,325	24,138	25,167	25,039	25,340	25,646	25,425	25,195	26,409	26,646	26,697	27,649	27,431	27,513	27,183	27,330	27,669
	販売個数前年比	96.6	95.6	98.4	96.0	98.6	99.7	101.4	96.5	95.1	93.9	93.7	98.2	94.3	97.0	97.1	100.0	98.2	95.7	96.8	95.0	100.3	97.5	95.5	97.1	97.3	95.5
	販売単価	179.4	178.7	178.6	178.6	179.0	179.4	178.8	178.1	178.3	178.7	179.1	179.0	179.1	178.7	178.6	178.7	179.5	179.0	178.6	178.8	178.7	178.9	178.5	179.0	179.0	179.1

		6.30-	7.7-	7.14-	7.21-	7.28-	8.4-	8.11-	8.18-	8.25-	9.1-	9.8-	9.15-	9.22-	9.29-	10.6-	10.13-	10.20-	10.27-	11.3-	11.10-	11.17-	11.24-	12.1-	12.8-	12.15-	12.22-	12.29-	
トータル	販売個数	35,031	35,448	34,777	36,877	35,939	35,286	34,985	36,694	35,472	35,309	34,116	34,724	34,568	35,001	34,125	31,920	31,922	31,115	31,332	31,201	29,699	30,632	29,908	29,313	29,123	29,323	25,887	
	販売個数前年比	96.2	94.9	91.8	99.2	97.7	94.5	92.0	94.9	93.5	95.8	90.6	94.8	94.6	97.1	95.6	92.6	94.4	97.0	95.4	97.5	94.2	97.1	97.0	95.0	97.7	95.7	96.1	
	販売単価	171.4	171.7	171.6	171.7	171.9	172.3	172.7	172.1	171.9	171.8	172.0	171.7	171.8	171.8	172.0	171.7	171.5	171.6	171.7	171.5	171.9	171.6	171.4	171.9	171.6	172.6	173.9	
牛乳	販売個数	23,409	23,738	23,270	24,764	24,131	23,668	23,715	24,756	23,810	23,744	22,845	23,369	23,237	23,629	22,970	21,597	21,613	21,024	21,263	21,214	20,211	20,780	20,404	20,044	19,911	20,268	18,253	
	販売個数前年比	95.5	94.2	91.1	98.4	96.6	94.2	91.2	94.9	93.1	95.5	89.8	94.3	94.2	97.0	97.1	94.4	96.8	99.2	97.9	100.7	96.9	99.9	100.0	98.6	100.5	98.4	98.8	
	販売単価	181.5	181.7	181.6	181.7	182.1	182.6	182.6	181.9	181.7	181.5	181.9	181.3	181.6	181.5	181.7	181.3	181.1	181.3	181.2	180.8	181.3	181.3	180.8	181.4	181.0	181.7	182.8	
成分調整牛乳	販売個数	4,260	4,287	4,260	4,456	4,324	4,268	4,195	4,375	4,228	4,169	4,085	4,186	4,088	4,160	4,122	3,826	3,827	3,738	3,699	3,695	3,503	3,643	3,547	3,437	3,398	3,427	2,970	
	販売個数前年比	95.7	97.5	93.7	101.8	102.4	97.5	94.5	95.3	94.6	95.8	91.0	96.4	94.4	102.3	95.7	91.0	91.8	95.2	92.4	92.9	90.9	92.2	94.8	89.3	92.9	91.1	92.3	
	販売単価	165.9	166.2	165.9	165.8	166.0	166.3	166.3	166.2	166.1	166.4	166.5	166.4	166.8	166.7	167.1	166.4	166.1	165.9	166.3	166.4	166.6	165.7	165.8	166.6	166.3	166.3	166.3	
加工乳	販売個数	771	836	807	813	823	811	773	820	807	791	780	804	779	799	768	692	698	704	687	709	669	660	640	624	638	599	490	
	販売個数前年比	89.1	87.8	85.0	88.8	87.7	86.1	83.8	84.3	84.8	87.2	83.4	89.0	87.4	83.9	82.3	78.6	81.4	84.6	81.7	87.2	83.3	83.0	81.6	80.7	84.2	81.9	85.6	
	販売単価	137.7	134.6	133.9	135.8	135.4	135.5	136.1	136.0	135.7	137.1	135.7	135.3	137.2	136.5	136.8	137.7	136.4	135.9	136.7	136.0	136.3	136.1	136.4	135.9	137.7	141.0		
乳飲料	販売個数	6,591	6,587	6,440	6,844	6,661	6,539	6,302	6,742	6,627	6,605	6,407	6,364	6,464	6,413	6,265	5,805	5,785	5,649	5,682	5,583	5,316	5,549	5,317	5,208	5,176	5,029	4,173	
	販売個数前年比	99.9	97.0	94.1	101.9	100.1	94.7	94.7	95.9	95.3	98.0	94.5	96.8	97.2	96.3	92.1	89.2	89.6	92.5	90.4	90.5	88.1	92.7	90.0	88.3	92.5	90.9	89.5	
	販売単価	143.0	143.8	144.1	143.7	143.6	143.5	144.0	144.1	144.7	144.3	144.3	144.3	143.8	143.7	144.1	143.2	143.5	143.6	143.9	143.9	143.8	143.1	143.5	143.4	143.4	144.1	144.3	
牛乳+成分調整牛乳	販売個数	27,669	28,026	27,530	29,220	28,455	27,936	27,910	29,131	28,038	27,914	26,929	27,555	27,325	27,789	27,092	25,423	25,440	24,762	24,962	24,909	23,714	24,423	23,951	23,481	23,309	23,695	21,223	
	販売個数前年比	95.5	94.7	91.5	98.9	97.4	94.7	91.7	95.0	93.3	95.6	89.9	94.6	94.2	97.8	96.9	93.9	96.0	98.6	97.0	99.5	96.0	98.7	99.2	97.1	99.3	97.2	97.8	
	販売単価	179.1	179.4	179.2	179.3	179.6	180.1	180.2	179.6	179.3	179.2	179.6	179.1	179.4	179.3	179.5	179.1	178.9	179.0	179.0	178.7	179.2	179.0	178.5	179.2	178.8	179.5	180.5	

牛乳類販売状況の推移 週次

2013年(平成25年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2013/1/7 - 2014/1/5(横上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2013																									
トータル	販売個数	31,658	32,025	31,348	31,969	31,078	32,248	31,236	31,975	31,913	32,293	32,053	32,053	33,119	32,707	33,116	31,765	31,913	34,486	34,353	35,324	34,580	35,470	36,193	35,190	35,393	36,422
	販売個数前年比	100.8	104.8	101.8	103.7	99.5	104.0	98.5	101.8	100.9	103.2	100.7	98.9	101.2	100.4	103.1	99.3	96.9	103.2	102.4	103.6	99.4	100.9	104.4	101.2	101.7	103.0
	販売単価	167.3	166.9	166.7	166.5	166.7	166.3	166.5	166.3	166.4	166.5	166.5	166.4	166.5	166.3	166.0	166.6	166.8	166.3	166.6	166.2	166.2	166.1	166.4	166.4	166.1	166.2
牛乳	販売個数	21,459	21,664	21,232	21,599	20,777	21,707	20,949	21,650	21,461	21,830	21,696	21,717	22,460	22,063	22,286	21,502	21,779	23,338	23,342	23,805	23,429	23,895	24,451	23,759	23,958	24,509
	販売個数前年比	103.3	107.7	104.1	106.4	101.1	106.2	99.6	104.4	101.8	104.8	101.9	99.7	103.0	101.2	104.0	100.0	97.8	104.9	104.2	104.4	100.9	101.7	105.1	101.8	103.0	103.8
	販売単価	175.4	175.0	174.7	174.7	175.4	174.5	174.8	174.5	174.7	174.7	174.7	174.5	174.4	174.4	174.3	174.6	174.7	174.4	174.4	174.4	174.3	174.3	174.7	174.7	174.4	174.5
成分調整牛乳	販売個数	3,914	4,064	3,838	3,990	4,009	4,077	3,943	3,925	3,965	4,066	4,054	3,902	4,088	4,056	4,120	3,910	3,870	4,246	4,174	4,293	4,146	4,236	4,358	4,250	4,123	4,451
	販売個数前年比	90.1	96.4	92.1	92.6	92.0	94.1	93.1	89.9	95.0	97.3	96.9	92.9	92.2	92.5	95.9	95.8	90.6	95.8	92.7	96.3	89.3	95.2	103.0	99.4	92.5	98.7
	販売単価	163.4	162.3	163.0	162.4	162.2	162.2	162.1	162.5	162.5	162.4	162.2	163.0	162.5	162.3	162.2	163.0	162.2	162.5	162.4	162.6	162.2	162.7	162.9	162.8	163.1	162.1
加工乳	販売個数	908	925	891	926	908	914	851	896	865	929	898	891	923	929	1,015	867	900	943	859	922	859	902	873	886	870	865
	販売個数前年比	89.6	94.9	89.7	94.2	89.8	90.7	78.1	80.6	80.4	83.6	84.6	80.4	92.1	91.4	94.3	88.6	83.2	90.8	77.9	92.9	79.2	87.1	82.1	77.3	81.5	76.7
	販売単価	129.7	129.6	130.1	129.1	127.8	129.6	131.5	129.2	131.1	128.0	128.4	127.8	131.1	131.9	127.1	133.0	130.3	130.4	134.7	131.1	134.1	131.5	133.8	130.6	132.6	133.7
乳飲料	販売個数	5,377	5,372	5,387	5,454	5,384	5,549	5,493	5,505	5,622	5,468	5,404	5,544	5,648	5,659	5,695	5,485	5,365	5,960	5,977	6,303	6,146	6,437	6,510	6,295	6,442	6,598
	販売個数前年比	102.0	102.5	102.8	104.1	101.6	106.2	102.6	106.0	106.5	105.8	102.1	104.6	103.0	105.3	107.1	101.5	100.8	104.7	107.7	107.8	105.0	104.2	106.5	104.6	107.1	107.8
	販売単価	144.2	144.1	143.8	143.4	143.3	143.2	143.3	143.1	143.2	143.3	143.4	143.0	143.5	143.4	143.2	143.4	143.8	143.2	143.8	142.6	142.8	142.4	142.3	142.6	142.0	142.2
牛乳+成分調整牛乳	販売個数	25,373	25,728	25,070	25,590	24,786	25,784	24,892	25,575	25,426	25,896	25,750	25,619	26,548	26,119	26,406	25,413	25,649	27,584	27,516	28,098	27,575	28,131	28,809	28,009	28,081	28,960
	販売個数前年比	101.0	105.7	102.0	104.0	99.5	104.1	98.5	101.9	100.7	103.6	101.1	98.6	101.2	99.8	102.7	99.3	96.7	103.4	102.3	103.1	99.0	100.7	104.8	101.4	101.3	103.0
	販売単価	173.5	173.0	172.9	172.8	173.3	172.6	172.8	172.6	172.8	172.8	172.7	172.8	172.6	172.5	172.4	172.8	172.9	172.6	172.6	172.6	172.5	172.6	172.9	172.9	172.7	172.6

