

牛乳類販売状況の推移 週次

2020年(令和2年)分データ

- ID: 04SRI食品-W
- 品目: 牛乳類
- 期間: 2020/1/1 - 2021/1/3(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, HC/DS, DRUG/L, DRUG/S
- 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

		2020	1.6~	1.13~	1.20~	1.27~	2.3~	2.10~	2.17~	2.24~	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		30,740	30,915	30,916	30,863	30,432	31,247	30,644	33,774	32,555	33,491	32,590	34,687	34,935	35,917	36,813	38,603	39,030	39,227	38,725	37,077	37,772	37,746	37,042	36,490	36,017	36,024
	販売個数前年比		101.8	100.5	102.1	100.7	101.2	100.7	100.8	110.4	106.4	108.3	105.9	110.3	111.4	114.4	114.0	123.4	124.6	115.9	116.7	109.8	111.7	111.5	111.5	107.6	105.5	106.5
	販売単価		181.9	181.4	181.3	181.5	181.5	181.4	181.8	181.4	182.0	181.9	182.0	182.3	181.9	182.5	182.7	183.0	183.3	183.1	182.9	182.9	182.8	182.7	183.0	182.9	183.0	182.8
牛乳	販売個数		22,670	22,800	22,782	22,760	22,464	23,070	22,687	24,928	24,150	24,851	24,190	25,793	26,023	26,729	27,412	28,809	29,199	29,316	28,892	27,672	28,160	28,152	27,640	27,146	26,877	26,713
	販売個数前年比		102.6	101.1	102.7	101.1	101.9	101.3	101.7	111.0	107.8	109.6	106.9	111.5	113.2	116.5	116.2	125.8	126.6	118.8	119.2	112.2	113.9	114.1	114.0	109.9	107.5	108.4
	販売単価		189.6	189.0	188.9	189.1	189.1	189.0	189.3	188.9	189.3	189.3	189.3	189.5	189.1	189.9	190.1	190.3	190.5	190.4	190.3	190.2	190.2	190.1	190.4	190.4	190.3	190.4
成分調整牛乳	販売個数		2,623	2,595	2,599	2,629	2,546	2,644	2,556	2,861	2,756	2,817	2,756	2,902	2,927	3,040	3,090	3,230	3,224	3,215	3,195	3,060	3,074	3,050	2,984	2,929	2,868	2,900
	販売個数前年比		83.9	81.7	82.5	83.1	82.4	82.9	81.6	90.7	86.8	87.4	86.4	89.2	97.9	108.8	108.6	118.0	119.5	108.6	109.1	104.5	103.7	104.3	103.7	99.3	98.0	97.8
	販売単価		172.8	172.8	172.7	172.6	173.0	172.2	173.1	172.6	173.7	173.3	173.4	173.9	173.2	173.5	173.4	174.1	175.0	175.1	174.6	174.9	174.9	174.8	175.0	175.2	175.5	174.7
加工乳	販売個数		731	738	729	734	716	734	714	796	755	767	741	805	804	834	827	879	879	895	901	871	892	884	870	872	846	861
	販売個数前年比		177.9	179.7	180.2	181.0	179.7	176.9	178.2	195.4	183.3	183.9	182.5	190.0	133.0	105.5	97.6	107.0	105.3	101.2	103.6	99.1	101.2	101.4	99.7	97.1	94.2	96.7
	販売単価		183.2	182.5	182.3	181.4	182.1	182.0	182.2	182.8	182.3	182.7	182.8	184.7	184.6	184.1	184.7	183.6	182.6	181.5	180.8	180.8	180.6	180.7	180.9	181.2	181.2	180.8
乳飲料	販売個数		4,716	4,782	4,806	4,740	4,708	4,800	4,688	5,190	4,894	5,056	4,904	5,187	5,182	5,313	5,485	5,686	5,728	5,801	5,737	5,474	5,646	5,659	5,549	5,543	5,426	5,550
	販売個数前年比		103.5	103.2	106.0	103.6	103.7	103.1	102.2	113.6	106.4	109.5	107.6	111.6	108.4	109.1	109.3	118.0	121.2	109.1	111.6	103.4	107.6	104.8	105.8	103.5	102.2	104.4
	販売単価		149.6	149.8	149.6	150.0	150.1	150.1	149.9	150.1	150.3	150.4	150.5	150.8	150.5	150.3	150.9	151.5	151.3	151.0	150.7	150.6	150.8	150.9	150.9	150.8	150.8	150.7
牛乳+成分調整牛乳	販売個数		25,293	25,395	25,381	25,390	25,009	25,713	25,243	27,789	26,907	27,668	26,945	28,695	28,950	29,770	30,502	32,038	32,422	32,531	32,087	30,731	31,234	31,202	30,624	30,075	29,745	29,613
	販売個数前年比		100.2	98.7	100.2	98.9	99.5	99.0	99.3	108.5	105.2	106.8	104.4	108.8	111.4	115.7	115.4	124.9	125.9	117.7	118.1	111.4	112.8	113.1	112.9	108.7	106.5	107.2
	販売単価		187.8	187.4	187.2	187.4	187.4	187.3	187.7	187.2	187.7	187.7	187.7	187.7	187.5	188.2	188.4	188.6	189.0	188.9	188.8	188.7	188.7	188.6	188.9	188.9	188.9	188.9

		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~	2016.1.4~推移
トータル	販売個数	35,549	34,806	35,992	36,629	36,953	38,409	37,954	37,634	37,975	35,955	35,084	35,404	34,702	33,983	33,528	32,387	32,456	32,283	32,048	31,757	32,251	31,343	31,209	31,204	30,963	28,527	
	販売個数前年比	109.1	100.3	103.5	101.7	105.6	105.4	106.8	106.1	105.2	101.7	100.5	99.4	98.6	98.2	100.2	98.6	103.6	100.2	102.1	102.2	103.3	103.1	102.3	104.5	100.9	101.9	
	販売単価	183.0	183.0	183.2	183.1	183.4	183.8	183.4	183.2	183.7	183.8	183.9	183.5	182.9	182.9	182.8	182.8	182.4	182.5	182.2	182.7	182.4	182.2	182.2	182.3	183.1	184.2	
牛乳	販売個数	26,401	25,794	26,794	27,225	27,566	28,821	28,343	28,033	28,043	26,330	25,782	26,204	25,751	25,337	24,992	24,171	24,237	24,113	23,873	23,703	24,121	23,411	23,325	23,358	23,376	21,723	
	販売個数前年比	111.0	102.2	105.5	103.3	107.2	107.5	108.7	107.9	106.4	102.3	102.0	101.1	101.3	100.8	101.5	100.4	105.7	102.4	104.2	104.6	105.6	104.9	104.0	106.4	102.4	103.9	
	販売単価	190.5	190.7	190.7	190.7	191.0	191.2	191.0	190.9	191.7	192.0	192.2	191.4	190.7	190.3	190.2	190.0	189.6	189.7	189.5	190.0	189.4	189.4	189.4	189.4	189.9	190.9	
成分調整牛乳	販売個数	2,867	2,828	2,848	2,929	2,935	2,976	2,982	2,939	3,052	2,974	2,891	2,868	2,780	2,774	2,744	2,671	2,679	2,652	2,718	2,663	2,670	2,636	2,655	2,637	2,566	2,254	
	販売個数前年比	100.7	92.4	93.6	93.6	96.7	95.6	97.0	95.0	97.8	94.4	90.7	91.3	87.8	96.1	107.0	97.3	100.9	96.8	100.7	100.4	99.7	102.4	102.2	103.9	99.6	99.3	
	販売単価	175.3	174.8	175.3	175.1	175.0	175.1	175.0	175.3	175.4	175.4	174.9	174.4	173.4	173.8	173.8	173.7	173.6	173.7	172.6	173.1	173.5	172.7	172.2	172.3	173.4	174.3	
加工乳	販売個数	846	806	833	871	839	872	867	858	902	867	833	833	804	773	757	739	726	728	719	718	721	703	706	701	683	615	
	販売個数前年比	98.1	89.1	92.3	94.4	96.2	95.1	97.3	96.8	98.4	95.1	91.8	88.9	86.9	82.2	86.3	90.2	90.0	91.4	92.0	92.8	93.7	96.3	95.8	96.9	92.6	95.6	
	販売単価	180.7	182.3	182.6	181.2	184.0	185.3	184.8	184.0	184.3	183.6	184.3	183.3	184.2	186.1	186.7	185.7	186.1	186.3	186.0	185.5	186.0	185.2	184.4	185.7	186.5	188.9	
乳飲料	販売個数	5,435	5,379	5,518	5,604	5,612	5,740	5,763	5,804	5,978	5,784	5,578	5,499	5,366	5,099	5,034	4,805	4,814	4,790	4,739	4,673	4,739	4,593	4,523	4,508	4,338	3,936	
	販売個数前年比	106.5	97.8	101.8	100.2	104.6	103.0	104.9	105.2	104.9	104.5	100.9	97.7	94.4	90.5	93.3	92.3	97.6	93.0	95.2	94.0	96.2	96.3	95.2	97.0	95.2	94.4	
	販売単価	150.7	150.7	150.8	150.5	150.6	151.0	150.1	150.4	150.6	150.6	150.5	150.6	150.4	150.5	150.6	150.8	150.6	150.8	150.1	150.7	150.7	150.3	150.6	150.8	151.6	152.3	
牛乳+成分調整牛乳	販売個数	29,268	28,622	29,641	30,154	30,501	31,797	31,324	30,972	31,095	29,304	28,673	29,072	28,531	28,111	27,737	26,842	26,916	26,765	26,590	26,366	26,791	26,047	25,980	25,995	25,942	23,977	

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 - 2019/12/22(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/L, SM/S, ミニSM, CVS, HC/DS, DRUG/L, DRUG/S
- 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	30,199	30,773	30,274	30,647	30,062	31,042	30,416	30,594	30,596	30,936	30,784	31,453	31,361	31,394	32,304	31,287	31,320	33,841	33,186	33,769	33,813	33,857	33,233	33,910	34,139	33,820	
	販売個数前年比	96.1	97.7	98.0	99.3	97.8	97.7	97.4	97.8	98.0	98.6	98.9	97.8	95.3	96.1	99.5	97.7	93.9	100.4	92.3	96.8	96.5	95.1	96.5	98.0	92.5	93.7	
	販売単価	175.5	174.7	174.9	174.8	175.0	174.7	174.6	174.6	174.6	174.8	174.9	174.7	179.2	180.6	181.4	182.1	182.6	181.6	181.9	181.8	181.9	182.0	182.0	182.3	182.4	182.5	
牛乳																												
	販売個数	22,105	22,551	22,186	22,505	22,034	22,782	22,297	22,464	22,410	22,678	22,631	23,128	22,989	22,939	23,594	22,909	23,062	24,677	24,246	24,669	24,721	24,663	24,240	24,707	25,003	24,650	
	販売個数前年比	98.9	100.5	100.8	102.5	100.5	100.8	100.3	100.7	100.8	101.4	101.8	100.7	97.9	98.6	102.1	100.0	95.9	102.0	93.4	97.6	97.5	95.8	97.5	98.8	93.5	94.6	
	販売単価	183.2	182.2	182.5	182.3	182.7	182.2	182.2	182.1	182.3	182.4	182.5	182.1	186.7	188.3	189.0	189.5	190.0	189.2	189.5	189.3	189.4	189.8	189.8	190.1	190.0	190.3	
成分調整牛乳																												
	販売個数	3,127	3,177	3,151	3,162	3,091	3,189	3,131	3,154	3,174	3,225	3,190	3,254	2,989	2,793	2,845	2,737	2,698	2,962	2,928	2,927	2,964	2,923	2,877	2,950	2,927	2,964	
	販売個数前年比	84.1	86.1	87.3	87.4	87.1	85.8	86.2	87.1	87.7	89.0	88.5	86.9	77.8	72.2	74.6	73.3	73.1	78.3	74.5	78.0	78.9	77.5	77.2	78.8	75.3	76.0	
	販売単価	169.6	169.1	169.0	168.9	168.6	168.7	168.8	168.7	168.6	168.8	168.9	168.6	169.6	170.1	171.6	172.5	172.2	172.3	172.9	173.1	172.8	173.2	172.7	173.2	173.9	173.1	
加工乳																												
	販売個数	411	411	405	406	398	415	400	407	412	417	406	423	605	790	847	821	835	885	870	879	882	872	873	898	898	890	
	販売個数前年比	106.7	105.9	107.3	104.5	102.6	104.1	100.7	100.6	105.7	105.2	102.0	105.5	142.8	191.1	204.3	198.8	185.2	188.3	175.9	179.0	179.7	177.8	175.9	187.6	173.0	176.6	
	販売単価	143.0	142.6	142.1	143.2	142.5	141.4	141.9	141.1	143.5	141.5	143.1	142.7	176.3	184.9	186.3	188.3	189.7	187.1	187.7	187.6	186.9	186.0	186.1	186.2	185.7	187.8	
乳飲料																												
	販売個数	4,556	4,635	4,532	4,574	4,538	4,656	4,588	4,569	4,600	4,616	4,557	4,647	4,779	4,872	5,018	4,820	4,725	5,318	5,141	5,294	5,246	5,398	5,244	5,355	5,311	5,315	
	販売個数前年比	91.7	93.0	92.6	93.7	92.8	92.1	91.9	92.3	92.1	92.8	93.4	92.2	92.5	95.1	97.9	96.7	91.8	100.7	92.1	98.4	96.6	96.5	98.4	99.8	92.1	94.4	
	販売単価	145.2	144.6	145.0	144.9	144.9	145.2	144.7	144.8	144.2	145.0	144.5	144.6	149.6	149.8	150.5	151.1	151.4	150.5	150.6	150.6	150.8	150.7	150.6	150.8	150.6	150.8	
牛乳+成分調整牛乳																												
	販売個数	25,232	25,727	25,337	25,668	25,125	25,971	25,428	25,618	25,584	25,903	25,821	26,383	25,978	25,732	26,439	25,646	25,760	27,638	27,174	27,597	27,685	27,586	27,116	27,657	27,930	27,615	
	販売個数前年比	96.8	98.4	98.9	100.3	98.6	98.7	98.4	98.8	99.0	99.7	99.9	98.8	95.0	94.8	98.2	96.3	92.9	98.8	91.0	95.1	95.1	93.5	94.8	96.2	91.2	92.2	
	販売単価	181.5	180.6	180.8	180.6	180.9	180.5	180.5	180.4	180.6	180.7	180.8	180.5	184.7	186.3	187.1	187.7	188.1	187.4	187.7	187.6	187.6	188.0	188.0	188.3	188.3	188.5	

		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	32,588	34,690	34,762	36,003	34,993	36,426	35,526	35,479	36,093	35,345	34,905	35,618	35,204	34,606	33,455	32,843	31,315	32,229	31,374	31,061	31,207	30,395	30,509	29,857	30,697	27,987	
	販売個数前年比	89.2	92.1	93.1	97.5	97.5	99.8	94.5	94.3	99.9	102.2	100.2	99.6	103.2	101.3	100.9	100.9	97.7	100.0	99.3	100.2	99.3	99.2	100.1	100.2	96.3	103.3	
	販売単価	182.5	182.2	182.7	182.8	183.7	183.6	182.7	182.7	183.0	182.8	182.5	182.5	182.4	183.2	182.3	182.0	181.9	181.5	181.6	182.0	181.9	181.6	181.6	181.7	182.7	183.2	
牛乳	販売個数	23,777	25,226	25,395	26,360	25,719	26,820	26,067	25,980	26,357	25,747	25,281	25,909	25,425	25,147	24,618	24,074	22,921	23,543	22,916	22,662	22,833	22,320	22,424	21,947	22,826	20,903	
	販売個数前年比	90.1	92.7	93.9	98.9	98.9	100.9	95.8	95.4	101.0	103.0	100.3	99.6	103.7	103.5	103.5	102.6	98.6	100.8	99.8	100.4	99.7	100.2	100.9	100.7	97.1	104.4	
	販売単価	190.2	190.1	190.4	190.4	191.4	191.3	190.4	190.4	190.5	190.8	191.0	190.3	190.3	191.0	190.1	189.8	189.8	189.3	189.5	189.9	189.6	189.2	189.2	189.4	190.0	190.7	
成分調整牛乳	販売個数	2,847	3,059	3,042	3,128	3,036	3,114	3,075	3,093	3,120	3,151	3,187	3,142	3,166	2,888	2,564	2,745	2,654	2,739	2,700	2,653	2,678	2,575	2,597	2,538	2,576	2,269	
	販売個数前年比	72.5	75.5	75.9	78.3	78.2	80.4	76.7	77.0	84.9	116.3	134.5	107.4	94.1	79.8	72.3	79.9	79.2	81.6	82.0	82.1	82.0	80.7	82.1	82.0	77.5	83.7	
	販売単価	173.4	173.0	173.8	173.9	174.3	173.9	173.6	173.8	174.0	173.6	173.5	173.3	173.6	174.4	173.0	173.5	172.8	173.1	172.8	173.3	172.9	173.1	173.0	172.9	173.5	173.1	
加工乳	販売個数	862	905	903	923	872	917	891	887	917	912	907	936	926	940	878	819	807	796	781	773	769	730	737	723	737	643	
	販売個数前年比	168.2	176.8	174.6	180.6	179.6	190.4	172.1	166.4	181.5	147.6	146.2	160.8	183.1	182.2	182.0	174.6	178.8	178.8	182.2	182.4	183.2	168.4	178.0	181.4	180.3	189.3	
	販売単価	187.3	186.3	186.8	187.5	189.0	189.4	186.9	185.8	185.5	185.1	184.9	184.0	183.4	184.1	183.6	183.4	182.7	182.3	181.9	182.4	182.5	183.0	182.2	182.6	184.4	187.1	
乳飲料	販売個数	5,102	5,500	5,421	5,592	5,366	5,575	5,493	5,519	5,699	5,534	5,531	5,631	5,687	5,632	5,395	5,205	4,933	5,151	4,977	4,973	4,927	4,770	4,751	4,649	4,558	4,171	
	販売個数前年比	89.6	93.1	93.6	96.8	96.9	100.0	94.0	94.2	97.0	88.6	83.1	90.6	99.5	98.5	100.7	100.4	98.3	101.7	101.0	104.1	101.8	100.7	101.8	102.8	98.5	104.2	
	販売単価	150.6	150.5	151.0	151.1	151.2	151.4	150.7	150.8	150.8	151.4	150.7	151.2	151.5	152.5	151.2	150.5	150.3	149.9	150.1	150.5	150.9	150.2	150.2	150.3	150.9	151.0	
牛乳+成分調整牛乳	販売個数	26,624	28,286	28,437	29,488	28,755	29,934	29,142	29,073	29,477	28,898	28,468	29,052	28,591	28,035	27,182	26,819	25,575	26,282	25,616	25,315	25,511	24,895	25,021	24,484	25,402	23,173	
	販売個数前年比	87.8	90.5	91.6	96.2	96.2	98.3	93.3	93.1	99.0	104.3	103.2	100.4	102.5	100.4	99.5	99.7	96.2	98.4	97.6	98.1	97.5	97.7	98.5	98.4	94.7	101.9	
	販売単価	188.4	188.3	188.6	188.6	189.6	189.5	188.6	188.6	188.8	189.0	189.0	188.5	188.5	189.3	188.5	188.1	188.0	187.6	187.8	188.2	187.8	187.6	187.5	187.6	188.3	188.9	

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, HC/DS, DRUG/L, DRUG/S
- 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	26,585	31,414	31,505	30,896	30,851	30,752	31,770	31,240	31,294	31,233	31,361	31,122	32,155	32,925	32,684	32,456	32,037	33,340	33,723	35,958	34,892	35,027	35,586	34,421	34,590	36,923		
	販売個数前年比	86.2	94.3	97.7	95.8	95.8	94.5	98.5	97.1	97.6	98.1	100.6	96.0	99.0	99.8	97.7	98.8	98.0	100.0	99.3	105.0	100.6	99.5	102.2	99.1	96.7	103.6		
	販売単価	175.7	174.7	174.3	174.9	174.4	174.4	174.1	173.9	173.9	174.2	174.3	174.0	174.3	174.5	174.4	174.4	174.5	174.9	175.2	174.9	175.0	174.6	174.8	174.8	174.7	174.6		
牛乳	販売個数	19,017	22,343	22,445	22,015	21,964	21,926	22,600	22,220	22,318	22,229	22,363	22,240	22,970	23,494	23,275	23,102	22,906	24,051	24,192	25,950	25,268	25,346	25,732	24,870	25,006	26,749		
	販売個数前年比	88.7	97.6	100.7	98.6	98.6	97.3	101.3	99.5	100.2	100.6	103.3	98.9	101.5	102.5	100.0	101.4	100.4	102.9	102.6	108.7	104.4	103.5	106.2	102.8	100.2	107.6		
	販売単価	184.3	183.2	182.7	183.3	182.8	182.8	182.5	182.3	182.1	182.6	182.6	182.3	182.6	182.8	182.7	182.7	182.7	182.7	183.1	182.6	182.5	182.2	182.5	182.5	182.4	182.2		
成分調整牛乳	販売個数	3,122	3,719	3,690	3,607	3,617	3,550	3,717	3,632	3,621	3,618	3,625	3,604	3,744	3,840	3,871	3,814	3,734	3,692	3,781	3,928	3,751	3,759	3,771	3,727	3,742	3,887		
	販売個数前年比	84.5	92.8	96.2	94.4	93.2	90.3	95.5	94.2	94.3	95.3	96.9	92.8	95.7	97.1	96.2	95.8	96.4	93.9	93.8	98.0	92.5	89.6	92.3	90.6	90.1	92.5		
	販売単価	168.9	169.1	168.5	169.3	168.5	168.9	168.5	168.4	168.6	168.7	168.8	168.2	168.3	168.8	168.6	168.5	168.8	170.3	171.1	171.0	171.4	171.0	170.8	170.7	170.7	170.8		
加工乳	販売個数	311	385	388	377	388	388	399	398	405	389	397	398	401	423	413	415	413	451	470	495	491	491	491	496	479	519		
	販売個数前年比	74.4	80.7	85.5	84.5	85.8	89.6	93.2	93.1	94.2	92.6	97.3	93.4	94.8	98.9	92.8	96.3	93.5	106.9	105.1	110.7	108.3	107.3	108.0	107.4	103.3	112.2		
	販売単価	144.8	143.6	142.8	142.3	142.4	142.1	142.1	141.3	141.9	143.2	143.0	142.6	142.9	142.6	143.1	143.0	142.2	144.4	144.2	144.7	144.8	144.9	145.1	143.9	143.8	144.6		
乳飲料	販売個数	4,135	4,967	4,983	4,896	4,882	4,888	5,055	4,990	4,950	4,997	4,976	4,880	5,039	5,167	5,125	5,124	4,984	5,146	5,280	5,585	5,381	5,431	5,593	5,327	5,364	5,768		
	販売個数前年比	78.0	83.9	88.2	86.5	87.3	86.4	89.8	89.5	89.6	90.4	92.4	86.9	91.1	90.9	89.7	90.7	89.5	91.6	89.2	94.1	90.5	89.9	92.7	88.9	86.7	94.1		
	販売単価	143.7	143.4	143.2	143.6	143.6	143.5	143.3	143.0	143.3	143.1	143.3	143.3	143.4	143.6	143.4	143.5	143.9	144.0	144.7	144.8	145.1	144.4	144.6	144.8	144.7	144.5		
牛乳+成分調整牛乳	販売個数	22,139	26,061	26,135	25,622	25,580	25,476	26,317	25,852	25,939	25,847	25,988	25,844	26,714	27,334	27,146	26,917	26,640	27,743	27,973	29,878	29,020	29,105	29,502	28,598	28,748	30,636		
	販売個数前年比	88.1	96.9	100.0	98.0	97.8	96.2	100.5	98.8	99.3	99.8	102.4	98.0	100.7	101.7	99.5	100.6	99.8	101.6	101.3	107.2	102.7	101.4	104.2	101.1	98.7	105.4		
	販売単価	182.2	181.2	180.7	181.3	180.8	180.8	180.5	180.3	180.3	180.6	180.7	180.3	180.6	180.9	180.7	180.7	180.8	181.1	181.4	181.0	181.1	180.8	181.0	181.0	180.8	180.8		

		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	36,089	36,516	37,681	37,347	36,941	35,908	36,499	37,579	37,627	36,141	34,568	34,849	35,745	34,110	34,156	33,166	32,558	32,060	32,220	31,601	31,005	31,435	30,641	30,477	29,800	31,872	27,085			
	販売個数前年比	99.4	99.1	100.3	102.1	99.6	101.3	100.1	100.1	101.8	100.8	97.1	97.8	101.6	103.1	98.1	101.8	100.5	98.1	99.7	100.0	98.1	100.0	99.2	99.6	97.0	100.0	101.9			
	販売単価	175.0	175.1	175.0	175.0	175.0	176.1	175.7	175.2	175.2	176.1	176.9	177.2	176.5	176.3	176.2	175.5	175.4	175.1	175.0	175.2	175.0	175.2	174.9	175.1	174.8	175.0	176.1	176.6		
牛乳	販売個数	26,053	26,382	27,206	27,033	26,657	26,002	26,571	27,208	27,219	26,084	24,995	25,205	26,018	24,521	24,307	23,782	23,468	23,242	23,350	22,952	22,572	22,910	22,281	22,229	21,785	23,511	20,029			
	販売個数前年比	102.8	102.8	103.8	106.0	102.6	104.0	103.9	103.2	105.4	104.2	100.2	101.2	105.4	104.9	99.1	103.7	102.5	100.8	102.7	103.1	101.0	103.0	101.8	102.5	99.8	102.4	105.3			
	販売単価	182.7	182.7	182.6	182.7	182.8	183.9	183.3	183.0	182.9	183.8	185.4	186.9	185.8	185.0	185.2	184.0	183.7	183.0	182.9	183.0	182.7	182.5	183.0	182.5	182.7	183.5	184.2			
成分調整牛乳	販売個数	3,901	3,924	4,053	4,008	3,996	3,883	3,873	4,011	4,015	3,676	2,711	2,369	2,927	3,366	3,617	3,547	3,436	3,350	3,357	3,294	3,233	3,266	3,189	3,165	3,094	3,322	2,712			
	販売個数前年比	91.9	90.7	92.3	93.0	93.1	94.2	91.5	92.9	94.3	89.0	65.1	56.8	69.7	86.5	87.0	90.0	90.6	86.9	86.3	86.9	85.5	87.5	87.3	86.3	84.4	89.2	86.9			
	販売単価	170.8	171.5	171.4	171.3	171.1	172.0	171.4	171.5	171.1	173.8	175.1	168.6	166.7	170.0	170.3	169.0	169.5	169.6	169.6	170.1	169.4	169.4	169.3	169.1	169.2	169.9	170.3			
加工乳	販売個数	504	513	512	517	511	486	482	518	533	505	618	620	582	506	516	482	469	451	445	429	424	420	434	414	399	409	340			
	販売個数前年比	108.2	108.7	107.9	111.9	111.2	114.8	109.0	111.7	117.0	114.8	138.3	143.6	132.9	121.9	116.7	118.3	114.0	107.8	107.2	106.9	105.6	107.2	112.9	108.2	104.7	106.9	109.1			
	販売単価	144.4	144.3	144.5	144.4	144.6	144.3	145.0	144.0	143.9	146.3	146.2	147.1	146.0	146.9	145.4	144.0	144.9	143.7	144.5	145.6	143.9	144.2	143.1	142.0	142.6	144.9	146.8			
乳飲料	販売個数	5,631	5,697	5,910	5,790	5,777	5,538	5,573	5,842	5,860	5,876	6,245	6,654	6,218	5,718	5,716	5,356	5,185	5,017	5,067	4,926	4,777	4,839	4,738	4,668	4,522	4,630	4,004			
	販売個数前年比	89.9	89.5	91.0	91.9	90.8	93.6	89.7	91.6	91.3	94.0	102.8	108.7	105.9	105.4	100.5	101.0	97.6	94.1	96.3	96.1	94.2	95.8	95.8	95.7	93.5	96.8	96.8			
	販売単価	145.0	145.1	144.8	144.5	144.6	144.8	144.8	144.1	144.9	146.0	146.7	146.5	145.2	145.1	144.6	144.6	144.7	145.0	144.9	145.2	145.1	145.4	144.8	144.9	144.9	145.8	145.7			
牛乳+成分調整牛乳	販売個数	29,954	30,306	31,259	31,041	30,653	29,885	30,445	31,219	31,234	29,760	27,705	27,575	28,945	27,887	27,924	27,328	26,904	26,592	26,707	26,246	25,804	26,176	25,470	25,394	24,880	26,834	22,741			
	販売個数前年比	101.2	101.0	102.1	104.1	101.2	102.6	102.1	101.7	103.9	102.0	95.2	94.8	100.2	102.3	97.4	101.7	100.8	98.8	100.3	100.7	98.7	100.8	99.7	100.2	97.5	100.5	102.7			
	販売単価	181.2	181.2	181.2	181.2	181.2	182.4	181.8	181.5	181.4	182.6	184.4	185.3	183.9	183.2	183.2	182.1	181.8	181.3	181.3	181.3	181.1	180.8	181.2	180.8	181.0	181.8	182.5			