		2013																									
トータル		7.8~	7.15~	7.22~	7.29~	8.5~	8.12~	8.19~	8.26~	9.2~	9.9~	9.16~	9.23~	9.30~	10.7~	10.14~	10.21~	10.28~	11.4~	11.11~	11.18~	11.25~	12.2~	12.9~	12.16~	12.23~	12.30~
	販売個数	37,344	37,894	37,192	36,801	37,357	38,008	38,668	37,953	36,855	37,656	36,611	36,541	36,035	35,704	34,461	33,809	32,063	32,857	32,015	31,541	31,531	30,831	30,848	29,823	30,626	26,937
	販売個数前年比	105.9	101.5	99.5	96.0	103.0	103.2	100.1	98.8	98.1	101.1	99.8	101.8	102.9	102.4	102.0	103.5	99.5	102.9	101.4	100.8	101.8	101.0	99.6	99.6	98.1	100.2
牛乳	販売単価	166.7	166.1	166.3	166.5	167.2	167.8	166.8	166.6	166.6	166.8	166.6	166.1	168.6	170.4	170.6	170.6	170.6	170.6	170.3	170.6	170.3	170.6	170.4	171.1	172.0	173.0
	販売個数	25,204	25,552	25,179	24,983	25,128	25,992	26,075	25,581	24,853	25,451	24,791	24,673	24,354	23,665	22,870	22,328	21,197	21,727	21,057	20,851	20,800	20,396	20,326	19,815	20,601	18,483
成分調整牛乳	販売個数前年比	106.8	103.3	101.2	97.1	102.9	104.5	100.2	99.0	98.5	102.3	101.5	103.3	103.5	101.6	101.3	102.1	98.3	101.9	99.5	99.3	99.8	99.8	97.6	97.9	96.1	99.4
	販売単価	175.2	174.4	174.5	174.7	176.0	176.1	175.4	175.0	174.9	175.1	174.8	174.5	177.5	180.4	180.7	180.6	180.9	180.7	180.6	180.7	180.6	180.8	180.7	181.2	181.8	182.3
加工乳	販売個数	4,396	4,547	4,378	4,224	4,379	4,437	4,591	4,471	4,353	4,490	4,341	4,328	4,067	4,307	4,202	4,170	3,927	4,002	3,978	3,854	3,950	3,740	3,847	3,657	3,764	3,217
	販売個数前年比	98.4	95.0	93.3	90.0	97.3	96.7	96.0	94.9	93.8	96.6	94.5	96.0	95.5	98.9	99.3	104.2	99.0	98.9	101.1	98.7	100.5	97.3	101.0	96.1	97.7	97.9
	販売単価	163.4	162.7	162.8	163.5	163.4	163.4	162.9	163.2	163.1	163.0	163.0	162.5	165.6	165.9	166.2	166.2	166.0	166.0	165.8	166.0	165.2	166.4	165.7	166.3	166.5	166.7
乳飲料	販売個数	951	950	915	938	942	922	973	951	907	935	903	891	952	933	881	857	833	841	813	803	795	785	773	758	732	573
	販売個数前年比	87.7	76.4	75.6	79.8	81.5	82.5	80.4	79.0	77.2	78.0	79.6	80.2	87.7	87.7	85.5	85.6	84.1	87.6	84.8	90.9	84.3	95.0	87.6	87.4	84.6	83.4
	販売単価	130.4	130.3	131.6	130.9	131.6	131.8	131.1	130.5	130.7	131.3	131.2	130.8	130.2	131.8	131.2	131.8	130.6	131.5	131.3	131.6	131.3	131.4	131.7	131.5	133.2	135.9
牛乳+成分調整牛乳	販売個数	6,793	6,845	6,719	6,656	6,908	6,657	7,029	6,950	6,742	6,779	6,575	6,649	6,662	6,799	6,508	6,455	6,107	6,287	6,167	6,034	5,987	5,911	5,902	5,593	5,530	4,664
	販売個数前年比	111.3	104.5	102.0	98.9	111.5	106.6	106.0	104.3	103.5	104.2	100.7	104.1	108.6	110.3	109.5	111.2	107.2	111.8	112.0	109.9	113.6	109.2	108.6	111.4	109.5	107.8
	販売単価	142.4	142.3	142.3	142.7	142.5	143.4	142.5	142.9	143.2	142.9	142.6	142.1	143.3	144.0	143.4	143.7	143.3	143.6	143.3	143.6	143.1	143.3	143.4	143.9	144.3	145.2
牛乳+成分調整牛乳	販売個数	29,600	30,099	29,557	29,207	29,507	30,429	30,666	30,052	29,206	29,941	29,132	29,001	28,421	27,972	27,072	26,498	25,123	25,729	25,035	24,704	24,530	24,136	24,173	23,472	24,365	21,700
	販売個数前年比	105.4	101.9	99.9	96.0	102.0	103.3	99.6	98.4	97.8	101.4	100.4	102.2	102.3	101.2	100.9	102.4	98.4	101.4	99.7	99.2	99.9	99.4	98.1	97.6	96.3	99.2
	販売単価	173.4	172.7	172.8	173.1	174.1	174.2	173.5	173.3	173.2	173.3	173.1	172.7	175.8	178.2	178.5	178.4	178.6	178.4	178.2	178.4	178.1	178.6	178.3	178.8	179.5	180.0

牛乳類販売状況の推移 週次

2012年(平成24年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2012/1/2 - 2013/1/6(積上) - 拡大推計値
- 表頭: トレンド
- 表制: 種類別名称/乳脂防分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂防分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2012																									
トータル	販売個数	29,242	31,395	30,547	30,807	30,838	31,219	31,002	31,707	31,407	31,612	31,279	31,824	32,403	32,732	32,572	32,115	31,973	32,936	33,416	33,562	34,094	34,801	35,154	34,662	34,777	34,788
	販売個数前年比	95.2	102.0	99.2	100.0	99.2	99.9	99.8	101.8	102.6	103.2	105.8	99.1	97.7	96.0	97.7	99.0	101.0	99.2	98.8	98.7	105.2	104.1	102.6	102.1	96.0	94.6
	販売単価	170.3	169.0	169.1	168.9	168.5	168.7	168.7	168.3	168.3	168.4	168.2	168.5	168.5	168.9	168.5	168.4	168.8	168.8	168.6	168.5	168.6	168.1	168.4	168.4	168.3	168.3
牛乳	販売個数	19,562	20,765	20,116	20,405	20,308	20,552	20,434	21,028	20,737	21,084	20,821	21,288	21,792	21,815	21,798	21,427	21,505	22,261	22,253	22,405	22,800	23,219	23,491	23,257	23,338	23,251
	販売個数前年比	96.9	103.5	101.0	102.9	101.1	101.8	101.5	105.0	104.0	106.3	103.4	95.1	92.2	89.8	93.9	96.4	98.4	96.7	97.0	97.0	105.0	103.7	103.1	102.5	96.6	94.4
	販売単価	178.8	177.8	178.1	177.5	177.3	177.6	177.6	177.1	177.1	176.9	176.8	177.0	177.0	177.5	176.9	177.0	177.1	177.3	177.3	177.1	177.1	176.8	176.9	176.9	176.9	176.7
成分調整牛乳	販売個数	4,019	4,346	4,215	4,168	4,307	4,356	4,333	4,234	4,364	4,172	4,180	4,182	4,202	4,432	4,385	4,296	4,082	4,272	4,432	4,504	4,456	4,643	4,452	4,231	4,277	4,457
	販売個数前年比	89.0	95.1	92.0	89.8	93.3	92.0	94.3	90.4	97.6	94.0	102.2	99.5	107.5	119.1	113.6	110.2	107.7	105.0	96.1	98.1	100.8	98.8	92.1	88.1	83.8	89.5
	販売単価	163.5	162.4	163.1	163.4	162.5	163.0	162.7	162.6	162.3	163.2	162.9	162.7	163.3	162.8	162.9	163.0	164.2	163.6	163.4	163.0	164.0	162.6	164.1	164.4	164.6	163.8
加工乳	販売個数	888	1,013	975	993	983	1,011	1,008	1,089	1,111	1,076	1,112	1,062	1,109	1,003	1,017	1,077	979	1,082	1,039	1,103	993	1,084	1,036	1,064	1,146	1,067
	販売個数前年比	58.9	66.2	64.7	66.3	63.4	67.6	67.9	68.6	77.4	73.3	81.8	58.8	80.4	74.5	75.4	88.5	89.5	97.5	93.3	97.9	95.7	104.6	90.2	91.0	97.3	87.5
	販売単価	135.6	135.6	136.4	136.0	135.0	135.1	136.1	134.3	133.4	134.3	132.5	135.5	131.2	136.9	136.1	132.5	136.0	130.7	135.7	131.8	135.2	131.6	134.9	134.4	131.0	134.4
乳飲料	販売個数	4,773	5,270	5,242	5,242	5,239	5,300	5,227	5,356	5,195	5,281	5,166	5,292	5,301	5,483	5,372	5,316	5,407	5,322	5,692	5,551	5,845	5,855	6,174	6,110	6,016	6,014
	販売個数前年比	105.9	114.1	109.6	108.3	108.2	109.8	107.6	110.6	109.2	108.0	130.2	141.6	125.3	115.7	109.4	104.3	110.2	106.5	110.7	106.9	111.8	110.6	112.4	115.6	104.5	101.4
	販売単価	147.7	146.1	145.5	146.0	145.1	145.5	145.2	145.1	145.4	145.7	145.4	145.4	145.4	145.4	145.1	145.2	145.4	145.4	144.8	145.5	144.7	144.8	144.9	144.8	144.8	145.2
牛乳+成分調整牛乳	販売個数	23,581	25,111	24,331	24,573	24,615	24,908	24,767	25,263	25,101	25,256	25,001	25,470	25,994	26,246	26,183	25,723	25,587	26,533	26,686	26,908	27,256	27,862	27,943	27,488	27,615	27,708
	販売個数前年比	95.4	101.9	99.3	100.4	99.7	99.9	100.2	102.2	102.8	104.0	103.2	95.8	94.3	93.7	96.7	98.5	99.8	97.9	96.9	97.2	104.3	102.9	101.2	100.0	94.3	93.5
	販売単価	176.2	175.2	175.5	175.1	174.8	175.1	175.0	174.7	174.5	174.6	174.5	174.6	174.7	175.0	174.6	174.7	175.0	175.1	175.0	174.8	174.9	174.5	174.9	175.0	175.0	174.6