牛乳類販売状況の推移 週次

2017年(平成29年)分データ

- IDX: 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, HC/DS, DRUG/L, DRUG/S
- 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	30,845	33,295	32,237	32,259	32,208	32,559	32,255	32,179	32,076	31,836	31,183	32,416	32,492	33,000	33,447	32,849	32,703	33,342	33,969	34,256	34,668	35,186	34,809	34,750	35,768	35,646
	販売個数前年比	93.5	101.2	99.7	99.9	100.4	101.5	98.8	99.4	98.7	98.5	97.6	98.6	99.1	99.0	100.2	96.9	98.3	95.5	96.2	97.1	96.1	98.9	96.8	96.2	98.5	99.0
	販売単価	176.1	175.3	175.2	174.9	175.0	175.0	174.8	174.5	174.6	174.7	175.0	174.7	174.9	175.1	175.0	175.3	175.0	175.8	175.0	174.6	175.1	174.9	174.8	174.8	174.8	174.7
牛乳	販売個数	21,433	22,892	22,296	22,330	22,285	22,539	22,306	22,324	22,282	22,094	21,644	22,491	22,624	22,931	23,263	22,786	22,817	23,372	23,576	23,867	24,215	24,493	24,237	24,182	24,961	24,851
	販売個数前年比	93.7	100.8	99.8	100.4	100.0	101.7	98.7	99.7	98.5	98.3	96.9	97.5	98.5	98.1	99.5	96.2	97.8	95.2	95.5	97.1	96.4	98.9	97.3	96.5	99.1	99.6
	販売単価	185.5	184.9	184.6	184.2	184.4	184.3	184.3	183.9	183.9	184.1	184.4	184.1	184.1	184.4	184.2	184.5	184.2	184.9	184.2	183.7	184.1	183.9	183.8	183.8	183.8	183.7
成分調整牛乳	販売個数	3,692	4,009	3,836	3,822	3,881	3,931	3,892	3,854	3,840	3,795	3,742	3,882	3,913	3,956	4,025	3,981	3,876	3,930	4,029	4,009	4,053	4,197	4,087	4,112	4,154	4,203
	販売個数前年比	96.5	103.0	99.6	99.5	104.1	103.2	101.2	101.6	102.8	101.9	103.2	106.1	105.7	106.2	106.7	106.5	104.5	104.5	103.4	100.1	99.2	101.5	98.9	99.3	99.4	101.2
	販売単価	170.2	169.9	169.9	169.5	168.9	169.0	168.3	168.4	168.7	169.1	169.3	169.1	169.1	169.9	169.4	169.5	169.3	169.9	169.9	169.6	170.3	169.7	169.9	169.9	170.3	169.7
加工乳	販売個数	419	478	454	446	453	433	428	427	430	420	408	426	423	428	445	430	442	422	447	447	453	457	454	462	463	463
	販売個数前年比	85.3	96.5	94.3	93.4	97.1	90.3	89.2	89.6	90.6	90.4	87.2	89.6	85.8	90.5	92.8	87.5	92.8	86.0	89.2	90.2	88.0	90.7	87.7	90.4	90.7	92.1
	販売単価	144.2	144.3	143.4	143.0	143.4	143.0	142.6	142.1	141.6	142.2	143.2	142.9	143.2	144.6	143.4	144.1	142.9	145.0	143.1	143.2	143.8	143.4	143.6	144.0	142.6	142.7
乳飲料	販売個数	5,300	5,917	5,651	5,661	5,590	5,655	5,630	5,574	5,524	5,526	5,388	5,617	5,531	5,685	5,713	5,652	5,568	5,619	5,918	5,933	5,947	6,038	6,031	5,994	6,189	6,130
	販売個数前年比	91.4	101.8	99.8	98.8	99.4	100.7	98.6	97.7	97.6	97.5	97.6	98.6	98.3	98.4	99.4	94.2	96.9	91.8	95.2	95.8	93.6	97.5	94.3	93.7	96.2	95.9
	販売単価	145.0	144.5	144.4	144.3	144.3	144.5	144.0	143.7	143.9	143.6	143.7	143.5	143.7	143.7	144.0	144.3	144.0	144.4	143.8	143.6	144.1	144.0	144.1	144.1	144.1	144.0
牛乳+成分調整牛乳	販売個数	25,126	26,901	26,132	26,152	26,166	26,470	26,198	26,178	26,122	25,890	25,387	26,373	26,537	26,887	27,289	26,767	26,693	27,302	27,604	27,876	28,268	28,690	28,324	28,294	29,116	29,054
	販売個数前年比	94.1	101.1	99.8	100.3	100.6	101.9	99.1	99.9	99.1	98.8	97.8	98.7	99.5	99.2	100.5	97.6	98.7	96.4	96.6	97.5	96.8	99.3	97.5	96.9	99.2	99.8
	販売単価	183.2	182.6	182.4	182.1	182.1	182.0	181.9	181.6	181.7	181.9	182.1	181.9	181.9	182.3	182.0	182.3	182.0	182.8	182.2	181.7	182.2	181.9	181.8	181.8	181.9	181.7

		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	36,321	36,838	37,576	36,577	37,105	35,464	36,457	37,528	36,943	35,856	35,619	35,626	35,182	33,100	34,805	32,594	32,404	32,669	32,307	31,590	31,605	31,423	30,875	30,614	30,722	31,858	
	販売個数前年比	97.5	102.6	100.5	98.4	97.9	96.8	93.1	98.0	98.0	95.3	99.5	99.8	97.0	94.1	100.6	95.7	96.6	99.1	99.3	97.2	99.7	99.3	98.3	99.0	93.9	106.6	
	販売単価	175.0	175.3	175.3	175.1	175.5	176.5	175.3	175.3	175.0	174.7	175.1	174.7	174.5	175.0	174.5	175.0	174.6	174.4	174.3	174.4	174.3	174.2	174.2	174.3	174.5	175.7	
牛乳	販売個数	25,347	25,675	26,219	25,507	25,991	25,002	25,571	26,370	25,814	25,040	24,934	24,899	24,677	23,372	24,517	22,943	22,887	23,066	22,741	22,270	22,355	22,246	21,896	21,688	21,837	22,969	
	販売個数前年比	98.1	102.8	100.7	98.6	98.6	97.2	93.8	98.8	98.4	96.1	100.4	100.3	97.8	95.0	101.5	96.4	97.8	100.0	100.1	97.9	100.8	100.4	99.7	100.1	95.5	107.8	
	販売単価	184.1	184.4	184.3	184.3	184.4	185.6	184.5	184.3	184.2	183.9	184.1	183.8	183.6	183.7	183.3	183.8	183.4	183.1	183.1	183.0	183.0	182.8	182.7	182.8	183.0	183.8	
成分調整牛乳	販売個数	4,246	4,328	4,392	4,310	4,293	4,120	4,233	4,318	4,257	4,128	4,164	4,174	4,198	3,889	4,156	3,940	3,794	3,853	3,888	3,791	3,779	3,732	3,652	3,666	3,668	3,723	
	販売個数前年比	100.2	106.6	102.7	102.8	98.2	100.0	93.2	99.5	99.0	97.4	100.7	102.8	101.3	97.8	104.5	99.2	98.9	102.2	104.0	101.8	103.6	103.3	100.2	102.7	95.7	109.0	
	販売単価	170.3	170.6	170.5	170.1	170.6	170.8	170.0	170.4	170.4	170.3	170.1	170.0	168.5	170.1	169.2	169.2	169.6	169.1	169.1	169.2	168.9	168.6	169.0	168.5	168.5	169.6	
加工乳	販売個数	466	472	474	462	460	423	442	463	455	440	447	432	438	415	442	408	411	418	415	401	402	391	384	383	381	383	
	販売個数前年比	89.1	93.8	91.4	88.7	88.2	86.2	84.6	89.2	88.4	86.0	96.8	94.6	93.4	84.6	93.2	91.5	95.8	101.9	99.5	96.8	101.5	96.6	97.5	97.9	95.9	105.0	
	販売単価	143.1	144.6	144.0	142.7	143.9	144.9	143.8	143.8	143.1	143.7	143.1	144.3	143.0	143.8	143.2	143.6	142.7	143.5	142.5	143.3	142.2	143.0	142.7	142.4	142.7	143.5	
乳飲料	販売個数	6,262	6,364	6,491	6,298	6,361	5,918	6,211	6,377	6,417	6,248	6,074	6,122	5,869	5,424	5,690	5,302	5,311	5,332	5,262	5,128	5,070	5,053	4,943	4,877	4,836	4,782	
	販売個数前年比	94.0	100.1	98.8	95.8	95.3	94.1	91.0	94.4	96.3	91.8	95.0	96.5	91.0	88.7	94.7	90.9	90.8	92.9	93.0	91.5	92.5	92.1	91.8	92.1	86.0	99.7	
	販売単価	144.0	144.0	144.4	143.9	144.3	144.4	143.6	143.6	143.6	143.3	144.0	143.5	143.2	143.3	143.1	143.4	143.1	143.0	142.9	143.2	142.9	142.8	142.8	143.1	143.2	143.9	
牛乳+成分調整牛乳	販売個数	29,593	30,003	30,611	29,816	30,284	29,122	29,804	30,687	30,071	29,168	29,098	29,072	28,875	27,261	28,673	26,883	26,681	26,919	26,630	26,061	26,134	25,978	25,548	25,354	25,505	26,693	
	販売個数前年比	98.4	103.3	101.0	99.2	98.6	97.6	93.7	98.9	98.5	96.2	100.5	100.6	98.3	95.4	101.9	96.8	97.9	100.3	100.6	98.4	101.2	100.8	99.7	100.5	95.6	108.0	
	販売単価	182.1	182.4	182.3	182.2	182.5	183.5	182.4	182.4	182.2	182.0	182.1	181.8	181.4	181.7	181.2	181.7	181.4	181.1	181.0	180.9	180.7	180.7	180.8	180.7	180.9	181.8	

牛乳類販売状況の推移 週次

2016年(平成28年)分データ

- IDX: 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/L, SM/S, ミニSM, CVS, HC/DS, DRUG/L, DRUG/S
- 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																											
		1.4-	1.11-	1.18-	1.25-	2.1-	2.8-	2.15-	2.22-	2.29-	3.7-	3.14-	3.21-	3.28-	4.4-	4.11-	4.18-	4.25-	5.2-	5.9-	5.16-	5.23-	5.30-	6.6-	6.13-	6.20-	6.27-		
トータル	販売個数	32,991	32,910	32,339	32,290	32,095	32,068	32,631	32,377	32,494	32,333	31,957	32,892	32,793	33,346	33,379	33,907	33,271	34,931	35,295	35,275	36,079	35,590	35,969	36,113	36,309	36,010		
	販売個数前年比	98.6	98.3	97.5	97.8	97.8	94.9	97.9	96.8	97.5	97.1	96.6	95.7	93.1	97.6	98.3	97.4	95.3	96.0	97.2	98.1	95.4	96.5	100.5	98.8	99.2	100.3		
	販売単価	176.1	176.0	176.1	175.8	175.7	176.7	175.6	175.5	175.3	175.7	175.7	176.4	176.6	176.5	175.9	176.2	176.5	175.4	175.7	175.8	175.5	175.4	175.4	175.4	175.3	175.1		
牛乳	販売個数	22,878	22,710	22,346	22,241	22,276	22,165	22,592	22,398	22,626	22,474	22,344	23,060	22,971	23,372	23,377	23,675	23,337	24,561	24,683	24,580	25,126	24,755	24,920	25,059	25,186	24,961		
	販売個数前年比	99.4	99.0	98.1	98.1	99.0	96.0	98.9	97.8	98.8	98.3	97.7	96.6	94.3	99.7	100.4	99.5	97.0	98.7	99.3	100.3	97.4	98.5	102.5	100.8	101.3	102.2		
	販売単価	185.5	185.5	185.4	185.3	185.0	186.2	185.1	185.0	184.5	185.1	184.9	184.8	185.6	185.6	185.5	185.1	185.3	185.6	184.6	184.9	185.0	184.7	185.0	184.9	184.7	184.6		
成分調整牛乳	販売個数	3,825	3,892	3,850	3,840	3,729	3,809	3,848	3,795	3,735	3,725	3,626	3,657	3,702	3,726	3,774	3,739	3,709	3,761	3,897	4,004	4,086	4,135	4,133	4,143	4,179	4,152		
	販売個数前年比	99.1	99.4	101.1	99.5	98.9	96.8	99.2	96.8	98.3	96.4	95.4	95.4	93.5	95.1	94.9	91.5	92.4	88.9	92.8	95.9	93.1	96.6	98.9	96.2	96.5	98.6		
	販売単価	170.3	170.1	170.0	169.8	170.0	170.3	169.7	169.6	169.7	169.9	169.5	170.1	170.5	170.9	170.7	170.7	170.1	171.0	169.7	169.7	169.8	169.2	169.2	169.2	169.3	169.0		
加工乳	販売個数	491	495	481	477	466	480	480	477	474	465	468	475	494	473	480	492	476	490	501	496	515	504	518	511	511	503		
	販売個数前年比	70.9	72.1	70.9	69.7	69.9	69.1	71.7	70.2	74.7	72.2	83.4	83.3	87.7	88.5	89.2	90.4	88.9	87.3	89.1	88.9	88.3	87.3	91.0	88.3	91.2	89.7		
	販売単価	145.7	145.2	145.2	145.0	146.0	144.6	144.6	144.8	145.0	144.9	145.0	145.6	143.3	146.1	145.1	145.5	145.6	146.3	144.9	145.5	145.9	145.7	145.8	145.9	145.4	145.4		
乳飲料	販売個数	5,796	5,814	5,662	5,732	5,624	5,615	5,712	5,707	5,659	5,669	5,519	5,700	5,626	5,775	5,748	6,002	5,749	6,119	6,214	6,195	6,352	6,196	6,398	6,400	6,433	6,395		
	販売個数前年比	98.2	98.2	95.9	98.5	95.8	92.5	96.5	95.7	94.1	95.8	94.2	93.4	88.4	91.9	93.1	94.1	91.0	91.4	92.8	92.0	89.9	90.0	95.4	94.1	93.7	95.6		
	販売単価	145.3	145.6	146.0	145.5	145.0	145.9	144.8	144.9	144.9	145.0	144.8	145.2	145.8	146.3	146.2	145.4	145.8	145.7	145.0	145.1	145.2	145.1	144.5	144.6	144.8	144.4		
牛乳+成分調整牛乳	販売個数	26,704	26,601	26,196	26,081	26,005	25,973	26,439	26,193	26,361	26,198	25,971	26,718	26,673	27,098	27,151	27,413	27,046	28,322	28,579	28,584	29,212	28,890	29,053	29,202	29,365	29,113		
	販売個数前年比	99.3	99.0	98.6	98.3	99.0	96.1	98.9	97.7	98.7	98.0	97.4	96.4	94.2	99.0	99.6	98.3	96.4	97.3	98.3	99.7	96.8	98.3	101.9	100.1	100.6	101.7		
	販売単価	183.3	183.2	183.2	183.1	182.9	183.9	182.9	182.8	182.4	182.9	182.8	182.8	183.5	183.6	183.4	183.1	183.2	183.7	182.6	182.8	182.9	182.5	182.8	182.7	182.5	182.4		

		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	37,259	35,901	37,392	37,159	37,914	36,629	39,155	38,300	37,716	37,625	35,811	35,691	36,286	35,176	34,611	34,044	33,528	32,982	32,538	32,497	31,701	31,660	31,394	30,912	32,710	29,886
	販売個数前年比	102.8	95.7	96.6	95.7	97.3	96.8	102.1	101.7	100.2	102.1	101.3	97.6	100.4	101.2	98.1	97.2	98.8	98.5	96.8	100.1	96.9	98.5	99.1	97.0	104.6	108.1
	販売単価	175.7	175.5	175.4	175.7	176.0	177.1	175.7	175.9	175.4	175.5	175.5	175.3	175.2	175.6	175.7	175.8	175.1	174.9	174.9	174.4	174.8	174.4	174.6	174.7	175.7	177.0
牛乳	販売個数	25,839	24,979	26,029	25,872	26,348	25,727	27,264	26,684	26,233	26,069	24,824	24,830	25,225	24,598	24,151	23,790	23,413	23,061	22,724	22,756	22,180	22,156	21,969	21,658	22,859	21,310
	販売個数前年比	104.9	97.2	97.9	97.2	99.6	99.1	104.5	103.9	102.1	104.0	103.0	99.4	102.3	103.4	100.5	99.4	100.8	100.7	98.8	102.7	98.9	100.4	101.3	98.8	105.0	109.1
	販売単価	185.2	184.9	184.7	185.2	185.5	186.4	185.1	185.3	184.7	185.0	185.0	184.7	184.6	184.7	184.9	185.1	184.4	184.0	184.0	183.5	183.9	183.5	183.8	183.9	184.8	185.7
成分調整牛乳	販売個数	4,237	4,061	4,279	4,193	4,372	4,119	4,541	4,338	4,302	4,239	4,135	4,062	4,144	3,976	3,975	3,971	3,836	3,770	3,739	3,723	3,646	3,612	3,645	3,570	3,831	3,415
	販売個数前年比	99.4	94.3	96.9	93.2	95.2	92.8	98.9	98.5	97.7	98.2	97.2	93.9	97.7	97.4	94.4	94.9	95.7	95.0	92.9	94.4	93.4	95.1	96.4	94.4	103.8	107.7
	販売単価	169.9	169.6	169.5	169.6	169.6	170.3	169.0	170.1	169.5	170.0	169.7	169.2	169.3	169.8	169.7	168.8	168.8	168.6	168.3	167.9	168.4	167.8	167.5	167.8	168.2	169.1
加工乳	販売個数	524	503	518	521	521	491	522	519	515	512	461	456	469	490	474	446	429	411	417	415	396	405	394	391	397	364
	販売個数前年比	90.1	86.2	84.4	85.8	82.9	81.4	84.4	85.9	87.3	88.1	83.5	81.8	81.4	90.9	86.2	83.3	83.6	81.1	82.0	83.0	79.5	83.6	79.9	80.9	88.2	91.3
	販売単価	145.6	145.2	144.9	145.1	145.8	146.0	146.5	145.9	145.1	145.0	142.4	142.0	142.0	139.6	140.2	141.3	141.1	141.9	141.9	141.3	141.9	141.7	142.1	141.5	143.5	143.4
乳飲料	販売個数	6,658	6,357	6,566	6,574	6,673	6,292	6,828	6,759	6,665	6,806	6,391	6,342	6,448	6,112	6,011	5,836	5,850	5,741	5,657	5,603	5,479	5,486	5,386	5,294	5,622	4,797
	販売個数前年比	98.6	91.9	92.8	92.5	91.7	92.0	96.8	96.9	95.5	98.9	99.3	94.5	96.4	96.0	92.8	91.6	94.8	94.1	93.0	95.7	93.1	94.7	94.3	92.9	104.6	105.5
	販売単価	145.0	144.8	144.9	144.7	145.0	146.0	144.8	145.0	145.2	144.8	144.9	144.5	144.8	145.7	145.5	145.3	144.6	144.9	145.0	144.4	144.6	144.5	144.4	144.4	145.9	146.8
牛乳+成分調整牛乳	販売個数	30,077	29,040	30,307	30,065	30,720	29,847	31,805	31,022	30,535	30,307	28,958	28,892	29,369	28,574	28,126	27,761	27,248	26,831	26,463	26,479	25,826	25,768	25,614	25,227	26,690	24,726
	販売個数前年比	104.1	96.8	97.8	96.6	98.9	98.2	103.7	103.1	101.5	103.1	102.1	98.6	101.7	102.6	99.6	98.8	100.0	99.8	98.0	101.5	98.1	99.6	100.6	98.2	104.8	108.9
	販売単価	183.0	182.7	182.5	183.0	183.2	184.1	182.8	183.2	182.5	182.9	182.8	182.6	182.4	182.6	182.7	182.8	182.2	181.9	181.8	181.3	181.7	181.3	181.5	181.6	182.4	183.4

牛乳類販売状況の推移 週次

2015年(平成27年)分データ

- IDX: 04SRI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, HC/DS, DRUG/L, DRUG/S
- 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	33,476	33,471	33,158	33,028	32,801	33,777	33,319	33,450	33,342	33,298	33,082	34,379	35,242	34,177	33,973	34,809	34,912	36,377	36,326	35,967	37,833	36,867	35,775	36,541	36,617	35,888
	販売個数前年比	98.4	97.7	96.3	96.4	96.8	94.9	95.7	97.5	98.8	98.7	98.7	97.7	102.1	97.9	96.4	99.6	101.0	99.9	99.2	97.5	99.4	97.6	94.4	97.7	96.9	94.0
	販売単価	170.3	170.0	169.8	169.8	169.8	169.6	169.7	169.6	170.2	169.9	170.3	170.6	172.4	174.3	174.6	175.2	176.1	176.2	175.7	175.9	175.9	175.9	175.8	175.8	176.0	175.9
牛乳	販売個数	23,020	22,948	22,769	22,666	22,493	23,080	22,851	22,891	22,896	22,872	22,860	23,874	24,353	23,442	23,280	23,799	24,049	24,891	24,866	24,498	25,794	25,124	24,321	24,850	24,861	24,424
	販売個数前年比	101.5	100.9	99.1	99.5	100.0	97.0	97.7	99.4	101.6	101.3	102.0	100.9	105.2	100.6	98.3	101.1	103.5	102.1	101.2	99.0	100.4	98.8	95.4	98.9	98.0	95.5
	販売単価	179.5	179.3	179.0	179.1	179.1	179.0	179.1	179.0	179.4	179.1	179.4	179.4	181.5	183.6	184.1	184.9	185.9	186.0	185.4	185.9	185.9	185.8	185.9	185.9	186.3	186.0
成分調整牛乳	販売個数	3,860	3,914	3,809	3,859	3,768	3,935	3,878	3,919	3,799	3,864	3,801	3,833	3,960	3,917	3,979	4,088	4,013	4,231	4,199	4,174	4,388	4,281	4,180	4,308	4,330	4,211
	販売個数前年比	95.0	94.2	92.0	91.6	91.0	92.2	93.7	98.3	96.6	96.1	94.6	93.5	97.1	91.8	93.6	98.5	96.9	98.6	94.7	95.8	98.8	97.8	92.8	96.4	98.2	93.0
	販売単価	165.5	165.1	165.2	164.4	165.0	164.5	164.7	164.2	165.4	164.8	165.5	166.3	167.8	169.5	169.1	169.1	169.7	170.4	170.5	170.7	170.6	170.8	170.6	170.0	170.1	169.9
加工乳	販売個数	693	687	678	685	667	694	670	678	635	644	561	570	563	535	538	544	535	561	563	558	584	577	570	579	560	560
	販売個数前年比	83.3	84.2	81.2	88.5	86.9	85.1	89.9	93.4	88.4	88.3	75.5	76.2	75.3	71.3	68.3	72.4	71.9	69.2	71.3	65.8	71.1	65.7	65.3	69.4	62.1	67.3
	販売単価	133.4	134.2	133.4	134.1	134.0	133.5	134.0	134.2	138.0	137.2	138.4	138.7	140.9	143.7	142.8	144.1	143.7	144.6	143.6	144.1	144.0	144.6	143.4	143.2	144.2	142.8
乳飲料	販売個数	5,904	5,922	5,902	5,818	5,872	6,068	5,920	5,961	6,012	5,917	5,861	6,101	6,366	6,283	6,176	6,378	6,315	6,694	6,699	6,737	7,067	6,886	6,705	6,804	6,866	6,692
	販売個数前年比	91.5	90.4	90.9	89.5	90.6	90.4	90.5	91.0	91.8	92.4	92.3	91.1	97.5	95.3	94.8	97.9	98.2	96.6	98.2	96.9	99.1	97.0	95.4	97.4	96.5	92.4
	販売単価	141.8	141.6	141.3	141.5	141.1	141.1	140.9	141.0	141.4	141.3	141.2	141.5	143.1	144.8	145.1	145.3	145.9	145.8	145.5	145.4	145.5	145.4	145.2	145.1	145.4	145.7
牛乳+成分調整牛乳	販売個数	26,880	26,862	26,577	26,525	26,261	27,015	26,729	26,810	26,695	26,736	26,661	27,707	28,313	27,359	27,259	27,887	28,062	29,121	29,065	28,672	30,182	29,404	28,501	29,159	29,191	28,635
	販売個数前年比	100.5	99.9	98.0	98.3	98.6	96.3	97.1	99.2	100.9	100.5	100.9	99.8	104.0	99.2	97.6	100.7	102.5	101.6	100.2	98.5	100.2	98.6	95.0	98.5	98.0	95.1
	販売単価	177.5	177.2	177.1	176.9	177.1	176.9	177.0	176.8	177.4	177.0	177.4	177.6	179.6	181.6	181.9	182.6	183.6	183.7	183.3	183.7	183.7	183.6	183.6	183.6	183.9	183.6

		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	36,238	37,495	38,689	38,839	38,954	37,838	38,348	37,659	37,653	36,854	35,346	36,579	36,156	34,768	35,266	35,016	33,922	33,478	33,611	32,452	32,705	32,145	31,667	31,876	31,283	27,654
	販売個数前年比	93.7	98.8	96.1	99.2	101.4	100.0	96.3	97.4	98.0	99.1	93.5	97.0	94.8	93.4	101.2	100.5	99.9	97.8	98.7	100.2	97.6	98.6	98.8	100.3	97.7	98.5
	販売単価	176.0	176.5	176.4	176.4	176.6	177.1	176.3	176.3	176.0	176.0	175.9	176.0	175.6	175.8	175.8	175.6	175.6	175.8	175.6	175.8	175.7	175.2	175.6	175.5	176.5	177.9
牛乳	販売個数	24,637	25,686	26,583	26,627	26,454	25,960	26,085	25,676	25,686	25,072	24,104	24,983	24,647	23,779	24,032	23,927	23,231	22,903	22,991	22,155	22,420	22,071	21,682	21,915	21,768	19,538
	販売個数前年比	94.9	100.9	98.2	101.1	102.5	101.1	97.0	98.8	99.3	100.4	94.6	98.5	95.7	94.7	101.8	101.3	101.1	98.4	99.2	100.4	98.5	99.2	98.9	100.7	98.4	98.9
	販売単価	186.1	186.5	186.2	186.3	186.9	187.1	186.6	186.4	185.9	186.1	185.8	186.0	185.5	185.7	185.8	185.4	185.3	185.5	185.4	185.7	185.4	185.0	185.4	185.2	185.7	186.9
成分調整牛乳	販売個数	4,264	4,307	4,416	4,499	4,593	4,439	4,592	4,406	4,401	4,317	4,255	4,326	4,241	4,083	4,210	4,183	4,006	3,969	4,026	3,943	3,904	3,797	3,780	3,781	3,691	3,171
	販売個数前年比	93.3	94.8	92.7	97.5	100.8	99.8	98.5	97.2	98.8	98.8	95.1	98.8	95.1	92.9	102.7	102.4	100.6	100.5	101.7	105.3	100.2	100.5	102.4	103.9	100.3	100.2
	販売単価	170.1	170.8	170.6	170.1	171.8	171.7	171.2	171.3	171.4	170.8	170.0	170.3	170.2	170.6	169.7	169.8	169.7	170.1	169.8	169.4	169.6	169.2	169.6	169.4	170.4	170.5
加工乳	販売個数	581	583	614	607	629	603	618	605	590	581	553	558	576	539	550	536	514	506	509	500	498	485	493	484	450	399
	販売個数前年比	64.4	67.0	69.9	68.2	71.7	72.2	69.9	69.4	68.9	68.9	63.6	66.4	66.7	65.1	73.3	71.0	67.6	68.1	66.3	69.1	69.7	69.9	72.7	70.1	69.5	75.2
	販売単価	143.2	143.6	143.4	144.0	143.4	145.1	144.2	144.4	144.7	144.6	144.6	146.0	145.0	144.6	144.9	144.1	144.5	144.9	144.5	144.3	144.6	143.9	144.4	144.7	146.6	147.0
乳飲料	販売個数	6,756	6,919	7,075	7,106	7,278	6,836	7,052	6,972	6,976	6,884	6,434	6,712	6,692	6,367	6,474	6,371	6,172	6,099	6,085	5,854	5,883	5,791	5,712	5,696	5,374	4,547
	販売個数前年比	93.1	97.6	93.9	97.2	101.4	99.3	95.6	95.9	96.5	98.1	92.1	94.3	95.1	92.7	101.4	99.7	99.1	97.4	99.1	100.0	95.9	98.9	99.3	100.1	96.6	98.6
	販売単価	145.5	146.0	145.8	145.9	145.0	145.5	144.6	145.0	145.2	145.4	145.3	145.1	144.9	144.9	145.3	145.2	145.3	145.6	145.2	145.0	145.2	144.5	144.7	144.9	145.6	147.0
牛乳+成分調整牛乳	販売個数	28,901	29,993	30,999	31,126	31,047	30,399	30,677	30,082	30,087	29,389	28,359	29,309	28,888	27,861	28,242	28,110	27,237	26,873	27,017	26,098	26,324	25,868	25,462	25,696	25,458	22,709
	販売個数前年比	94.7	100.0	97.4	100.6	102.2	100.9	97.2	98.6	99.2	100.2	94.7	98.6	95.6	94.4	101.9	101.4	101.0	98.7	99.6	101.1	98.8	99.3	99.4	101.2	98.6	99.1
	販売単価	183.8	184.2	184.0	184.0	184.7	184.8	184.3	184.2	183.7	183.8	183.5	183.7	183.3	183.5	183.4	183.1	183.0	183.2	183.0	183.2	183.1	182.7	183.1	182.9	183.5	184.6

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、HC/DS、DRUG/L、DRUG/S
- 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

		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	34,021	34,270	34,436	34,272	33,879	35,581	34,812	34,300	33,731	33,742	33,520	35,203	34,508	34,921	35,240	34,957	34,558	36,412	36,630	36,897	38,072	37,789	37,888	37,409	37,804	38,173
	販売個数前年比	99.6	99.2	101.5	99.3	100.8	102.3	103.1	99.4	98.0	97.0	97.1	101.6	96.9	99.1	98.8	102.0	100.5	98.1	99.0	96.9	102.1	98.7	97.1	98.5	98.9	97.2
	販売単価	169.4	168.8	168.8	168.8	169.3	169.7	169.4	168.5	168.4	169.0	169.3	169.1	169.5	169.2	169.3	169.3	169.9	169.4	169.3	169.2	169.2	169.2	169.1	169.5	169.3	169.4
牛乳	販売個数	22,675	22,750	22,965	22,786	22,491	23,785	23,383	23,036	22,533	22,588	22,408	23,659	23,154	23,313	23,688	23,542	23,239	24,383	24,583	24,741	25,681	25,436	25,484	25,122	25,379	25,569
	販売個数前年比	97.8	97.2	99.8	97.5	99.8	101.4	103.0	98.5	97.3	96.2	96.0	100.7	95.8	97.9	98.5	101.4	99.1	97.0	97.7	96.3	101.5	98.4	96.5	97.8	97.9	96.5
	販売単価	179.4	178.8	178.5	178.6	179.3	179.5	179.0	178.2	178.3	178.8	179.3	178.8	179.3	179.0	178.7	178.9	179.9	179.3	178.8	179.0	178.9	179.0	178.7	179.2	179.2	179.3
成分調整牛乳	販売個数	4,063	4,152	4,142	4,210	4,140	4,268	4,140	3,985	3,931	4,020	4,018	4,101	4,080	4,268	4,249	4,148	4,142	4,291	4,434	4,358	4,443	4,375	4,504	4,468	4,408	4,528
	販売個数前年比	98.4	96.9	101.8	100.0	98.1	98.9	99.4	96.3	94.3	93.6	93.9	99.5	95.1	100.4	98.5	101.1	101.7	96.5	101.0	96.7	102.3	98.6	98.7	100.4	102.1	97.2
	販売単価	165.3	164.9	164.8	164.3	164.7	165.1	164.7	164.0	164.6	164.8	164.7	165.1	165.5	164.4	164.7	165.0	165.1	165.0	165.0	165.0	164.8	165.1	164.4	164.9	164.8	164.9
加工乳	販売個数	831	816	836	774	768	816	745	726	718	730	743	749	747	750	788	751	745	811	788	848	820	878	872	834	903	832
	販売個数前年比	83.1	80.5	84.8	76.0	78.1	83.9	82.4	76.3	77.9	73.8	77.5	78.7	76.5	76.2	73.9	82.2	78.7	82.0	86.6	87.0	90.3	92.3	94.0	89.2	98.2	91.3
	販売単価	129.9	130.5	129.9	133.5	133.3	133.3	132.8	132.7	134.4	135.1	133.3	136.4	134.8	135.2	134.1	135.8	136.6	134.2	135.6	132.4	135.5	132.4	132.8	134.7	130.6	135.0
乳飲料	販売個数	6,453	6,552	6,494	6,502	6,480	6,713	6,545	6,552	6,549	6,405	6,351	6,694	6,526	6,590	6,515	6,515	6,433	6,926	6,825	6,951	7,128	7,099	7,027	6,985	7,115	7,244
	販売個数前年比	110.3	111.9	110.5	109.5	110.4	111.2	109.1	108.6	106.5	106.6	107.2	109.9	105.8	106.4	104.4	108.2	109.0	106.0	104.1	100.5	105.9	100.8	98.8	101.4	100.9	100.7
	販売単価	142.0	141.5	141.9	141.5	142.0	142.4	142.1	141.1	140.7	141.0	141.0	140.8	141.5	141.4	141.9	141.4	141.0	141.0	141.6	141.3	141.2	141.1	141.9	142.0	141.8	141.0
牛乳+成分調整牛乳	販売個数	26,737	26,902	27,106	26,996	26,631	28,052	27,523	27,022	26,464	26,608	26,426	27,760	27,234	27,581	27,937	27,690	27,380	28,674	29,017	29,098	30,124	29,812	29,989	29,590	29,787	30,097
	販売個数前年比	97.9	97.1	100.1	97.9	99.5	101.0	102.4	98.2	96.8	95.8	95.7	100.5	95.7	98.3	98.5	101.3	99.5	96.9	98.2	96.4	101.6	98.5	96.8	98.2	98.5	96.6
	販売単価	177.3	176.6	176.4	176.4	177.0	177.3	176.9	176.1	176.2	176.7	177.1	176.8	177.2	176.7	176.6	176.8	177.6	177.2	176.7	176.9	176.8	177.0	176.6	177.0	177.0	177.2