		2012																										
トータル		7.2-	7.9-	7.16-	7.23-	7.30-	8.6-	8.13-	8.20-	8.27-	9.3-	9.10-	9.17-	9.24-	10.1-	10.8-	10.15-	10.22-	10.29-	11.5-	11.12-	11.19-	11.26-	12.3-	12.10-	12.17-	12.24-	12.31-
	販売個数	35,366	35,262	37,317	37,375	38,320	36,271	36,824	38,644	38,411	37,562	37,238	36,678	35,886	35,007	34,869	33,793	32,673	32,216	31,945	31,564	31,276	30,977	30,511	30,962	29,933	31,213	26,887
	販売個数前年比	98.0	94.5	102.2	102.0	103.3	97.6	97.1	105.0	100.8	100.1	99.2	102.9	103.7	106.0	100.8	101.9	99.8	97.5	99.1	100.0	99.6	99.5	98.3	100.3	98.2	108.8	91.9
	販売単価	168.3	168.6	168.2	168.5	168.6	169.1	169.1	168.5	168.3	167.9	168.1	167.5	167.2	167.5	166.9	167.0	166.7	166.5	166.7	166.6	166.5	166.1	166.5	166.1	166.7	167.5	168.5
牛乳																												
	販売個数	23,613	23,610	24,739	24,879	25,725	24,419	24,875	26,019	25,833	25,234	24,884	24,420	23,876	23,529	23,286	22,587	21,865	21,565	21,315	21,165	20,999	20,834	20,432	20,835	20,241	21,447	18,590
	販売個数前年比	98.6	95.9	103.5	103.2	104.7	98.2	99.1	106.8	103.4	103.0	100.9	104.3	104.8	107.9	102.2	103.6	101.7	98.2	100.2	101.8	101.5	100.8	99.5	101.7	99.4	109.7	95.0
	販売単価	176.9	177.2	177.2	177.3	177.2	177.7	177.6	177.0	176.7	176.2	176.9	176.4	176.0	176.0	175.6	175.6	175.3	175.0	175.3	175.0	174.7	174.3	174.8	174.4	174.9	175.4	176.2
成分調整牛乳																												
	販売個数	4,507	4,466	4,784	4,694	4,694	4,502	4,587	4,781	4,709	4,639	4,648	4,594	4,509	4,258	4,354	4,230	4,003	3,966	4,048	3,933	3,905	3,932	3,842	3,808	3,806	3,852	3,285
	販売個数前年比	89.8	86.9	92.2	92.1	91.8	90.1	86.2	96.5	89.7	90.5	92.1	94.1	97.6	94.2	93.3	92.1	90.6	91.7	93.6	91.3	92.6	92.8	91.4	90.5	90.8	99.9	81.7
	販売単価	164.2	164.5	163.9	164.7	165.1	165.0	164.5	164.7	164.7	164.5	164.0	163.5	163.2	164.0	163.3	163.3	163.4	162.7	162.7	162.9	162.5	161.8	162.5	162.6	162.0	162.5	163.7
加工乳																												
	販売個数	1,128	1,085	1,243	1,211	1,175	1,155	1,117	1,210	1,203	1,175	1,198	1,135	1,111	1,086	1,063	1,031	1,002	990	960	958	883	943	826	883	867	865	687
	販売個数前年比	97.6	84.5	105.7	99.5	97.2	95.3	94.1	102.4	96.4	92.2	97.7	95.2	99.8	98.7	92.8	90.7	90.8	90.5	87.2	91.4	87.2	92.4	81.6	87.3	92.1	101.9	77.4
	販売単価	131.4	134.5	130.4	131.4	133.8	131.3	131.7	130.9	131.0	131.4	129.8	131.3	130.2	129.1	129.2	129.1	129.1	129.4	129.5	128.7	130.7	128.0	129.7	129.1	129.0	130.5	132.8
乳飲料																												
	販売個数	6,118	6,101	6,551	6,590	6,727	6,196	6,244	6,634	6,666	6,514	6,508	6,529	6,389	6,134	6,166	5,945	5,803	5,695	5,622	5,507	5,488	5,268	5,411	5,436	5,019	5,049	4,325
	販売個数前年比	102.4	97.4	105.2	106.0	108.3	101.8	98.6	104.8	100.5	98.1	98.2	106.0	104.9	109.1	102.4	105.3	101.5	100.9	101.3	101.8	100.4	100.9	102.5	105.3	100.6	114.2	90.6
	販売単価	145.2	144.8	144.7	144.6	144.2	145.4	145.3	144.9	144.9	144.9	144.3	143.4	143.7	144.0	143.3	143.4	143.3	143.4	143.5	143.6	143.6	143.7	143.2	142.9	143.7	144.3	145.0
牛乳+成分調整牛乳																												
	販売個数	28,121	28,075	29,523	29,574	30,418	28,920	29,463	30,800	30,541	29,873	29,531	29,014	28,385	27,787	27,640	26,818	25,868	25,531	25,363	25,098	24,905	24,766	24,274	24,643	24,047	25,299	21,875
	販売個数前年比	97.1	94.4	101.5	101.2	102.5	96.9	96.9	105.1	101.0	100.9	99.4	102.5	103.6	105.6	100.7	101.6	99.8	97.1	99.1	100.0	100.0	99.4	98.1	99.8	97.9	108.1	92.8
	販売単価	174.8	175.1	175.0	175.3	175.4	175.7	175.6	175.1	174.8	174.4	174.9	174.4	174.0	174.1	173.6	173.7	173.4	173.1	173.3	173.1	172.8	172.3	172.9	172.6	172.9	173.4	174.3

牛乳類販売状況の推移 週次

2011年(平成23年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2011/1/3 ~ 2012/1/1(積上) ~ 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂脂肪分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2011																									
トータル	販売個数	30,720	30,791	30,792	30,814	31,095	31,254	31,063	31,138	30,609	30,635	29,556	32,128	33,162	34,093	33,343	32,433	31,650	33,202	33,806	34,005	32,398	33,418	34,254	33,946	36,207	36,767
	販売個数前年比	98.1	100.2	100.6	101.5	100.8	100.4	100.9	100.2	98.6	98.8	96.2	103.1	105.3	105.9	106.5	103.2	104.2	97.7	105.3	102.9	99.4	99.3	99.2	97.8	104.7	104.0
	販売単価	170.6	170.0	169.5	169.5	169.2	169.6	169.0	168.9	169.0	170.1	170.8	174.5	175.2	173.3	172.7	171.4	171.9	171.6	171.3	170.8	170.5	169.6	170.0	169.8	169.8	169.9
牛乳	販売個数	20,190	20,069	19,923	19,833	20,087	20,196	20,127	20,023	19,948	19,835	20,141	22,382	23,646	24,288	23,225	22,221	21,859	23,026	22,943	23,097	21,712	22,387	22,780	22,690	24,169	24,638
	販売個数前年比	98.7	101.7	101.8	101.1	99.2	100.3	100.4	98.8	98.0	97.9	100.6	109.6	114.6	116.9	115.6	108.9	110.5	104.5	111.5	108.0	103.6	103.6	103.8	101.5	108.4	108.4
	販売単価	178.4	178.0	177.5	177.7	177.4	177.8	177.2	177.3	176.9	178.4	178.7	182.5	182.8	180.8	180.5	179.9	180.0	179.4	179.2	178.5	178.5	177.8	178.3	177.7	178.1	178.0
成分調整牛乳	販売個数	4,515	4,572	4,580	4,642	4,614	4,737	4,594	4,686	4,469	4,441	4,088	4,202	3,907	3,721	3,859	3,898	3,791	4,067	4,610	4,590	4,422	4,700	4,832	4,801	5,105	4,981
	販売個数前年比	89.2	87.8	90.2	91.9	93.2	92.7	93.3	92.8	89.8	89.7	80.5	83.1	78.1	71.4	74.9	79.2	77.6	76.2	87.5	89.2	84.4	88.8	86.0	87.3	95.3	89.4
	販売単価	165.2	164.6	164.6	163.7	163.6	163.4	163.4	162.7	164.0	165.1	165.0	167.3	167.4	164.5	163.8	161.0	162.7	162.9	163.8	163.8	164.2	162.7	163.6	163.5	163.6	164.2
加工乳	販売個数	1,509	1,531	1,506	1,497	1,550	1,495	1,486	1,586	1,436	1,468	1,360	1,805	1,379	1,346	1,348	1,217	1,094	1,109	1,113	1,126	1,038	1,036	1,148	1,169	1,178	1,220
	販売個数前年比	81.2	80.9	77.2	82.1	87.6	81.1	78.3	92.0	82.6	80.0	76.3	102.1	77.2	69.8	71.1	63.5	61.1	52.4	54.0	55.6	52.2	53.0	54.8	55.7	57.3	57.8
	販売単価	143.5	143.4	141.9	142.5	142.2	142.7	142.6	140.7	141.4	143.1	137.5	142.4	138.5	136.9	137.1	138.1	138.3	136.5	136.9	138.8	138.8	138.0	136.7	137.5	137.3	137.5
乳飲料	販売個数	4,506	4,619	4,782	4,842	4,844	4,826	4,857	4,844	4,757	4,891	3,967	3,739	4,230	4,738	4,911	5,098	4,906	4,999	5,140	5,192	5,226	5,295	5,494	5,286	5,756	5,929
	販売個数前年比	114.5	118.9	119.2	124.9	124.4	119.5	123.9	120.5	119.7	124.0	103.3	95.7	104.0	111.1	118.0	121.5	125.2	111.0	122.4	115.5	118.4	110.1	113.0	111.4	118.3	119.9
	販売単価	150.0	149.8	149.2	149.7	149.5	149.9	148.3	149.2	148.6	149.5	148.3	150.5	152.4	151.9	152.4	150.4	150.2	150.7	150.6	150.0	148.8	147.6	148.2	148.4	147.3	147.6
牛乳+成分調整牛乳	販売個数	24,705	24,641	24,503	24,475	24,701	24,933	24,721	24,709	24,417	24,276	24,230	26,584	27,553	28,009	27,084	26,118	25,650	27,093	27,553	27,687	26,134	27,087	27,612	27,491	29,273	29,619
	販売個数前年比	96.8	98.8	99.4	99.2	98.0	98.7	99.0	97.6	96.4	96.3	96.5	104.3	107.5	107.8	107.3	103.2	104.0	99.0	106.6	104.4	99.8	100.7	100.2	98.7	105.9	104.6
	販売単価	176.0	175.5	175.1	175.1	174.8	175.1	174.6	174.5	174.5	175.9	176.4	180.1	180.6	178.7	178.2	177.1	177.4	176.9	176.6	176.0	176.0	175.2	175.7	175.2	175.5	175.6

		2011																									
		7.4-	7.11-	7.18-	7.25-	8.1-	8.8-	8.15-	8.22-	8.29-	9.5-	9.12-	9.19-	9.26-	10.3-	10.10-	10.17-	10.24-	10.31-	11.7-	11.14-	11.21-	11.28-	12.5-	12.12-	12.19-	12.26-
トータル	販売個数	36,089	37,300	36,499	36,644	37,107	37,153	37,934	36,821	38,116	37,531	37,554	35,648	34,604	33,037	34,609	33,178	32,748	33,036	32,244	31,550	31,388	31,145	31,038	30,865	30,492	28,685
	販売個数前年比	101.6	109.0	95.7	100.6	101.9	106.9	99.9	97.8	98.9	101.4	108.3	101.2	102.5	99.5	100.3	102.6	103.4	104.7	103.1	103.3	102.2	101.3	103.8	104.5	103.3	109.9
	販売単価	169.9	170.5	170.3	170.1	170.2	171.3	170.2	169.8	170.2	169.4	169.7	169.2	168.7	169.0	168.8	169.1	169.1	168.6	168.8	168.6	168.5	168.2	168.7	168.5	169.0	170.1
牛乳	販売個数	23,940	24,617	23,904	24,114	24,570	24,862	25,093	24,353	24,989	24,491	24,655	23,413	22,782	21,796	22,774	21,806	21,504	21,970	21,269	20,782	20,693	20,669	20,544	20,484	20,370	19,558
	販売個数前年比	105.1	112.2	97.6	102.4	104.7	109.3	101.7	99.7	99.7	103.3	110.4	102.4	104.6	102.0	102.9	104.4	105.8	108.5	105.8	105.8	104.9	104.7	106.6	106.7	104.8	110.8
	販売単価	178.4	179.3	179.2	179.1	178.9	180.0	179.0	178.5	179.2	178.6	178.8	178.2	177.5	177.7	177.7	178.0	178.0	177.1	177.7	177.4	177.3	176.8	177.5	177.0	177.5	178.2
成分調整牛乳	販売個数	5,018	5,136	5,189	5,095	5,115	4,994	5,320	4,953	5,249	5,128	5,044	4,884	4,619	4,519	4,668	4,592	4,421	4,327	4,324	4,307	4,216	4,237	4,202	4,206	4,190	3,856
	販売個数前年比	89.3	94.1	85.8	88.4	89.5	95.9	92.4	86.1	90.6	89.7	93.4	93.8	90.4	90.6	90.9	94.6	91.2	91.8	92.9	93.2	91.6	89.1	94.2	96.4	97.3	104.0
	販売単価	163.8	165.0	164.2	164.2	164.4	165.2	164.1	164.6	164.4	164.2	164.6	163.6	163.7	163.5	163.5	163.1	163.6	163.9	163.2	162.8	163.5	162.2	162.9	162.9	162.6	163.2
加工乳	販売個数	1,156	1,284	1,176	1,218	1,209	1,212	1,187	1,182	1,248	1,275	1,227	1,193	1,114	1,101	1,145	1,136	1,103	1,094	1,101	1,048	1,013	1,020	1,012	1,011	942	849
	販売個数前年比	55.3	64.8	51.7	59.5	57.1	60.2	53.3	55.2	57.3	63.2	65.7	62.1	61.0	62.1	59.4	67.4	66.5	65.2	66.7	66.9	64.1	65.5	66.5	68.0	65.3	69.5
	販売単価	137.0	134.0	136.5	136.1	136.1	136.3	136.4	136.0	136.8	134.6	136.4	134.6	136.0	134.5	136.0	134.0	135.8	135.0	134.3	134.2	135.3	134.1	134.9	134.3	135.5	133.7
乳飲料	販売個数	5,975	6,263	6,230	6,218	6,213	6,085	6,335	6,333	6,630	6,638	6,629	6,157	6,089	5,620	6,021	5,644	5,720	5,646	5,551	5,412	5,465	5,219	5,281	5,164	4,990	4,422
	販売個数前年比	118.5	129.8	116.8	122.7	121.0	127.2	118.8	118.8	120.3	119.2	130.2	118.0	120.9	110.8	113.3	114.6	117.7	114.9	113.9	115.2	114.0	111.8	113.5	115.2	115.6	126.3
	販売単価	147.5	147.8	147.6	146.7	147.2	147.5	146.4	146.4	147.2	146.1	146.3	146.2	145.8	146.4	145.4	146.5	146.2	145.7	146.1	146.1	145.3	145.7	145.8	145.9	146.3	147.5
牛乳+成分調整牛乳	販売個数	28,958	29,753	29,093	29,209	29,685	29,856	30,413	29,306	30,237	29,619	29,698	28,298	27,401	26,316	27,443	26,398	25,925	26,296	25,593	25,090	24,910	24,906	24,746	24,689	24,560	23,414
	販売個数前年比	101.9	108.6	95.3	99.6	101.7	106.8	100.0	97.1	98.0	100.7	109.1	100.8	101.9	99.8	100.7	102.6	103.0	105.4	103.4	103.4	102.4	101.6	104.3	104.8	103.4	109.6
	販売単価	175.9	176.9	176.5	176.5	176.4	177.5	176.4	176.2	176.6	176.1	176.3	175.7	175.2	175.3	175.3	175.4	175.5	175.0	175.3	174.9	175.0	174.4	175.0	174.6	174.9	175.7