		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	38,173	38,695	37,958	40,239	39,148	38,423	37,855	39,829	38,646	38,406	37,196	37,806	37,692	38,129	37,215	34,842	34,857	33,953	34,227	34,048	32,397	33,505	32,589	32,056	31,779	32,021	28,066
	販売個数前年比	97.2	95.9	92.8	100.1	98.7	95.4	92.6	95.5	94.4	96.5	91.4	95.7	95.3	98.0	96.1	93.3	95.1	97.5	96.1	98.2	94.7	97.7	97.0	95.4	98.0	96.1	96.5
	販売単価	169.4	169.7	169.6	169.7	170.0	170.3	170.8	170.2	169.9	169.9	170.0	169.7	169.7	169.8	170.1	169.6	169.5	169.6	169.7	169.5	169.9	169.5	169.5	169.9	169.7	170.5	172.0
牛乳	販売個数	25,569	25,959	25,455	27,064	26,335	25,816	25,686	26,905	25,976	25,861	24,966	25,472	25,352	25,765	25,120	23,610	23,626	22,981	23,270	23,181	22,073	22,758	22,260	21,931	21,757	22,131	19,761
	販売個数前年比	96.5	95.0	92.0	99.2	97.6	94.9	91.6	95.3	93.7	95.9	90.3	94.9	94.6	97.6	97.4	94.9	97.2	99.3	98.3	101.1	97.1	100.1	99.7	98.6	100.4	98.4	98.9
	販売単価	179.3	179.6	179.4	179.6	180.0	180.5	180.7	179.9	179.6	179.5	179.8	179.3	179.5	179.4	179.6	179.2	179.1	179.3	179.1	178.7	179.2	179.1	178.8	179.2	178.9	179.6	180.9
成分調整牛乳	販売個数	4,528	4,573	4,543	4,763	4,612	4,556	4,447	4,662	4,530	4,456	4,368	4,476	4,378	4,460	4,394	4,100	4,085	3,981	3,951	3,958	3,746	3,898	3,778	3,693	3,639	3,681	3,165
	販売個数前年比	97.2	99.1	95.1	103.7	104.1	99.3	96.0	97.0	96.8	97.9	92.9	98.5	96.6	104.7	97.2	92.8	93.1	96.5	93.6	94.5	92.0	93.5	95.5	90.4	94.1	92.0	93.1
	販売単価	164.9	165.3	164.9	164.8	165.0	165.3	165.3	165.3	165.0	165.4	165.3	165.4	165.7	165.5	166.0	165.1	164.9	164.8	165.2	165.1	165.4	164.4	164.7	165.2	165.1	165.0	165.1
加工乳	販売個数	832	902	870	879	891	876	835	885	871	856	842	869	841	864	829	751	754	760	744	768	723	714	694	678	690	648	530
	販売個数前年比	91.3	90.3	87.3	91.4	90.4	88.4	86.0	86.9	87.0	89.9	85.8	92.0	90.0	86.7	84.5	81.1	83.9	86.9	84.4	89.9	85.9	85.6	84.2	83.5	87.2	84.0	87.8
	販売単価	135.0	132.0	131.5	133.2	132.7	132.9	133.3	133.4	133.2	134.4	133.2	132.8	134.6	133.9	134.2	134.8	133.8	133.4	134.0	133.2	133.4	133.6	133.3	133.5	133.2	134.9	137.8
乳飲料	販売個数	7,244	7,261	7,089	7,534	7,310	7,175	6,887	7,377	7,268	7,233	7,019	6,989	7,121	7,040	6,872	6,382	6,392	6,230	6,263	6,142	5,855	6,134	5,857	5,754	5,693	5,561	4,610
	販売個数前年比	100.7	98.1	94.9	102.5	100.8	95.7	95.4	96.6	96.3	98.6	95.1	97.7	98.2	97.0	92.6	89.8	90.5	93.3	91.7	91.5	89.0	93.6	90.5	89.1	93.1	91.5	90.4
	販売単価	141.0	141.7	141.9	141.6	141.6	141.6	142.1	142.2	142.7	142.4	142.4	142.3	141.7	141.7	142.2	141.3	141.4	141.6	141.9	141.9	141.9	141.1	141.5	141.4	141.4	142.0	142.2
牛乳+成分調整牛乳	販売個数	30,097	30,532	29,998	31,826	30,947	30,372	30,133	31,567	30,507	30,317	29,334	29,948	29,730	30,224	29,514	27,710	27,710	26,963	27,220	27,138	25,819	26,657	26,038	25,624	25,396	25,812	22,926
	販売個数前年比	96.6	95.6	92.5	99.9	98.5	95.5	92.2	95.5	94.2	96.1	90.7	95.4	94.8	98.6	97.4	94.6	96.6	98.8	97.6	100.1	96.3	99.1	99.1	97.3	99.5	97.5	98.0
	販売単価	177.2	177.5	177.2	177.4	177.8	178.2	178.4	177.7	177.5	177.4	177.6	177.2	177.5	177.4	177.5	177.1	177.0	177.1	177.1	176.7	177.2	177.0	176.7	177.2	177.0	177.5	178.8

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
- 表制: 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、HC/DS、DRUG/L、DRUG/S
- 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																									
		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	34,160	34,562	33,941	34,527	33,602	34,788	33,778	34,498	34,403	34,771	34,504	34,662	35,596	35,238	35,663	34,258	34,370	37,115	37,013	38,088	37,278	38,272	39,022	37,961	38,213	39,253
	販売個数前年比	101.2	105.0	102.1	104.0	99.8	104.2	98.8	102.1	101.1	103.2	100.6	99.3	101.1	100.2	103.0	99.1	96.8	102.8	101.9	103.3	99.1	100.8	104.3	101.1	101.6	102.8
	販売単価	165.6	165.2	164.9	164.8	165.0	164.7	164.8	164.7	164.8	164.8	164.8	164.6	164.9	164.7	164.4	164.9	165.1	164.7	165.0	164.5	164.6	164.4	164.8	164.8	164.5	164.6
牛乳	販売個数	23,179	23,409	23,009	23,360	22,533	23,463	22,708	23,377	23,164	23,482	23,343	23,502	24,157	23,808	24,043	23,221	23,446	25,142	25,153	25,688	25,294	25,845	26,416	25,687	25,927	26,489
	販売個数前年比	103.7	107.9	104.4	106.7	101.6	106.6	100.1	104.7	102.1	104.7	101.9	100.2	102.9	101.2	104.1	99.9	97.8	104.6	103.8	104.3	100.8	101.9	105.3	102.0	103.1	103.9
	販売単価	173.8	173.4	173.0	173.0	173.6	172.9	173.1	172.9	173.1	173.2	173.1	172.8	172.9	172.8	172.7	172.9	173.2	172.9	172.9	172.8	172.7	172.7	173.1	173.1	172.7	172.9
成分調整牛乳	販売個数	4,128	4,286	4,066	4,208	4,219	4,314	4,166	4,139	4,171	4,294	4,279	4,120	4,292	4,250	4,315	4,102	4,074	4,447	4,391	4,508	4,343	4,436	4,562	4,449	4,316	4,660
	販売個数前年比	90.7	97.1	92.9	93.4	92.3	95.0	93.8	90.5	95.3	97.9	97.5	93.4	92.5	92.2	95.4	95.1	90.7	95.5	92.5	95.9	89.1	95.1	102.4	99.0	92.3	98.4
	販売単価	162.5	161.4	162.0	161.5	161.4	161.2	161.2	161.6	161.7	161.5	161.1	162.1	161.9	161.7	161.6	162.3	161.4	161.8	161.6	161.9	161.5	161.9	162.2	162.1	162.3	161.4
加工乳	販売個数	1,001	1,014	986	1,019	983	972	904	952	922	988	959	951	976	984	1,067	914	947	989	911	975	909	951	928	934	919	911
	販売個数前年比	90.4	95.1	91.0	94.8	88.9	88.4	76.4	79.3	79.2	82.8	83.4	79.6	89.4	88.6	91.6	85.0	80.2	86.1	74.6	87.6	75.5	82.2	78.3	73.9	77.7	73.6
	販売単価	127.9	127.7	128.1	127.4	126.3	127.8	129.8	127.6	129.3	126.4	126.6	126.0	129.5	130.2	125.8	131.3	128.7	128.8	132.7	129.4	132.2	129.8	131.6	128.9	130.8	132.0
乳飲料	販売個数	5,852	5,853	5,880	5,939	5,867	6,040	6,000	6,031	6,147	6,007	5,923	6,089	6,171	6,196	6,238	6,022	5,903	6,537	6,559	6,917	6,733	7,040	7,115	6,891	7,050	7,193
	販売個数前年比	101.6	102.1	102.5	103.8	100.9	105.5	101.9	105.9	106.0	105.4	101.5	104.2	102.6	104.5	106.6	101.0	100.6	104.3	107.1	107.6	104.6	104.0	106.5	104.5	106.8	107.2
	販売単価	141.9	141.8	141.4	141.1	141.0	141.0	141.0	140.9	140.9	140.9	141.0	140.5	141.4	141.2	141.0	141.1	141.4	140.9	141.6	140.4	140.6	140.3	140.3	140.6	140.0	140.2
牛乳+成分調整牛乳	販売個数	27,307	27,695	27,075	27,569	26,752	27,777	26,874	27,516	27,334	27,776	27,622	27,622	28,449	28,058	28,358	27,323	27,521	29,589	29,544	30,196	29,637	30,281	30,978	30,136	30,244	31,149
	販売個数前年比	101.5	106.1	102.5	104.4	100.0	104.6	99.1	102.3	101.0	103.6	101.2	99.1	101.2	99.7	102.7	99.2	96.7	103.2	102.0	102.9	98.9	100.9	104.9	101.5	101.4	103.0
	販売単価	172.1	171.6	171.4	171.3	171.7	171.1	171.2	171.2	171.3	171.4	171.3	171.2	171.2	171.1	171.0	171.3	171.5	171.2	171.2	171.2	171.1	171.1	171.5	171.5	171.2	171.1

		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	40,336	40,905	40,185	39,662	40,279	40,862	41,703	40,946	39,819	40,698	39,490	39,533	38,900	38,713	37,330	36,652	34,827	35,600	34,675	34,220	34,289	33,580	33,593	32,439	33,329	29,092
	販売個数前年比	105.9	101.7	99.7	96.2	103.2	103.4	100.3	99.0	98.7	101.9	100.5	102.6	103.7	103.3	102.8	104.3	100.7	103.7	102.3	101.7	103.0	102.1	100.7	100.7	99.2	101.1
	販売単価	164.9	164.4	164.5	164.8	165.4	166.1	165.1	164.9	164.9	165.0	164.8	164.3	166.9	168.5	168.7	168.5	168.6	168.7	168.4	168.6	168.3	168.6	168.4	169.1	169.9	171.1
牛乳																											
	販売個数	27,318	27,662	27,280	26,991	27,201	28,041	28,238	27,716	26,978	27,636	26,846	26,813	26,390	25,789	24,882	24,300	23,153	23,669	22,924	22,726	22,734	22,326	22,238	21,669	22,483	19,987
	販売個数前年比	107.1	103.7	101.6	97.5	103.5	105.0	100.9	99.6	99.6	103.7	102.7	104.6	104.7	103.0	102.5	103.3	100.0	103.3	100.9	100.6	101.5	101.2	98.9	99.4	97.4	100.5
	販売単価	173.3	172.7	172.7	172.9	174.1	174.2	173.6	173.1	173.0	173.2	173.0	172.5	175.7	178.2	178.6	178.4	178.6	178.5	178.4	178.5	178.3	178.5	178.4	178.8	179.5	180.3
成分調整牛乳																											
	販売個数	4,614	4,777	4,594	4,433	4,588	4,633	4,808	4,680	4,554	4,702	4,542	4,532	4,258	4,520	4,419	4,389	4,125	4,220	4,187	4,073	4,168	3,958	4,084	3,865	3,999	3,400
	販売個数前年比	98.2	95.3	93.0	89.9	96.8	96.4	95.6	94.4	93.3	96.0	94.1	95.4	95.1	98.6	99.5	104.2	98.8	99.0	101.2	98.7	101.0	97.6	101.3	96.3	98.3	98.5
	販売単価	162.6	161.9	162.1	162.7	162.8	162.7	162.1	162.5	162.4	162.3	162.3	161.8	164.9	165.1	165.4	165.3	165.2	165.1	165.0	165.1	164.3	165.4	164.7	165.4	165.4	165.7
加工乳																											
	販売個数	999	996	962	985	991	971	1,019	1,001	952	982	945	934	997	981	926	899	874	881	854	841	835	825	812	792	771	604
	販売個数前年比	84.1	73.6	73.2	76.8	79.1	79.7	77.4	76.5	74.2	75.5	76.3	77.2	84.3	84.9	82.5	82.7	81.5	84.1	81.7	86.6	81.2	90.8	83.7	83.5	81.1	80.6
	販売単価	129.0	128.9	130.0	129.4	129.9	130.1	129.8	128.9	129.3	129.7	129.8	129.4	128.9	130.2	129.7	130.3	129.1	129.9	129.9	130.3	129.9	129.9	130.2	130.1	131.5	133.9
乳飲料																											
	販売個数	7,405	7,469	7,349	7,253	7,501	7,217	7,639	7,549	7,336	7,378	7,156	7,254	7,255	7,423	7,104	7,064	6,675	6,830	6,710	6,580	6,552	6,471	6,459	6,113	6,076	5,102
	販売個数前年比	110.3	104.1	101.7	98.8	110.9	106.0	105.2	103.6	103.1	104.0	100.8	104.2	109.1	110.9	109.8	112.0	107.9	111.5	112.1	110.5	114.3	110.4	109.5	112.1	110.7	108.8
	販売単価	140.4	140.3	140.1	140.6	140.5	141.4	140.5	140.9	141.1	140.9	140.5	139.9	141.3	141.9	141.4	141.5	141.2	141.8	141.4	141.6	141.0	141.3	141.4	141.8	142.0	143.1
牛乳+成分調整牛乳																											
	販売個数	31,932	32,439	31,874	31,424	31,788	32,674	33,045	32,395	31,531	32,338	31,389	31,344	30,648	30,309	29,301	28,689	27,278	27,889	27,111	26,799	26,902	26,284	26,322	25,534	26,482	23,386
	販売個数前年比	105.7	102.4	100.3	96.4	102.5	103.7	100.1	98.9	98.7	102.5	101.4	103.2	103.3	102.3	102.0	103.4	99.8	102.6	100.9	100.3	101.4	100.7	99.3	98.9	97.5	100.2
	販売単価	171.7	171.1	171.2	171.5	172.5	172.6	171.9	171.6	171.5	171.6	171.4	171.0	174.2	176.3	176.6	176.4	176.6	176.5	176.4	176.4	176.1	176.5	176.2	176.8	177.4	178.2