牛乳類販売状況の推移 週次

2010年(平成22年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2010/1/4 - 2011/1/3(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2010																									
トータル	販売個数	31,312	30,722	30,611	30,371	30,855	31,138	30,780	31,064	31,037	31,000	30,720	31,154	31,484	32,180	31,299	31,430	30,375	33,988	32,105	33,046	32,599	33,656	34,522	34,711	34,574	35,359
	販売個数前年比	98.0	97.1	97.0	95.8	98.1	95.9	97.3	97.1	100.3	98.1	97.9	98.5	97.9	96.0	94.3	97.6	95.0	99.7	94.3	94.5	95.6	96.3	98.8	97.8	95.7	99.1
	販売単価	171.8	171.6	171.1	171.1	170.5	170.7	170.1	170.6	170.1	170.5	170.5	170.4	170.4	170.6	170.7	170.1	171.0	170.8	170.6	170.4	170.1	169.6	170.2	170.5	170.4	170.1
牛乳	販売個数	20,456	19,735	19,567	19,622	20,241	20,146	20,041	20,269	20,347	20,268	20,021	20,423	20,624	20,770	20,090	20,396	19,778	22,030	20,573	21,380	20,960	21,600	21,946	22,364	22,298	22,735
	販売個数前年比	84.9	83.1	82.8	82.4	86.2	83.1	85.1	84.5	90.3	89.0	90.1	92.2	91.9	91.4	89.7	93.7	91.6	95.8	91.1	92.6	93.7	94.8	96.6	96.7	94.9	97.8
	販売単価	179.9	180.0	179.6	179.3	178.1	178.6	178.2	178.4	177.8	178.3	178.3	178.2	178.2	178.8	178.9	178.1	179.0	179.1	179.0	178.7	178.5	177.8	178.6	178.4	178.4	178.3
成分調整牛乳	販売個数	5,061	5,210	5,079	5,050	4,953	5,111	4,923	5,049	4,978	4,954	5,079	5,054	5,005	5,214	5,152	4,922	4,887	5,340	5,270	5,147	5,237	5,291	5,618	5,502	5,356	5,569
	販売個数前年比	158.3	160.5	155.2	154.7	148.4	147.3	145.9	152.0	141.3	131.8	123.8	114.7	110.4	101.2	100.6	98.6	96.2	97.0	94.4	88.1	92.1	90.8	94.0	91.8	88.3	91.5
	販売単価	164.3	163.7	164.3	163.3	163.7	164.1	163.5	163.3	162.8	163.9	163.3	163.4	164.0	163.9	164.7	164.2	164.1	164.1	164.0	164.2	164.0	163.9	163.8	165.2	165.7	164.4
加工乳	販売個数	1,859	1,893	1,952	1,823	1,769	1,843	1,898	1,724	1,738	1,834	1,781	1,769	1,785	1,929	1,896	1,916	1,789	2,116	2,063	2,026	1,988	1,954	2,097	2,100	2,055	2,110
	販売個数前年比	142.1	139.0	146.3	138.7	129.9	134.7	138.0	129.9	128.8	132.4	128.7	127.5	124.3	123.6	124.9	128.1	121.3	137.0	116.4	106.7	108.0	106.3	107.2	103.9	100.6	106.8
	販売単価	142.1	142.3	140.7	141.3	141.1	141.1	139.6	141.2	140.5	139.7	140.8	140.9	140.7	140.5	140.9	140.0	140.9	141.9	142.9	142.0	142.0	143.0	143.5	143.6	144.2	143.0
乳飲料	販売個数	3,936	3,884	4,013	3,877	3,892	4,038	3,919	4,021	3,975	3,945	3,838	3,908	4,069	4,266	4,161	4,196	3,920	4,502	4,200	4,494	4,414	4,811	4,861	4,746	4,865	4,945
	販売個数前年比	118.0	117.7	120.6	116.9	118.8	118.5	117.4	120.0	112.6	107.5	105.0	106.2	108.7	104.2	100.1	106.5	101.8	111.5	102.0	107.9	105.1	106.7	113.4	109.1	107.7	112.9
	販売単価	153.7	153.3	153.2	153.7	153.1	152.7	152.2	152.7	152.4	153.3	152.8	152.1	151.4	152.5	152.2	151.6	152.5	151.9	151.3	150.8	150.5	149.8	150.8	151.1	150.4	150.3
牛乳+成分調整牛乳	販売個数	25,517	24,945	24,646	24,672	25,194	25,256	24,963	25,318	25,325	25,221	25,100	25,478	25,630	25,984	25,241	25,317	24,665	27,370	25,842	26,526	26,197	26,891	27,564	27,866	27,654	28,305
	販売個数前年比	93.5	92.4	91.6	91.1	94.0	91.2	92.7	92.7	97.2	95.1	95.3	96.0	95.0	93.2	91.7	94.6	92.5	96.1	91.7	91.7	93.3	94.0	96.1	95.7	93.5	96.5
	販売単価	176.8	176.6	176.5	176.0	175.3	175.7	175.3	175.4	174.8	175.5	175.3	175.2	175.4	175.9	176.0	175.4	176.1	176.2	176.0	175.9	175.6	175.1	175.6	175.8	175.9	175.6

		2010																									
トータル	販売個数	35,537	34,205	38,137	36,431	36,430	34,754	37,975	37,645	38,549	37,010	34,690	35,216	33,758	33,211	34,508	32,345	31,684	31,547	31,279	30,535	30,709	30,732	29,897	29,524	29,513	26,089
	販売個数前年比	99.3	96.6	106.8	102.8	101.5	98.2	101.2	101.9	105.0	103.8	101.8	98.6	96.8	102.2	104.0	98.8	98.8	98.9	100.2	102.4	98.9	100.8	100.4	99.3	100.5	100.4
	販売単価	170.2	170.1	170.1	170.1	170.4	171.0	170.2	170.5	170.1	169.8	169.9	169.5	169.1	169.3	169.1	169.5	169.3	169.0	168.9	169.0	169.1	168.8	169.1	169.4	169.7	171.4
牛乳	販売個数	22,782	21,938	24,486	23,557	23,460	22,748	24,662	24,421	25,066	23,710	22,334	22,869	21,783	21,373	22,125	20,880	20,318	20,240	20,104	19,644	19,730	19,749	19,263	19,191	19,446	17,655
	販売個数前年比	97.4	95.6	105.6	102.8	100.7	98.5	101.5	102.3	105.3	104.8	102.2	99.2	96.8	100.4	103.4	99.6	97.8	99.3	100.5	103.0	99.9	100.7	100.7	100.7	101.2	101.1
	販売単価	178.5	178.4	178.4	178.2	178.7	179.2	178.6	178.5	178.1	178.3	178.1	177.4	177.4	177.4	177.4	177.5	177.5	177.1	177.1	177.2	177.2	177.1	177.3	177.5	177.5	178.5
成分調整牛乳	販売個数	5,622	5,459	6,044	5,763	5,717	5,207	5,755	5,752	5,794	5,716	5,399	5,209	5,112	4,991	5,138	4,854	4,848	4,714	4,653	4,624	4,606	4,757	4,461	4,364	4,306	3,709
	販売個数前年比	94.1	89.2	99.0	95.9	94.4	86.7	90.7	92.1	95.8	93.1	94.4	87.2	88.0	100.1	95.4	86.9	91.0	86.5	88.0	90.7	83.9	92.5	88.6	86.9	92.2	91.5
	販売単価	164.2	164.3	164.1	164.1	164.5	165.4	164.8	165.2	164.9	164.4	164.6	164.9	163.6	164.6	164.7	164.4	163.5	164.3	164.2	164.2	164.6	162.7	163.7	163.7	163.7	165.4
加工乳	販売個数	2,090	1,981	2,275	2,045	2,118	2,014	2,228	2,142	2,177	2,017	1,868	1,921	1,827	1,774	1,930	1,685	1,659	1,677	1,651	1,568	1,581	1,556	1,522	1,486	1,443	1,221
	販売個数前年比	107.9	102.0	111.4	98.0	104.1	101.7	102.9	98.5	98.5	89.9	91.9	88.5	82.0	83.8	88.8	80.2	81.9	81.4	85.6	79.5	81.0	81.3	81.3	81.3	81.4	86.4
	販売単価	143.1	143.2	142.7	143.4	142.4	143.2	142.0	144.2	144.0	144.8	144.2	145.1	145.1	143.5	142.2	143.3	143.1	142.6	142.7	142.0	142.8	143.1	143.2	143.8	142.9	143.0
乳飲料	販売個数	5,043	4,826	5,332	5,066	5,134	4,785	5,330	5,330	5,511	5,566	5,089	5,217	5,037	5,073	5,315	4,926	4,859	4,915	4,872	4,699	4,793	4,669	4,651	4,483	4,318	3,503
	販売個数前年比	112.6	109.5	121.7	113.9	114.4	110.4	112.8	115.1	119.0	119.9	114.0	115.9	116.1	123.4	126.1	120.6	122.8	122.6	121.8	127.6	124.3	121.9	124.3	117.6	116.9	115.0
	販売単価	150.4	150.0	150.1	149.5	150.1	150.0	148.9	150.3	149.7	148.4	149.0	148.6	147.8	148.7	148.5	149.3	149.3	148.9	148.2	148.4	148.8	148.5	148.5	148.6	149.5	152.1
牛乳+成分調整牛乳	販売個数	28,405	27,397	30,530	29,320	29,177	27,955	30,418	30,173	30,860	29,426	27,732	28,078	26,894	26,364	27,263	25,734	25,166	24,954	24,757	24,268	24,335	24,506	23,724	23,555	23,752	21,365
	販売個数前年比	96.7	94.3	104.2	101.4	99.4	96.1	99.3	100.2	103.4	102.3	100.6	96.7	95.0	100.3	101.8	96.9	96.4	96.6	97.9	100.4	96.4	99.0	98.2	97.8	99.4	99.3
	販売単価	175.7	175.6	175.6	175.5	176.0	176.6	176.0	176.0	175.6	175.6	175.4	175.1	174.8	174.9	175.0	175.1	174.8	174.7	174.7	174.7	174.8	174.3	174.7	175.0	175.0	176.2

牛乳類販売状況の推移 週次

2009年(平成21年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2009/1/5 - 2010/1/3(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂訪分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂訪分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2009																										
		1.5-	1.12-	1.12-	1.19-	1.26-	2.2-	2.9-	2.16-	2.23-	3.2-	3.9-	3.16-	3.23-	3.30-	4.6-	4.13-	4.20-	4.27-	5.4-	5.11-	5.18-	5.25-	6.1-	6.8-	6.15-	6.22-	6.29-
トータル	販売個数	31,941	31,653	31,564	31,706	31,447	32,479	31,635	31,993	30,943	31,586	31,374	31,616	32,153	33,522	33,197	32,188	31,988	34,075	34,059	34,984	34,108	34,962	34,929	35,494	36,129	35,689	
	販売個数前年比	100.3	97.6	99.9	98.9	98.9	98.7	97.1	96.5	95.6	96.0	96.5	96.1	94.6	101.4	99.0	97.2	95.9	96.7	100.3	99.6	97.1	101.5	97.7	99.1	102.3	96.4	
	販売単価	169.1	168.4	168.5	168.0	168.1	168.1	167.7	167.4	172.0	173.2	173.5	173.3	173.4	173.5	173.8	173.4	173.4	173.8	174.2	173.5	172.5	171.7	172.3	173.0	173.1	172.3	
牛乳	販売個数	24,101	23,745	23,630	23,813	23,472	24,233	23,548	23,993	22,541	22,775	22,231	22,143	22,440	22,718	22,401	21,759	21,580	22,988	22,590	23,079	22,380	22,787	22,713	23,131	23,503	23,246	
	販売個数前年比	101.8	98.6	101.0	100.7	99.7	99.4	97.3	97.1	94.2	92.9	91.5	90.6	88.6	93.0	89.4	87.6	86.2	87.3	89.5	88.5	85.6	89.9	86.1	87.5	89.8	84.2	
	販売単価	173.5	173.0	173.1	172.6	172.5	172.6	172.3	171.5	177.3	179.1	179.9	179.8	179.6	180.4	180.6	180.3	180.3	180.8	181.6	180.8	180.1	179.7	180.2	180.7	180.8	180.1	
成分調整牛乳	販売個数	3,196	3,246	3,272	3,264	3,338	3,469	3,375	3,321	3,523	3,758	4,102	4,405	4,533	5,150	5,119	4,992	5,082	5,505	5,581	5,841	5,688	5,828	5,974	5,992	6,068	6,087	
	販売個数前年比	118.8	116.6	121.5	118.1	121.9	122.1	119.8	115.0	121.8	129.5	144.3	148.7	142.7	161.8	159.6	162.9	159.0	162.3	171.8	172.2	167.7	171.9	167.2	169.7	171.7	166.1	
	販売単価	162.3	161.5	161.4	160.8	161.2	160.8	160.6	162.2	166.6	167.8	166.3	166.7	167.6	167.7	168.1	167.4	166.9	167.0	167.4	167.1	166.0	165.3	165.6	167.1	167.7	165.8	
加工乳	販売個数	1,308	1,362	1,334	1,315	1,361	1,369	1,375	1,328	1,349	1,385	1,384	1,387	1,436	1,562	1,518	1,495	1,475	1,544	1,772	1,899	1,841	1,838	1,956	2,022	2,042	1,976	
	販売個数前年比	72.8	74.4	74.7	73.5	76.0	75.4	76.4	72.1	72.0	72.9	76.4	76.4	78.0	86.5	90.5	92.4	92.8	92.8	103.1	105.6	103.1	102.7	108.1	108.5	118.3	113.0	
	販売単価	135.9	134.6	134.9	134.2	134.2	134.7	133.4	134.2	137.1	136.5	136.7	136.4	137.8	137.4	138.0	136.5	138.9	138.1	140.3	138.8	138.4	138.3	138.8	139.1	139.1	139.3	
乳飲料	販売個数	3,335	3,300	3,328	3,315	3,277	3,409	3,337	3,351	3,529	3,669	3,656	3,681	3,744	4,093	4,158	3,941	3,851	4,038	4,116	4,166	4,200	4,508	4,287	4,350	4,516	4,381	
	販売個数前年比	90.4	88.8	89.5	85.6	87.9	87.9	89.2	90.5	96.7	102.5	102.8	100.4	102.9	111.9	115.8	109.6	109.0	104.8	109.9	107.5	110.4	115.0	107.9	109.7	116.9	109.3	
	販売単価	157.1	156.4	156.4	155.7	156.9	156.8	155.8	156.1	156.9	156.1	156.2	155.9	156.8	156.5	156.8	157.1	156.2	156.5	156.9	157.4	156.1	153.1	155.3	156.2	155.8	155.3	
牛乳+成分調整牛乳	販売個数	27,298	26,991	26,902	27,077	26,810	27,701	26,923	27,314	26,064	26,533	26,333	26,548	26,973	27,868	27,520	26,751	26,662	28,493	28,171	28,920	28,068	28,615	28,687	29,122	29,571	29,332	
	販売個数前年比	103.6	100.4	103.1	102.5	102.0	101.8	99.6	99.0	97.1	96.8	97.0	96.9	94.6	101.0	97.4	95.9	94.4	95.8	98.9	98.2	95.0	99.6	95.8	97.2	99.5	93.8	
	販売単価	172.2	171.6	171.7	171.2	171.1	171.1	170.9	170.4	175.9	177.5	177.8	177.7	177.6	178.0	178.3	177.9	177.8	178.1	178.8	178.1	177.2	176.7	177.2	177.9	178.1	177.1	

		2009																									
		7.6-	7.13-	7.20-	7.27-	8.3-	8.10-	8.17-	8.24-	8.31-	9.7-	9.14-	9.21-	9.28-	10.5-	10.12-	10.19-	10.26-	11.2-	11.9-	11.16-	11.23-	11.30-	12.7-	12.14-	12.21-	12.28-
トータル	販売個数	35,788	35,405	35,719	35,456	35,884	35,406	37,526	36,929	36,699	35,644	34,071	35,707	34,871	32,504	33,174	32,740	32,077	31,899	31,211	29,829	31,053	30,494	29,778	29,719	29,356	25,975
	販売個数前年比	97.3	94.8	92.7	92.7	94.9	94.2	100.4	100.1	95.5	96.0	92.0	100.2	102.5	97.4	96.5	97.5	101.0	98.2	98.0	95.7	97.8	96.5	97.0	96.5	97.0	94.2
	販売単価	172.9	174.0	173.3	172.6	172.8	173.7	172.9	173.0	172.3	172.3	171.9	172.1	172.1	172.0	171.4	171.6	171.5	171.4	171.5	171.5	171.1	170.7	171.1	171.0	171.7	171.9
牛乳	販売個数	23,398	22,936	23,193	22,911	23,309	23,090	24,288	23,877	23,809	22,617	21,856	23,061	22,496	21,292	21,402	20,970	20,767	20,382	19,997	19,076	19,755	19,608	19,131	19,057	19,218	17,463
	販売個数前年比	85.8	82.5	80.5	80.5	82.7	81.8	86.7	87.8	83.5	82.3	79.3	87.3	89.3	86.0	83.6	83.5	87.6	84.0	83.9	81.9	83.2	83.0	83.2	82.5	83.7	82.5
	販売単価	180.6	182.0	181.4	180.7	180.8	181.5	181.0	180.8	180.1	180.5	180.4	180.2	180.5	180.4	180.0	180.0	179.8	179.8	180.2	180.1	179.8	178.9	179.5	179.4	179.8	179.1
成分調整牛乳	販売個数	5,977	6,118	6,104	6,011	6,053	6,003	6,347	6,245	6,050	6,138	5,719	5,976	5,810	4,986	5,384	5,584	5,326	5,447	5,285	5,099	5,491	5,141	5,033	5,021	4,671	4,054
	販売個数前年比	167.0	165.4	167.0	158.8	161.9	165.8	179.7	169.6	164.4	169.0	163.8	167.1	164.7	148.7	154.6	164.8	160.3	162.3	165.0	156.1	163.9	155.1	161.4	158.0	151.1	147.3
	販売単価	166.7	167.1	165.9	166.3	166.5	166.9	167.0	167.0	166.5	165.9	165.9	165.4	164.5	162.9	163.4	164.0	163.4	163.7	163.9	164.2	163.3	162.9	163.9	163.4	164.2	164.1
加工乳	販売個数	1,936	1,942	2,042	2,087	2,035	1,980	2,165	2,175	2,210	2,244	2,032	2,170	2,228	2,117	2,174	2,103	2,026	2,061	1,929	1,972	1,952	1,914	1,873	1,828	1,772	1,413
	販売個数前年比	111.7	111.1	116.2	120.8	116.6	118.2	124.3	121.3	121.1	126.4	114.7	130.5	136.8	134.7	139.4	139.8	143.5	142.2	138.4	142.5	140.8	141.9	140.4	138.5	144.9	129.7
	販売単価	139.6	139.6	140.4	139.6	139.9	141.0	139.9	141.8	142.2	143.2	141.6	140.0	141.3	143.1	141.5	141.6	141.7	142.6	142.4	141.2	142.0	141.7	141.9	142.4	142.6	142.6
乳飲料	販売個数	4,478	4,409	4,380	4,447	4,486	4,333	4,725	4,631	4,631	4,644	4,464	4,500	4,337	4,109	4,214	4,083	3,957	4,009	4,001	3,681	3,856	3,830	3,741	3,813	3,695	3,045
	販売個数前年比	106.8	107.1	101.9	104.1	108.4	107.3	115.5	109.9	104.5	109.3	106.6	113.1	118.3	111.9	113.3	113.8	119.2	117.0	117.0	113.3	117.3	114.7	114.3	119.1	123.1	119.1
	販売単価	155.2	157.1	156.6	155.0	154.8	156.3	154.6	155.7	154.3	154.4	152.2	154.7	154.6	154.6	153.5	154.3	154.4	154.1	151.5	153.6	152.9	153.3	152.7	152.6	153.5	155.0
牛乳+成分調整牛乳	販売個数	29,374	29,054	29,297	28,922	29,362	29,093	30,635	30,123	29,858	28,756	27,575	29,037	28,306	26,278	26,786	26,554	26,093	25,829	25,282	24,175	25,245	24,750	24,164	24,078	23,889	21,517
	販売個数前年比	95.2	92.3	90.2	89.6	92.0	91.3	97.1	97.6	92.8	92.5	88.8	96.8	98.6	93.4	92.1	93.2	96.5	93.6	93.5	91.1	93.2	91.9	92.6	91.6	91.7	89.9
	販売単価	177.8	178.8	178.1	177.7	177.9	178.5	178.1	177.9	177.3	177.4	177.4	177.2	177.2	177.0	176.7	176.6	176.5	176.4	176.8	176.7	176.2	175.6	176.3	176.1	176.7	176.3