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、HC/DS、DRUG/L、DRUG/S
- 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

		2012																									
		1.2-	1.9-	1.16-	1.23-	1.30-	2.6-	2.13-	2.20-	2.27-	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	31,307	33,768	32,902	33,236	33,197	33,673	33,385	34,197	33,793	34,016	33,701	34,289	34,905	35,225	35,170	34,637	34,583	35,518	36,102	36,316	36,873	37,602	37,950	37,414	37,545	37,608
	販売個数前年比	95.7	102.6	100.0	100.6	99.9	100.8	100.4	102.4	103.2	103.6	107.4	100.9	99.6	97.2	98.9	100.2	102.4	100.5	100.0	99.9	106.4	105.3	103.6	103.2	96.9	95.6
	販売単価	168.6	167.3	167.3	167.1	166.7	166.9	166.9	166.5	166.5	166.7	166.4	166.6	166.7	167.1	166.7	166.6	166.9	167.1	166.8	166.7	166.8	166.4	166.7	166.7	166.6	166.5
牛乳	販売個数	20,974	22,347	21,688	22,038	21,898	22,187	22,019	22,684	22,324	22,678	22,421	22,917	23,459	23,479	23,518	23,098	23,236	23,980	24,031	24,227	24,631	25,090	25,361	25,091	25,192	25,149
	販売個数前年比	97.6	104.2	101.8	103.5	102.0	102.8	102.2	105.6	104.9	106.8	105.0	97.0	94.1	91.2	95.0	97.5	99.7	97.9	98.0	98.1	105.8	104.9	104.0	103.5	97.4	95.5
	販売単価	177.2	176.2	176.4	175.8	175.7	175.9	175.9	175.5	175.5	175.3	175.2	175.4	175.4	175.9	175.3	175.4	175.4	175.7	175.7	175.5	175.5	175.2	175.4	175.4	175.3	175.1
成分調整牛乳	販売個数	4,191	4,554	4,415	4,376	4,504	4,569	4,541	4,442	4,572	4,375	4,388	4,387	4,409	4,641	4,611	4,522	4,313	4,492	4,654	4,747	4,701	4,872	4,663	4,453	4,494	4,677
	販売個数前年比	90.0	96.5	93.5	91.2	94.6	93.4	95.6	91.5	98.7	95.0	103.6	100.6	108.7	119.8	115.3	111.7	109.2	106.0	97.2	99.2	101.9	99.8	92.7	89.0	84.3	89.9
	販売単価	162.7	161.7	162.4	162.5	161.8	162.2	161.9	161.8	161.5	162.4	162.0	161.9	162.4	162.1	162.1	162.1	163.2	162.8	162.6	162.2	163.0	161.9	163.4	163.5	163.7	162.9
加工乳	販売個数	956	1,107	1,066	1,083	1,075	1,106	1,100	1,183	1,200	1,164	1,193	1,150	1,195	1,093	1,110	1,164	1,075	1,181	1,149	1,220	1,113	1,203	1,158	1,186	1,264	1,183
	販売個数前年比	57.6	65.8	64.0	65.1	62.7	66.9	66.1	67.2	74.6	71.0	81.3	60.8	82.9	77.6	79.0	91.4	92.6	100.6	96.1	101.3	100.1	108.2	94.0	95.0	100.3	90.5
	販売単価	133.4	133.1	134.0	133.6	132.5	132.6	133.7	132.1	131.5	132.3	130.7	133.3	129.5	134.5	133.6	130.7	133.5	128.6	133.0	129.5	132.3	129.3	132.1	131.7	128.9	132.1
乳飲料	販売個数	5,186	5,760	5,734	5,739	5,721	5,812	5,726	5,888	5,696	5,799	5,699	5,834	5,843	6,012	5,931	5,853	5,960	5,866	6,269	6,122	6,428	6,436	6,769	6,684	6,594	6,599
	販売個数前年比	105.6	113.5	110.0	108.4	107.9	110.1	108.1	110.9	109.3	108.0	131.3	142.3	126.3	115.5	110.2	105.4	111.2	107.7	111.9	108.3	113.3	111.4	112.7	115.8	105.0	101.9
	販売単価	145.2	143.5	142.8	143.4	142.7	142.9	142.7	142.4	142.9	143.1	142.7	142.6	142.7	142.8	142.2	142.4	142.6	142.8	142.2	142.8	142.2	142.3	142.5	142.5	142.4	142.7
牛乳+成分調整牛乳	販売個数	25,165	26,901	26,102	26,414	26,402	26,755	26,560	27,126	26,896	27,053	26,809	27,304	27,867	28,120	28,129	27,620	27,549	28,472	28,685	28,974	29,332	29,962	30,024	29,544	29,686	29,826
	販売個数前年比	96.3	102.8	100.3	101.3	100.7	101.0	101.0	103.0	103.8	104.7	104.8	97.5	96.2	94.9	97.8	99.6	101.0	99.1	97.9	98.2	105.2	104.0	102.1	101.0	95.2	94.6
	販売単価	174.7	173.8	174.0	173.6	173.3	173.6	173.5	173.2	173.1	173.2	173.0	173.2	173.3	173.6	173.1	173.2	173.5	173.7	173.6	173.3	173.5	173.1	173.5	173.6	173.6	173.2

		2012																										
		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-
トータル	販売個数	38,177	38,103	40,216	40,321	41,238	39,030	39,533	41,594	41,367	40,352	39,945	39,302	38,543	37,508	37,471	36,314	35,143	34,592	34,345	33,898	33,637	33,280	32,884	33,375	32,222	33,594	28,787
	販売個数前年比	98.8	95.4	102.9	102.6	104.0	98.4	97.7	105.7	101.6	100.6	99.4	103.1	104.0	106.0	100.8	101.9	99.8	97.7	99.2	100.0	99.7	99.6	98.6	100.7	98.4	109.2	91.9
	販売単価	166.6	166.9	166.5	166.7	167.0	167.5	167.5	166.8	166.6	166.4	166.6	166.1	165.7	166.0	165.4	165.5	165.2	165.0	165.1	165.1	164.9	164.6	164.8	164.5	165.1	165.9	167.0
牛乳	販売個数	25,494	25,502	26,670	26,841	27,680	26,273	26,705	27,989	27,813	27,076	26,649	26,137	25,623	25,200	25,038	24,283	23,533	23,154	22,912	22,730	22,584	22,394	22,056	22,476	21,807	23,086	19,895
	販売個数前年比	99.4	96.8	104.2	103.8	105.5	99.1	99.7	107.6	104.1	103.2	100.9	104.3	104.8	107.8	102.3	103.5	101.5	98.2	100.1	101.6	101.3	100.8	99.9	102.1	99.7	110.1	94.9
	販売単価	175.3	175.6	175.6	175.7	175.7	176.1	176.1	175.5	175.2	174.9	175.6	175.1	174.6	174.6	174.1	174.2	173.8	173.7	173.8	173.6	173.2	172.9	173.2	172.8	173.4	173.8	174.7
成分調整牛乳	販売個数	4,737	4,697	5,015	4,940	4,932	4,741	4,804	5,027	4,958	4,881	4,899	4,829	4,751	4,476	4,584	4,440	4,214	4,177	4,261	4,139	4,127	4,125	4,056	4,031	4,014	4,068	3,452
	販売個数前年比	90.4	87.1	92.2	92.8	92.3	91.0	86.9	97.1	90.7	91.4	93.1	94.7	98.6	95.3	94.1	92.7	91.2	92.4	94.3	91.8	93.7	93.3	92.1	91.4	91.5	100.8	82.4
	販売単価	163.4	163.6	163.2	163.8	164.3	164.2	163.7	163.8	163.9	163.7	163.1	162.8	162.3	163.2	162.4	162.5	162.6	161.8	161.9	162.1	161.5	161.1	161.6	161.6	161.1	161.6	162.8
加工乳	販売個数	1,238	1,187	1,354	1,315	1,283	1,253	1,217	1,315	1,308	1,283	1,300	1,238	1,211	1,183	1,156	1,122	1,087	1,073	1,047	1,046	971	1,027	908	970	948	951	750
	販売個数前年比	99.6	86.4	107.2	100.6	98.6	96.9	95.7	104.1	98.1	94.0	98.7	96.5	100.7	98.5	92.6	91.2	91.0	90.4	87.6	91.5	88.0	93.1	83.0	88.7	92.6	103.2	78.4
	販売単価	129.4	132.1	128.6	129.5	131.6	129.5	129.7	129.1	129.3	129.6	128.3	129.6	128.7	127.7	127.7	127.6	127.6	127.9	127.7	127.1	128.7	126.4	127.7	127.2	127.3	128.6	131.0
乳飲料	販売個数	6,709	6,716	7,177	7,225	7,344	6,763	6,807	7,263	7,288	7,113	7,097	7,098	6,959	6,650	6,693	6,468	6,309	6,188	6,124	5,984	5,954	5,734	5,863	5,898	5,453	5,490	4,690
	販売個数前年比	102.9	98.6	105.9	106.5	108.5	102.1	98.8	105.3	101.3	98.8	98.8	106.5	105.3	108.7	102.0	105.0	101.2	100.9	101.4	101.7	100.1	100.8	101.6	104.7	99.7	113.1	90.4
	販売単価	142.7	142.3	142.3	142.2	142.0	143.1	143.0	142.5	142.5	142.6	142.2	141.4	141.6	142.0	141.2	141.3	141.2	141.3	141.3	141.6	141.4	141.5	141.0	140.7	141.4	142.1	142.8
牛乳+成分調整牛乳	販売個数	30,230	30,200	31,685	31,781	32,611	31,014	31,509	33,016	32,771	31,957	31,548	30,966	30,373	29,676	29,622	28,723	27,747	27,331	27,173	26,868	26,711	26,519	26,112	26,507	25,821	27,154	23,347
	販売個数前年比	97.9	95.1	102.1	101.9	103.2	97.7	97.5	105.8	101.8	101.2	99.6	102.7	103.8	105.7	100.9	101.7	99.8	97.3	99.2	100.0	100.1	99.6	98.6	100.3	98.3	108.6	92.8
	販売単価	173.5	173.7	173.6	173.9	174.0	174.3	174.2	173.7	173.5	173.2	173.6	173.2	172.7	172.9	172.3	172.4	172.1	171.9	171.9	171.8	171.4	171.1	171.4	171.1	171.5	172.0	173.0

牛乳類販売状況の推移 週次

2011年(平成23年)分データ

- IDX: 04SRQ食品-W
- 品目: 牛乳類
- 期間: 2011/1/3 ~ 2012/1/1(横上) ~ 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、HC/DS、DRUG/L、DRUG/S
- 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

		2011																									
トータル	販売個数	32,711	32,918	32,909	33,041	33,240	33,412	33,261	33,399	32,733	32,834	31,392	33,987	35,044	36,232	35,544	34,566	33,784	35,357	36,102	36,352	34,667	35,700	36,640	36,260	38,730	39,326
	販売個数前年比	98.2	100.6	100.9	101.8	101.3	100.7	101.3	100.8	99.3	99.5	96.0	102.2	104.7	105.8	106.6	103.2	104.4	97.8	105.4	103.2	99.5	99.5	99.4	97.8	104.9	104.2
	販売単価	169.0	168.4	167.9	167.8	167.6	168.0	167.3	167.2	167.3	168.4	169.4	173.1	173.9	171.9	171.2	169.9	170.2	170.1	169.7	169.3	168.8	168.1	168.4	168.3	168.3	168.3
牛乳	販売個数	21,484	21,441	21,309	21,285	21,465	21,584	21,551	21,479	21,280	21,224	21,347	23,632	24,922	25,748	24,755	23,689	23,316	24,502	24,514	24,707	23,271	23,927	24,375	24,239	25,862	26,342
	販売個数前年比	98.5	101.8	101.8	101.3	99.6	100.3	100.6	99.2	98.4	98.2	100.0	108.4	113.6	116.2	115.5	108.9	110.6	104.5	111.6	108.3	103.8	103.9	103.9	101.5	108.5	108.4
	販売単価	177.0	176.6	176.1	176.2	175.9	176.4	175.7	175.8	175.5	176.9	177.6	181.4	181.7	179.7	179.3	178.6	178.6	178.1	177.8	177.1	177.0	176.4	176.9	176.4	176.7	176.6
成分調整牛乳	販売個数	4,657	4,719	4,721	4,800	4,759	4,894	4,750	4,852	4,631	4,604	4,236	4,362	4,055	3,872	4,000	4,049	3,950	4,237	4,788	4,787	4,613	4,881	5,029	5,002	5,330	5,200
	販売個数前年比	89.6	88.2	90.6	92.4	93.3	92.9	93.6	93.1	90.4	90.2	80.9	83.6	78.6	72.0	75.5	79.6	78.2	76.9	87.9	90.1	85.1	89.5	86.8	88.1	96.3	90.6
	販売単価	164.7	164.2	164.2	163.2	163.3	163.0	163.0	162.3	163.5	164.6	164.4	166.7	166.7	164.0	163.4	160.6	162.1	162.4	163.3	163.2	163.5	162.2	163.0	162.8	162.9	163.5
加工乳	販売個数	1,660	1,683	1,665	1,663	1,714	1,654	1,664	1,759	1,608	1,640	1,468	1,893	1,441	1,407	1,405	1,274	1,160	1,174	1,195	1,205	1,112	1,113	1,232	1,249	1,260	1,308
	販売個数前年比	83.5	83.1	79.9	84.6	90.5	83.7	81.9	94.7	86.4	83.4	76.4	98.0	74.4	67.6	68.7	61.7	60.1	51.4	54.0	55.5	51.3	52.0	53.8	54.3	56.0	56.7
	販売単価	141.5	141.4	140.0	140.4	140.2	140.6	140.4	138.8	139.1	140.6	135.7	141.1	137.0	135.4	135.6	136.4	136.3	134.5	134.6	136.7	136.7	135.8	134.7	135.6	135.3	135.6
乳飲料	販売個数	4,909	5,075	5,213	5,294	5,301	5,279	5,295	5,308	5,214	5,367	4,340	4,100	4,625	5,204	5,384	5,554	5,358	5,444	5,604	5,653	5,671	5,779	6,004	5,770	6,278	6,477
	販売個数前年比	114.0	119.2	118.7	124.1	124.3	119.3	123.4	120.5	120.3	123.9	103.1	95.3	103.9	112.0	118.3	121.1	125.0	110.7	121.4	115.0	117.0	110.0	112.9	110.8	118.0	120.1
	販売単価	147.4	147.0	146.6	146.9	146.8	147.1	145.8	146.5	145.8	146.8	145.3	147.0	149.1	148.7	149.5	147.5	147.3	147.8	147.5	147.1	146.0	144.9	145.4	145.7	144.7	145.0
牛乳+成分調整牛乳	販売個数	26,142	26,160	26,030	26,084	26,224	26,478	26,302	26,331	25,911	25,827	25,583	27,994	28,977	29,621	28,755	27,738	27,266	28,739	29,303	29,493	27,884	28,808	29,404	29,241	31,191	31,542
	販売個数前年比	96.8	99.0	99.6	99.5	98.4	98.8	99.2	98.0	96.8	96.7	96.3	103.6	107.0	107.6	107.6	103.3	104.3	99.2	106.9	104.8	100.2	101.1	100.5	98.9	106.2	105.0
	販売単価	174.8	174.3	173.9	173.8	173.6	173.9	173.4	173.3	173.4	174.7	175.4	179.1	179.6	177.6	177.0	175.9	176.2	175.7	175.4	174.8	174.8	174.0	174.5	174.1	174.3	174.4