牛乳類販売状況の推移 週次

2008年(平成20年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2008/1/7 - 2009/1/4(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂防分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂防分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml～1000ml

		2008																									
トータル	販売個数	31,843	32,422	31,597	32,068	31,804	32,919	32,572	33,139	32,352	32,895	32,510	32,887	33,997	33,064	33,526	33,108	33,360	35,249	33,948	35,133	35,139	34,446	35,737	35,803	35,308	37,017
	販売個数前年比	93.2	97.7	94.5	96.3	97.9	98.6	97.4	98.1	98.3	101.3	99.5	96.2	100.5	96.6	100.3	100.9	97.9	98.6	99.8	100.4	102.5	97.1	99.7	98.5	93.0	101.8
	販売単価	165.3	164.1	164.0	164.0	164.8	164.0	163.1	163.3	163.6	164.0	163.9	163.9	166.6	168.2	168.3	168.8	169.8	169.9	169.2	169.2	169.4	169.1	169.4	169.6	169.4	169.4
牛乳	販売個数	23,665	24,093	23,399	23,640	23,547	24,385	24,211	24,707	23,936	24,513	24,298	24,444	25,339	24,420	25,051	24,829	25,042	26,340	25,234	26,070	26,157	25,344	26,381	26,445	26,185	27,597
	販売個数前年比	91.8	96.0	93.0	94.1	96.8	97.3	96.1	96.4	97.0	100.7	98.9	94.7	99.4	95.2	100.5	101.2	97.2	98.1	99.5	100.1	103.0	96.2	99.3	98.0	92.6	102.5
	販売単価	170.3	169.0	168.9	169.0	169.7	168.8	167.9	167.9	168.4	168.6	168.3	168.5	170.6	172.6	172.5	172.7	173.8	174.1	173.5	173.5	173.6	173.8	174.1	174.1	174.0	173.7
成分調整牛乳	販売個数	2,692	2,783	2,694	2,765	2,739	2,840	2,817	2,888	2,893	2,902	2,844	2,963	3,178	3,182	3,207	3,064	3,195	3,392	3,249	3,392	3,392	3,391	3,573	3,530	3,534	3,664
	販売個数前年比	105.6	115.9	109.9	114.3	117.5	119.7	114.2	121.5	119.9	115.3	117.8	115.1	124.2	126.5	128.4	125.8	123.5	127.5	124.3	127.6	126.5	126.1	124.9	123.0	120.3	129.8
	販売単価	161.6	159.3	160.2	159.6	160.7	159.7	159.2	159.8	158.7	159.5	159.4	158.0	162.3	162.3	162.5	164.6	164.8	163.9	163.3	162.1	163.1	163.3	162.5	163.4	163.2	163.2
加工乳	販売個数	1,797	1,830	1,784	1,789	1,792	1,814	1,800	1,842	1,874	1,900	1,812	1,816	1,841	1,805	1,678	1,618	1,590	1,664	1,720	1,798	1,785	1,789	1,808	1,863	1,726	1,749
	販売個数前年比	90.1	93.6	88.8	89.5	86.8	85.1	88.4	93.8	91.3	96.6	93.9	91.6	89.2	85.0	81.8	79.2	79.0	76.5	80.2	83.7	80.9	85.9	81.4	83.5	74.3	78.7
	販売単価	126.5	125.7	126.2	126.3	126.8	126.6	125.6	126.5	125.5	125.3	125.8	125.5	129.1	130.0	130.3	131.7	131.1	131.8	133.3	133.5	133.4	133.1	133.2	132.4	134.7	134.5
乳飲料	販売個数	3,690	3,715	3,720	3,875	3,727	3,880	3,743	3,701	3,649	3,580	3,555	3,665	3,640	3,657	3,591	3,597	3,533	3,852	3,745	3,874	3,804	3,922	3,975	3,965	3,863	4,008
	販売個数前年比	95.5	99.5	97.9	103.2	99.4	101.9	99.9	97.6	96.8	97.8	94.8	95.8	97.9	93.1	90.9	94.5	95.3	94.7	96.1	93.4	95.5	90.0	94.7	93.6	87.6	90.9
	販売単価	154.7	155.2	153.9	153.6	154.7	154.6	153.4	153.7	155.6	156.5	156.3	156.6	162.0	162.6	162.4	162.0	163.4	162.8	161.8	162.6	163.0	160.7	160.7	160.4	160.8	161.2
牛乳+成分調整牛乳	販売個数	26,357	26,877	26,093	26,404	26,285	27,225	27,028	27,595	26,829	27,415	27,142	27,406	28,517	27,602	28,258	27,893	28,238	29,732	28,483	29,462	29,549	28,735	29,954	29,975	29,719	31,261
	販売個数前年比	93.1	97.8	94.5	95.9	98.6	99.2	97.7	98.5	99.0	102.1	100.6	96.6	101.6	98.0	103.0	103.4	99.6	100.8	101.9	102.6	105.2	99.0	101.8	100.4	95.2	105.1
	販売単価	169.5	168.0	168.0	168.0	168.8	167.9	167.0	167.1	167.4	167.6	167.4	167.4	169.6	171.4	171.3	171.8	172.8	172.9	172.4	172.2	172.4	172.5	172.7	172.8	172.7	172.4

		2008																									
		7-7-	7-14-	7-21-	7-28-	8-4-	8-11-	8-18-	8-25-	9-1-	9-8-	9-15-	9-22-	9-29-	10-6-	10-13-	10-20-	10-27-	11-3-	11-10-	11-17-	11-24-	12-1-	12-8-	12-15-	12-22-	12-29-
トータル	販売個数	36,776	37,352	38,531	38,261	37,793	37,569	37,378	36,883	38,445	37,123	37,026	35,626	34,006	33,366	34,367	33,579	31,762	32,483	31,840	31,181	31,767	31,616	30,714	30,806	30,274	27,574
	販売個数前年比	103.8	103.1	100.9	99.8	97.9	95.0	93.7	95.1	99.0	99.6	95.9	96.0	95.2	94.2	101.7	101.2	94.6	101.5	99.6	100.5	101.0	101.3	99.5	102.6	94.6	99.3
	販売単価	170.4	170.2	170.3	170.0	170.6	171.1	170.8	171.1	170.8	170.8	170.3	170.1	169.6	169.9	170.0	170.1	169.5	169.1	169.2	169.2	168.5	167.6	168.2	168.4	168.6	169.9
牛乳	販売個数	27,272	27,791	28,819	28,475	28,170	28,235	28,013	27,191	28,508	27,465	27,576	26,410	25,185	24,770	25,606	25,099	23,707	24,251	23,826	23,279	23,743	23,613	22,988	23,107	22,958	21,176
	販売個数前年比	103.4	103.0	101.0	99.6	97.4	94.8	93.7	93.6	99.0	99.1	96.2	96.7	95.0	94.5	102.0	102.9	95.4	103.2	101.4	101.9	102.0	103.1	100.7	104.2	95.5	100.2
	販売単価	174.8	174.7	174.5	174.5	175.2	175.5	175.2	176.2	175.6	175.7	175.0	174.8	174.5	174.8	174.6	174.5	174.0	173.7	173.8	173.8	173.0	172.1	172.8	172.8	172.7	173.7
成分調整牛乳	販売個数	3,579	3,698	3,654	3,786	3,739	3,620	3,533	3,683	3,680	3,631	3,491	3,576	3,528	3,353	3,482	3,388	3,323	3,357	3,202	3,267	3,349	3,315	3,118	3,179	3,091	2,752
	販売個数前年比	128.9	129.6	120.9	121.9	123.2	117.6	110.9	119.1	115.1	120.2	110.2	113.5	119.8	114.9	123.7	116.7	118.0	122.1	113.6	116.8	120.2	123.0	115.0	122.3	113.3	121.7
	販売単価	165.0	163.3	164.7	163.4	163.4	164.2	165.0	163.8	165.7	165.0	164.4	164.5	162.8	163.3	164.6	164.3	163.4	162.2	162.2	161.4	160.6	159.8	161.3	161.3	160.8	162.9
加工乳	販売個数	1,733	1,748	1,758	1,727	1,746	1,675	1,741	1,793	1,825	1,775	1,771	1,662	1,628	1,572	1,560	1,504	1,412	1,449	1,394	1,385	1,387	1,349	1,335	1,320	1,223	1,090
	販売個数前年比	80.2	80.1	74.9	75.9	77.3	72.4	72.1	78.5	79.0	81.1	75.7	73.8	75.8	74.5	75.9	77.1	71.1	76.8	76.6	80.7	81.6	76.8	78.4	78.0	71.3	76.3
	販売単価	136.7	136.3	136.4	135.6	136.0	136.8	135.7	134.0	135.0	134.7	134.9	135.3	133.5	134.8	135.4	136.4	135.0	134.8	134.9	135.7	134.6	135.6	134.5	135.2	136.1	136.3
乳飲料	販売個数	4,192	4,115	4,300	4,271	4,138	4,039	4,092	4,216	4,432	4,251	4,189	3,978	3,665	3,671	3,720	3,587	3,321	3,427	3,418	3,250	3,288	3,339	3,273	3,201	3,002	2,557
	販売個数前年比	101.5	97.9	100.3	97.5	94.2	92.5	92.7	96.8	98.3	98.0	94.5	90.7	88.4	87.4	97.5	91.0	85.1	88.8	89.1	88.8	89.0	86.7	90.3	90.0	85.0	87.1
	販売単価	160.4	160.7	160.5	160.5	160.6	160.8	161.0	160.6	159.3	159.3	159.2	158.7	158.2	158.6	158.1	159.0	158.2	158.0	157.6	158.1	157.8	156.5	156.1	157.1	158.2	160.0
牛乳+成分調整牛乳	販売個数	30,851	31,489	32,474	32,262	31,909	31,855	31,545	30,874	32,188	31,096	31,067	29,986	28,713	28,123	29,088	28,487	27,029	27,607	27,028	26,546	27,092	26,928	26,106	26,285	26,049	23,928
	販売個数前年比	105.8	105.5	102.9	101.8	99.8	97.0	95.4	96.1	100.6	101.1	97.6	98.4	97.5	96.6	104.2	104.4	97.7	105.1	102.7	103.5	103.9	105.2	102.2	106.1	97.4	102.3
	販売単価	173.7	173.4	173.4	173.2	173.8	174.3	174.1	174.7	174.4	174.5	173.8	173.5	173.1	173.4	173.4	173.3	172.7	172.3	172.4	172.3	171.5	170.6	171.4	171.4	171.3	172.4