		2011																									
トータル	販売個数	38,646	39,929	39,073	39,280	39,662	39,654	40,477	39,360	40,721	40,128	40,182	38,106	37,068	35,392	37,156	35,635	35,231	35,409	34,629	33,900	33,748	33,424	33,347	33,149	32,750	30,778
	販売個数前年比	101.9	109.4	96.0	101.1	102.2	107.3	100.2	97.9	99.2	101.7	108.6	101.5	103.1	100.0	101.0	103.1	104.0	105.3	103.9	104.0	102.8	102.0	104.5	105.3	104.1	110.6
	販売単価	168.4	168.9	168.7	168.4	168.6	169.7	168.6	168.2	168.6	167.8	168.2	167.7	167.1	167.3	167.1	167.4	167.3	167.0	167.2	166.9	166.8	166.5	166.9	166.7	167.2	168.3
牛乳	販売個数	25,641	26,351	25,597	25,865	26,245	26,523	26,788	26,020	26,725	26,225	26,421	25,062	24,441	23,378	24,474	23,455	23,184	23,570	22,878	22,366	22,290	22,209	22,076	22,012	21,872	20,969
	販売個数前年比	105.4	112.4	97.8	102.9	105.0	109.6	102.1	99.7	100.1	103.7	110.8	102.8	105.3	102.6	103.8	105.3	106.9	109.3	106.8	106.7	105.6	105.4	107.4	107.7	105.6	111.7
	販売単価	177.0	177.9	177.7	177.5	177.5	178.6	177.6	177.1	177.7	177.1	177.3	176.7	175.9	176.1	176.1	176.4	176.3	175.6	176.1	175.8	175.6	175.3	175.8	175.4	175.9	176.6
成分調整牛乳	販売個数	5,240	5,390	5,437	5,323	5,345	5,211	5,528	5,179	5,466	5,341	5,264	5,097	4,818	4,697	4,869	4,789	4,620	4,519	4,517	4,506	4,403	4,423	4,405	4,409	4,385	4,035
	販売個数前年比	90.5	96.0	87.4	89.7	90.9	97.3	93.3	87.4	91.5	90.5	94.6	94.5	91.5	91.2	91.8	95.6	92.3	93.2	94.2	94.6	92.7	90.3	96.0	97.9	98.8	105.3
	販売単価	163.1	164.0	163.3	163.4	163.7	164.4	163.6	163.8	163.8	163.7	163.6	163.9	162.9	163.0	162.9	162.8	162.4	162.9	163.2	162.5	162.0	162.7	161.4	162.1	162.2	161.8
加工乳	販売個数	1,242	1,375	1,263	1,308	1,301	1,294	1,273	1,263	1,333	1,365	1,318	1,283	1,202	1,201	1,248	1,231	1,195	1,187	1,195	1,142	1,104	1,104	1,094	1,094	1,023	921
	販売個数前年比	54.2	63.2	50.8	58.4	56.2	59.1	52.9	54.2	56.4	62.0	64.4	61.0	60.0	61.9	58.9	66.0	64.1	64.0	65.2	65.9	63.2	64.1	64.9	66.8	64.1	68.0
	販売単価	134.8	132.1	134.4	133.9	133.8	134.4	134.3	133.9	134.8	132.6	134.3	132.6	133.7	132.1	133.6	132.0	133.7	132.9	132.2	132.2	133.1	132.1	132.7	133.2	133.3	131.6
乳飲料	販売個数	6,523	6,813	6,776	6,784	6,771	6,626	6,887	6,899	7,196	7,197	7,180	6,664	6,607	6,115	6,564	6,160	6,233	6,132	6,039	5,886	5,951	5,688	5,771	5,634	5,469	4,854
	販売個数前年比	118.5	129.0	116.1	122.5	120.5	127.0	118.2	118.5	119.6	118.8	129.4	117.6	120.6	110.7	113.6	114.2	117.3	114.6	114.2	114.9	113.9	111.9	113.8	115.2	115.7	125.6
	販売単価	145.0	145.4	145.1	144.2	144.8	145.0	144.1	143.9	144.8	143.8	144.1	143.9	143.4	144.0	142.9	144.0	143.6	143.2	143.6	143.6	142.8	143.1	143.1	143.3	143.4	144.6
牛乳+成分調整牛乳	販売個数	30,881	31,741	31,034	31,188	31,589	31,734	32,317	31,199	32,191	31,566	31,684	30,159	29,259	28,075	29,344	28,244	27,804	28,090	27,395	26,872	26,693	26,632	26,482	26,420	26,258	25,003
	販売個数前年比	102.5	109.3	95.8	100.4	102.3	107.4	100.5	97.4	98.5	101.2	107.7	101.3	102.8	100.5	101.6	103.5	104.1	106.4	104.5	104.4	103.2	102.6	105.3	105.9	104.4	110.6
	販売単価	174.7	175.6	175.2	175.1	175.1	176.3	175.2	174.9	175.3	174.8	175.0	174.4	173.8	173.9	173.9	174.0	174.1	173.6	173.9	173.5	173.5	173.0	173.5	173.2	173.5	174.3

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、HC/DS、DRUG/L、DRUG/S
- 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

		2010																											
トータル		1.4-	1.11-	1.18-	1.25-	2.1-	2.8-	2.15-	2.22-	3.1-	3.8-	3.15-	3.22-	3.29-	4.5-	4.12-	4.19-	4.26-	5.3-	5.10-	5.17-	5.24-	5.31-	6.7-	6.14-	6.21-	6.28-		
	販売個数	33,296	32,707	32,621	32,443	32,812	33,192	32,827	33,131	32,959	33,006	32,708	33,246	33,478	34,255	33,333	33,491	32,360	36,162	34,237	35,224	34,849	35,874	36,852	37,059	36,938	37,733		
	販売個数前年比	98.8	97.8	97.9	97.0	99.0	96.8	98.5	98.2	101.2	99.0	98.7	99.6	98.9	96.5	94.8	98.3	95.6	100.5	95.0	95.4	96.7	97.2	99.8	98.8	96.7	100.1		
	販売単価	170.4	170.1	169.6	169.5	169.1	169.2	168.7	169.0	168.7	169.1	169.0	168.8	168.9	169.2	169.3	168.6	169.5	169.4	169.1	168.9	168.5	168.1	168.6	168.9	168.9	168.6		
牛乳	販売個数	21,805	21,072	20,933	21,021	21,554	21,523	21,427	21,659	21,637	21,603	21,338	21,796	21,930	22,152	21,439	21,752	21,088	23,452	21,964	22,823	22,414	23,025	23,452	23,880	23,832	24,292		
	販売個数前年比	85.8	84.0	83.9	83.8	87.2	84.3	86.5	85.7	91.2	90.0	90.9	93.3	92.9	92.0	90.3	94.5	92.3	96.7	91.9	93.8	94.8	95.7	97.6	97.7	95.9	99.0		
	販売単価	178.5	178.6	178.2	177.9	176.9	177.3	176.9	177.1	176.6	177.0	177.1	176.8	177.0	177.5	177.6	176.8	177.7	177.8	177.7	177.4	177.1	176.5	177.3	177.1	177.0	176.9		
成分調整牛乳	販売個数	5,197	5,352	5,213	5,192	5,099	5,266	5,077	5,209	5,125	5,104	5,237	5,218	5,159	5,375	5,297	5,088	5,052	5,512	5,445	5,313	5,419	5,456	5,795	5,677	5,532	5,739		
	販売個数前年比	159.0	161.6	156.2	155.8	149.6	148.6	147.5	153.2	142.8	132.9	124.9	115.9	111.6	101.5	100.5	98.9	96.4	97.2	94.5	88.4	92.6	91.0	94.0	91.9	88.2	91.2		
	販売単価	164.0	163.4	164.0	163.0	163.3	163.6	163.1	162.8	162.4	163.5	162.8	163.0	163.7	163.5	164.4	163.8	163.7	163.7	163.6	163.8	163.5	163.6	163.5	164.8	165.4	164.1		
加工乳	販売個数	1,988	2,025	2,085	1,965	1,894	1,976	2,032	1,857	1,862	1,966	1,922	1,931	1,937	2,081	2,046	2,065	1,932	2,282	2,213	2,172	2,168	2,140	2,287	2,297	2,251	2,308		
	販売個数前年比	142.1	139.7	146.3	140.1	130.4	135.3	138.9	131.4	129.7	133.5	130.7	131.1	127.4	125.6	126.9	130.3	123.6	139.3	118.6	108.6	111.6	110.6	111.3	108.4	105.3	111.5		
	販売単価	140.6	140.9	139.3	139.7	139.7	139.8	138.3	139.6	139.1	138.6	139.5	139.3	139.1	139.0	139.5	138.6	139.4	140.3	141.2	140.4	139.9	140.6	141.3	141.2	141.8	140.7		
乳飲料	販売個数	4,306	4,258	4,390	4,264	4,265	4,427	4,292	4,407	4,335	4,332	4,211	4,301	4,451	4,647	4,551	4,585	4,288	4,916	4,615	4,916	4,848	5,252	5,317	5,206	5,322	5,395		
	販売個数前年比	118.9	117.8	121.5	117.7	119.2	118.5	117.9	120.8	114.3	108.2	105.2	106.5	108.8	103.8	100.5	106.4	102.1	111.9	102.5	107.4	105.9	107.0	113.5	109.0	107.5	112.8		
	販売単価	150.6	150.1	150.0	150.2	149.8	149.5	149.0	149.4	149.3	149.8	149.4	148.7	148.1	149.6	149.1	148.6	149.3	148.9	148.1	147.9	147.5	147.2	148.1	148.2	147.8	147.7		
牛乳+成分調整牛乳	販売個数	27,002	26,424	26,146	26,213	26,653	26,789	26,503	26,867	26,762	26,707	26,575	27,014	27,089	27,527	26,736	26,841	26,140	28,963	27,409	28,136	27,833	28,482	29,247	29,557	29,365	30,031		
	販売個数前年比	94.2	93.1	92.4	92.2	94.7	92.1	93.9	93.7	97.9	95.9	96.1	96.9	95.9	93.7	92.2	95.3	93.1	96.8	92.4	92.7	94.3	94.7	96.9	96.5	94.4	97.4		
	販売単価	175.7	175.6	175.4	174.9	174.3	174.6	174.2	174.3	173.9	174.4	174.3	174.1	174.4	174.8	175.0	174.4	175.0	175.2	174.9	174.8	174.4	174.0	174.5	174.7	174.8	174.4		

		2010																										
トータル		7.5-	7.12-	7.19-	7.26-	8.2-	8.9-	8.16-	8.23-	8.30-	9.6-	9.13-	9.20-	9.27-	10.4-	10.11-	10.18-	10.25-	11.1-	11.8-	11.15-	11.22-	11.29-	12.6-	12.13-	12.20-	12.27-	
	販売個数	37,926	36,506	40,721	38,854	38,818	36,964	40,389	40,187	41,057	39,452	37,006	37,539	35,956	35,394	36,770	34,551	33,877	33,612	33,344	32,589	32,835	32,772	31,897	31,469	31,473	27,825	
	販売個数前年比	100.2	97.5	108.1	103.9	102.7	99.1	102.1	103.0	106.1	104.5	102.5	99.2	97.6	102.9	104.7	99.6	99.8	99.5	100.7	103.1	99.7	101.5	101.0	99.8	101.1	101.1	
	販売単価	168.6	168.6	168.5	168.5	168.8	169.5	168.7	168.9	168.5	168.3	168.3	168.0	167.6	167.7	167.6	167.9	167.6	167.5	167.4	167.4	167.4	167.2	167.5	167.9	168.1	169.8	
牛乳																												
	販売個数	24,336	23,440	26,180	25,147	25,003	24,198	26,231	26,108	26,706	25,289	23,847	24,379	23,213	22,777	23,568	22,282	21,692	21,562	21,427	20,970	21,114	21,072	20,548	20,435	20,712	18,775	
	販売個数前年比	98.3	96.7	107.1	104.2	101.9	99.7	102.6	103.7	106.6	105.6	102.9	99.8	97.6	101.1	103.9	100.2	98.6	99.7	100.8	103.6	100.5	101.4	101.1	100.7	101.4	101.4	
	販売単価	177.1	177.0	177.0	176.9	177.4	177.8	177.3	177.0	176.7	176.9	176.6	176.0	176.0	176.0	176.1	176.2	176.2	175.8	175.8	175.8	175.7	175.7	176.0	176.2	176.2	177.1	
成分調整牛乳																												
	販売個数	5,790	5,613	6,221	5,932	5,879	5,357	5,928	5,926	5,972	5,903	5,565	5,392	5,263	5,151	5,302	5,011	5,007	4,847	4,797	4,764	4,748	4,896	4,590	4,504	4,441	3,830	
	販売個数前年比	93.8	88.8	98.5	95.6	94.1	86.6	90.5	91.8	95.5	92.9	94.1	87.2	87.8	100.1	95.5	86.7	91.2	86.4	88.2	90.8	84.2	92.7	88.7	87.3	92.6	92.1	
	販売単価	163.9	164.0	163.8	163.8	164.2	165.0	164.5	164.9	164.5	164.0	164.2	164.4	163.3	164.2	164.3	164.0	163.1	164.0	163.8	163.8	164.2	162.3	163.3	163.4	163.3	165.0	
加工乳																												
	販売個数	2,293	2,174	2,484	2,238	2,314	2,190	2,404	2,332	2,364	2,201	2,045	2,103	2,003	1,941	2,119	1,866	1,864	1,854	1,833	1,733	1,748	1,722	1,686	1,638	1,596	1,355	
	販売個数前年比	112.9	106.4	115.5	101.0	107.2	103.6	104.1	99.6	100.1	91.3	93.5	90.5	84.5	85.9	91.3	83.8	86.6	84.7	89.6	82.9	84.0	84.8	84.4	84.6	84.5	90.0	
	販売単価	140.8	140.9	140.4	141.1	140.1	141.0	140.1	141.9	141.6	142.4	141.7	142.5	142.6	141.3	140.1	141.0	140.4	140.4	140.5	139.9	140.5	140.8	141.0	141.5	140.7	140.6	
乳飲料																												
	販売個数	5,507	5,280	5,835	5,538	5,621	5,219	5,826	5,821	6,014	6,059	5,550	5,665	5,478	5,525	5,781	5,393	5,314	5,349	5,288	5,122	5,225	5,083	5,072	4,893	4,725	3,865	
	販売個数前年比	112.7	109.5	122.4	114.6	115.7	111.1	113.8	115.8	119.7	120.4	114.5	115.9	116.6	123.9	126.1	121.6	123.3	122.5	121.2	127.4	124.0	121.6	124.3	117.7	117.1	115.7	
	販売単価	147.6	147.2	147.3	146.8	147.2	147.3	146.3	147.6	147.0	145.9	146.4	146.1	145.2	146.1	145.9	146.5	146.4	146.3	145.8	145.7	146.1	145.9	145.9	145.9	146.6	148.9	
牛乳+成分調整牛乳																												
	販売個数	30,126	29,052	32,402	31,079	30,882	29,555	32,159	32,034	32,679	31,192	29,412	29,771	28,475	27,928	28,871	27,293	26,699	26,409	26,223	25,734	25,863	25,968	25,139	24,939	25,152	22,605	
	販売個数前年比	97.4	95.0	105.3	102.4	100.3	97.0	100.1	101.3	104.4	102.9	101.1	97.2	95.6	100.9	102.3	97.4	97.1	97.0	98.2	100.9	97.1	99.6	98.6	98.0	99.7	99.7	
	販売単価	174.6	174.5	174.5	174.4	174.9	175.5	174.9	174.8	174.5	174.4	174.3	173.9	173.7	173.8	173.9	173.9	173.7	173.7	173.6	173.6	173.6	173.2	173.6	173.9	173.9	175.1	