牛乳類販売状況の推移 週次

2007年(平成19年)分データ

- IDX: 04SRJ食品-W
- 品目: 牛乳類
- 期間: 2007/1/1 - 2008/1/6(積上) - 拡大推計値
- 表頭: トレンド
- 表側: 種類別名称/乳脂肪分
- 1段目: マーケットサイズ(販売個数(x1000))
- 2段目: 前年比(販売個数)
- 3段目: 平均単価(個数単価)
- 業 態: GMS,SM／L,SM／SミニSM,CVS
- 種類別名称: 牛乳,成分調整牛乳,加工乳,乳飲料
- 乳脂肪分: 無脂肪乳(-0.4%),低脂肪乳(0.5%-1.5%),
白牛乳(1.6%-2.9%),白牛乳(3.0%-3.9%),濃厚牛乳(4.0%-)
- PB属性: NB,メーカー内PB,その他
- 単品サイズ(容量): 900ml~1000ml

		2007																									
トータル	販売個数	28,032	34,182	33,183	33,427	33,297	32,481	33,377	33,443	33,771	32,921	32,482	32,672	34,194	33,839	34,229	33,426	32,817	34,074	35,740	34,006	35,006	34,275	35,480	35,837	36,331	37,950
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	168.5	166.9	165.9	165.8	165.6	165.9	166.1	165.3	165.2	165.8	165.7	165.2	165.5	166.2	165.8	165.3	165.5	165.9	165.8	165.7	165.7	165.8	165.7	165.9	165.8	165.8
牛乳	販売個数	21,586	25,775	25,092	25,166	25,125	24,335	25,066	25,191	25,636	24,687	24,338	24,578	25,810	25,499	25,663	24,926	24,532	25,764	26,837	25,350	26,054	25,404	26,349	26,560	26,992	28,279
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	172.5	171.5	170.4	170.4	170.1	171.0	170.9	170.0	169.5	170.6	170.6	170.0	170.1	170.8	170.6	170.3	170.3	170.3	170.5	170.6	170.6	170.9	170.8	171.1	170.9	170.7
成分調整牛乳	販売個数	1,953	2,548	2,402	2,451	2,418	2,330	2,373	2,468	2,378	2,412	2,517	2,413	2,573	2,558	2,515	2,497	2,436	2,588	2,661	2,614	2,658	2,681	2,688	2,860	2,870	2,939
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	169.0	165.9	165.0	164.4	164.9	165.1	164.9	164.2	166.3	165.3	163.6	164.1	163.7	163.8	163.8	164.0	163.6	163.8	164.7	164.3	164.2	163.5	164.4	162.6	162.7	164.5
加工乳	販売個数	1,504	1,995	1,956	2,010	1,999	2,064	2,131	2,037	1,964	2,053	1,968	1,930	1,984	2,064	2,124	2,052	2,042	2,013	2,174	2,145	2,149	2,207	2,084	2,221	2,232	2,323
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	130.1	129.8	128.7	128.0	127.2	126.7	127.4	127.3	128.0	126.5	126.7	128.0	127.9	127.6	127.0	127.0	127.2	126.8	127.0	126.4	128.0	127.0	127.6	126.0	127.7	127.1
乳飲料	販売個数	2,989	3,864	3,733	3,800	3,755	3,751	3,808	3,747	3,793	3,769	3,659	3,752	3,827	3,718	3,928	3,951	3,807	3,709	4,067	3,897	4,146	3,983	4,358	4,196	4,238	4,409
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	158.8	155.8	155.6	156.3	156.1	155.3	156.3	155.1	155.0	155.3	155.4	153.4	154.9	157.1	156.7	154.3	156.1	157.6	156.0	156.6	155.8	156.3	153.6	156.0	154.9	155.3
牛乳+成分調整牛乳	販売個数	23,539	28,323	27,494	27,617	27,542	26,666	27,439	27,658	28,013	27,099	26,855	26,991	28,383	28,057	28,177	27,423	26,967	28,352	29,499	27,964	28,712	28,085	29,037	29,420	29,862	31,218
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	172.2	171.0	169.9	169.9	169.7	170.5	170.4	169.5	169.2	170.2	169.9	169.5	169.5	170.2	170.0	169.7	169.7	169.8	169.9	170.0	170.0	170.2	170.2	170.3	170.1	170.1

		2007																										
トータル	販売個数	36,374	35,444	36,232	38,194	38,343	38,613	39,529	39,898	38,772	38,826	37,272	38,617	37,107	35,735	35,427	33,786	33,190	33,569	32,003	31,972	31,024	31,465	31,198	30,880	30,016	32,004	27,759
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	165.4	165.4	165.7	166.1	165.6	166.6	167.0	166.7	166.2	166.4	165.8	166.5	165.5	165.0	165.0	165.0	165.2	164.5	164.8	164.9	164.8	164.3	164.1	164.6	165.1	165.1	166.1
牛乳	販売個数	26,924	26,376	26,992	28,537	28,582	28,924	29,772	29,883	29,039	28,809	27,722	28,678	27,320	26,498	26,202	25,102	24,393	24,862	23,509	23,499	22,853	23,284	22,895	22,838	22,170	24,029	21,135
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	170.5	170.5	170.6	170.8	170.4	171.3	171.6	171.6	170.7	171.3	170.6	171.3	170.5	169.8	169.9	170.0	170.3	169.4	170.1	170.0	170.0	169.2	169.2	169.6	170.3	169.5	170.1
成分調整牛乳	販売個数	2,822	2,776	2,854	3,022	3,105	3,034	3,078	3,186	3,092	3,197	3,022	3,167	3,149	2,945	2,917	2,814	2,904	2,816	2,749	2,819	2,797	2,786	2,695	2,711	2,598	2,729	2,262
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	163.2	162.7	163.2	164.0	163.6	165.1	164.9	164.6	165.1	164.3	163.3	164.7	162.4	163.4	162.3	161.8	161.9	161.7	160.8	160.4	159.4	159.5	159.4	159.4	160.2	161.2	163.4
加工乳	販売個数	2,221	2,160	2,182	2,347	2,276	2,259	2,314	2,414	2,286	2,310	2,191	2,340	2,252	2,147	2,109	2,054	1,951	1,986	1,888	1,819	1,715	1,700	1,756	1,703	1,691	1,715	1,428
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	127.2	126.7	126.6	126.8	126.9	127.3	128.4	126.4	128.1	127.7	126.4	125.9	126.6	125.6	126.9	125.3	125.8	126.0	126.1	125.9	125.5	126.9	125.9	126.8	126.6	127.6	127.7
乳飲料	販売個数	4,407	4,131	4,203	4,288	4,379	4,395	4,364	4,416	4,355	4,510	4,338	4,433	4,386	4,145	4,199	3,816	3,943	3,904	3,858	3,835	3,659	3,696	3,852	3,627	3,556	3,532	2,934
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	154.7	155.2	155.7	157.9	155.4	156.8	157.5	157.1	157.2	156.6	156.9	157.9	156.8	155.8	154.9	156.1	156.0	155.0	154.4	155.3	154.8	154.2	154.2	154.9	154.9	156.0	157.5
牛乳+成分調整牛乳	販売個数	29,745	29,152	29,846	31,559	31,688	31,959	32,850	33,068	32,131	32,006	30,744	31,845	30,469	29,443	29,119	27,916	27,297	27,678	26,258	26,317	25,651	26,069	25,590	25,550	24,768	26,758	23,397
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	169.9	169.8	169.9	170.1	169.8	170.8	171.0	171.0	170.2	170.6	169.9	170.6	169.6	169.1	169.2	169.2	169.4	168.6	169.2	169.0	168.8	168.1	168.2	168.5	169.3	168.7	169.5