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、HC/DS、DRUG/L、DRUG/S
- 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

		2009																									
トータル		1-5-	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-
	販売個数	33,697	33,456	33,329	33,459	33,160	34,273	33,329	33,724	32,553	33,331	33,131	33,385	33,853	35,506	35,152	34,073	33,844	35,967	36,032	36,923	36,028	36,909	36,926	37,518	38,207	37,686
	販売個数前年比	100.8	98.0	100.4	99.5	99.1	99.0	97.3	96.8	95.7	96.3	97.1	96.3	94.8	102.1	99.7	97.9	96.4	96.9	100.8	99.6	97.3	101.7	97.9	99.4	102.5	96.6
	販売単価	167.9	167.2	167.3	166.8	166.9	166.9	166.6	166.3	171.0	172.0	172.2	172.1	172.2	172.2	172.5	172.1	172.1	172.5	172.8	172.3	171.4	170.5	171.1	171.8	171.8	171.1
牛乳	販売個数	25,408	25,082	24,952	25,100	24,722	25,532	24,783	25,263	23,736	24,016	23,465	23,372	23,615	24,078	23,743	23,030	22,843	24,264	23,904	24,333	23,651	24,071	24,023	24,444	24,850	24,545
	販売個数前年比	102.5	99.1	101.7	101.4	99.9	99.8	97.6	97.4	94.4	93.3	92.2	90.9	88.7	93.6	90.1	88.1	86.7	87.5	90.0	88.5	85.9	90.2	86.4	87.8	90.0	84.4
	販売単価	172.5	172.0	172.1	171.6	171.6	171.7	171.5	170.7	176.4	178.0	178.9	178.8	178.7	179.3	179.5	179.2	179.3	179.8	180.5	180.0	179.1	178.7	179.2	179.6	179.7	179.0
成分調整牛乳	販売個数	3,268	3,312	3,337	3,332	3,409	3,544	3,442	3,399	3,588	3,840	4,193	4,502	4,624	5,296	5,270	5,147	5,238	5,671	5,761	6,011	5,855	5,995	6,163	6,178	6,271	6,290
	販売個数前年比	119.0	116.8	121.5	118.2	122.3	122.5	119.6	115.5	121.5	129.7	144.6	148.6	143.0	163.5	161.7	165.2	161.3	164.5	174.0	174.3	169.8	173.9	169.5	171.9	174.3	168.7
	販売単価	161.9	161.1	161.2	160.5	160.9	160.5	160.3	161.7	166.4	167.6	166.1	166.4	167.4	167.4	167.7	167.0	166.5	166.6	167.1	166.8	165.7	165.0	165.2	166.7	167.2	165.3
加工乳	販売個数	1,399	1,449	1,426	1,403	1,452	1,461	1,462	1,414	1,435	1,472	1,470	1,473	1,521	1,657	1,613	1,585	1,563	1,638	1,866	2,001	1,942	1,934	2,055	2,119	2,137	2,070
	販売個数前年比	71.3	71.9	72.8	72.1	73.7	73.1	73.9	69.9	70.4	70.7	73.9	73.6	75.3	83.8	87.5	89.6	89.6	89.7	99.1	101.6	99.2	99.4	105.1	104.9	113.4	110.5
	販売単価	134.1	133.0	133.2	132.6	132.8	133.2	132.1	132.8	135.8	135.2	135.6	135.3	136.6	136.3	136.8	135.3	137.5	136.7	139.0	137.6	137.2	137.0	137.6	138.0	138.1	138.2
乳飲料	販売個数	3,623	3,614	3,614	3,625	3,577	3,737	3,641	3,648	3,793	4,002	4,003	4,037	4,093	4,475	4,526	4,310	4,200	4,394	4,501	4,578	4,580	4,908	4,685	4,777	4,949	4,781
	販売個数前年比	92.0	91.2	91.2	88.0	90.3	90.5	90.9	92.5	98.1	104.9	105.9	103.0	106.2	116.2	119.6	113.3	111.3	107.1	112.8	110.3	112.1	116.0	108.8	111.1	118.0	110.5
	販売単価	154.1	153.4	153.6	152.6	153.8	153.5	152.9	153.3	154.7	153.1	152.9	152.6	153.5	153.2	153.9	153.8	153.1	153.4	153.7	154.1	153.1	150.3	152.4	153.1	152.7	152.3
牛乳+成分調整牛乳	販売個数	28,676	28,394	28,288	28,431	28,130	29,076	28,226	28,663	27,325	27,856	27,658	27,874	28,240	29,374	29,013	28,178	28,081	29,935	29,665	30,345	29,506	30,066	30,186	30,622	31,121	30,835
	販売個数前年比	104.1	100.9	103.7	103.1	102.2	102.1	99.8	99.2	97.2	97.1	97.5	97.0	94.6	101.4	98.0	96.4	94.9	96.0	99.3	98.1	95.2	99.8	96.0	97.5	99.7	94.0
	販売単価	171.3	170.7	170.8	170.3	170.3	170.3	170.1	169.6	175.1	176.6	176.9	176.8	176.8	177.1	177.4	176.9	176.9	177.3	177.9	177.4	176.5	175.9	176.3	177.0	177.2	176.2

		2009																									
トータル		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
	販売個数	37,842	37,439	37,686	37,387	37,800	37,282	39,540	39,008	38,693	37,755	36,114	37,828	36,845	34,389	35,133	34,679	33,957	33,789	33,116	31,603	32,943	32,281	31,580	31,544	31,145	27,517
	販売個数前年比	97.7	95.2	93.0	93.0	95.2	94.6	100.8	100.6	95.9	96.8	92.9	101.0	103.3	98.0	97.2	98.2	101.6	98.9	98.8	96.4	98.4	97.1	97.7	97.1	97.6	94.9
	販売単価	171.6	172.7	172.1	171.4	171.7	172.4	171.7	171.8	171.1	171.0	170.6	170.7	170.8	170.7	170.2	170.2	170.2	170.1	170.1	170.1	169.8	169.3	169.7	169.5	170.3	170.6
牛乳	販売個数	24,748	24,248	24,448	24,135	24,534	24,282	25,564	25,178	25,052	23,957	23,168	24,435	23,781	22,524	22,678	22,237	22,001	21,621	21,267	20,245	21,009	20,785	20,331	20,291	20,428	18,513
	販売個数前年比	86.1	82.8	80.5	80.6	82.8	82.0	86.9	87.9	83.6	83.0	80.0	88.0	90.0	86.4	84.2	84.3	88.1	84.8	84.8	82.6	83.9	83.7	84.1	83.3	84.5	83.2
	販売単価	179.6	180.9	180.4	179.7	179.8	180.5	180.0	179.8	179.1	179.4	179.2	179.0	179.3	179.2	178.9	178.8	178.6	178.6	178.9	178.8	178.5	177.8	178.2	178.0	178.4	177.9
成分調整牛乳	販売個数	6,176	6,323	6,319	6,202	6,248	6,188	6,549	6,459	6,256	6,356	5,911	6,182	5,995	5,144	5,551	5,779	5,491	5,611	5,441	5,249	5,638	5,284	5,173	5,160	4,794	4,160
	販売個数前年比	169.4	168.1	170.1	161.0	164.0	168.1	182.3	172.2	166.9	171.8	166.0	168.3	166.6	150.5	156.4	167.4	162.4	163.9	166.3	157.8	165.3	156.1	162.6	158.8	151.9	148.3
	販売単価	166.2	166.7	165.4	165.9	166.1	166.4	166.6	166.5	166.1	165.5	165.5	164.9	164.1	162.5	163.0	163.3	163.0	163.3	163.5	163.7	163.1	162.5	163.5	163.0	163.8	163.7
加工乳	販売個数	2,031	2,044	2,151	2,216	2,159	2,115	2,309	2,342	2,361	2,410	2,187	2,324	2,370	2,260	2,321	2,228	2,154	2,189	2,045	2,090	2,081	2,031	1,997	1,937	1,888	1,505
	販売個数前年比	109.9	109.6	114.6	120.0	116.0	118.5	124.8	122.7	121.4	127.5	116.2	131.5	137.4	135.9	140.3	139.3	143.4	142.8	138.3	142.7	141.2	142.0	140.9	137.7	144.7	130.2
	販売単価	138.4	138.3	139.3	138.5	138.8	139.8	138.7	140.5	140.9	141.9	140.2	138.8	140.2	141.9	140.4	140.5	140.5	141.4	141.2	140.1	140.8	140.5	140.5	141.1	141.2	141.3
乳飲料	販売個数	4,888	4,824	4,768	4,834	4,859	4,698	5,118	5,029	5,024	5,033	4,848	4,887	4,698	4,460	4,583	4,436	4,311	4,368	4,362	4,020	4,214	4,181	4,080	4,156	4,035	3,339
	販売個数前年比	108.4	109.5	103.9	106.2	110.0	109.1	117.2	111.8	106.5	111.2	108.9	115.0	119.8	112.9	114.7	114.7	120.4	118.5	118.7	114.7	118.8	115.8	114.6	119.3	123.2	119.6
	販売単価	152.3	154.0	153.7	152.2	152.1	153.4	152.0	152.9	151.6	151.6	149.5	151.8	151.8	151.8	150.7	151.4	151.3	150.9	148.5	150.4	149.7	150.0	149.6	149.5	150.3	151.6
牛乳+成分調整牛乳	販売個数	30,924	30,572	30,767	30,337	30,782	30,469	32,113	31,637	31,308	30,312	29,079	30,617	29,776	27,669	28,229	28,016	27,492	27,232	26,708	25,493	26,648	26,069	25,504	25,451	25,222	22,673
	販売個数前年比	95.5	92.5	90.3	89.7	92.1	91.5	97.3	97.7	92.9	93.1	89.4	97.4	99.2	93.8	92.6	93.9	97.0	94.1	94.2	91.6	93.7	92.4	93.2	92.2	92.3	90.5
	販売単価	176.9	178.0	177.3	176.9	177.1	177.6	177.3	177.1	176.5	176.5	176.4	176.2	176.2	176.1	175.7	175.6	175.5	175.4	175.8	175.7	175.2	174.7	175.2	175.0	175.6	175.3

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、HC/DS、DRUG/L、DRUG/S
- 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																									
		1.7-	1.14-	1.21-	1.28-	2.4-	2.11-	2.18-	2.25-	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	33,446	34,125	33,198	33,642	33,462	34,607	34,265	34,852	34,011	34,601	34,133	34,658	35,719	34,792	35,244	34,820	35,112	37,108	35,754	37,057	37,037	36,299	37,707	37,742	37,289	39,012
	販売個数前年比	92.8	97.8	94.3	95.9	97.7	98.4	97.1	98.0	97.8	101.0	99.1	96.2	100.2	96.4	100.1	100.6	97.7	98.6	99.7	100.3	102.3	96.8	99.8	98.5	93.2	102.0
	販売単価	164.2	163.0	162.9	162.9	163.6	162.9	162.0	162.2	162.6	162.8	162.8	162.7	165.5	167.1	167.3	167.7	168.6	168.6	168.0	167.9	168.1	167.9	168.1	168.1	168.2	168.2
牛乳	販売個数	24,800	25,310	24,534	24,759	24,742	25,588	25,405	25,942	25,150	25,743	25,464	25,710	26,615	25,726	26,357	26,129	26,346	27,731	26,571	27,485	27,544	26,676	27,809	27,829	27,612	29,082
	販売個数前年比	91.5	96.1	92.7	93.7	96.6	97.1	95.8	96.4	96.6	100.5	98.5	94.8	99.3	95.1	100.5	101.2	97.1	98.3	99.5	100.1	102.8	95.9	99.4	97.9	92.7	102.8
	販売単価	169.5	168.1	168.1	168.2	168.7	167.9	167.0	167.1	167.6	167.7	167.5	167.6	169.7	171.6	171.5	171.8	172.8	173.0	172.5	172.5	172.6	172.7	173.0	173.1	172.9	172.6
成分調整牛乳	販売個数	2,747	2,836	2,745	2,818	2,786	2,893	2,879	2,942	2,954	2,960	2,900	3,029	3,233	3,238	3,259	3,115	3,247	3,448	3,311	3,450	3,449	3,448	3,636	3,594	3,598	3,728
	販売個数前年比	106.2	116.5	110.5	115.0	117.8	119.8	114.5	121.4	120.2	115.7	118.5	115.9	124.6	127.0	128.8	125.5	123.6	127.7	124.8	127.6	126.5	126.2	125.0	123.0	120.4	130.1
	販売単価	161.1	159.0	159.9	159.3	160.5	159.5	158.7	159.5	158.3	159.2	159.1	157.4	162.1	162.0	162.2	164.3	164.5	163.6	162.9	161.8	162.8	163.0	162.2	163.1	162.9	162.9
加工乳	販売個数	1,962	2,015	1,959	1,947	1,970	1,997	1,978	2,023	2,040	2,084	1,989	2,001	2,019	1,977	1,843	1,770	1,744	1,826	1,883	1,970	1,958	1,946	1,956	2,020	1,884	1,873
	販売個数前年比	88.6	93.2	87.3	87.8	86.0	85.1	86.7	92.2	89.5	94.8	92.4	90.1	88.0	84.0	80.9	78.6	78.1	75.6	79.5	82.8	80.8	84.5	80.4	82.0	73.9	76.7
	販売単価	124.5	123.3	123.9	124.2	124.4	124.0	123.3	124.0	123.4	123.0	123.7	123.1	127.0	127.7	128.0	129.3	128.7	129.4	131.0	131.1	131.0	131.0	131.3	130.4	132.5	132.9
乳飲料	販売個数	3,938	3,964	3,961	4,117	3,963	4,128	4,004	3,944	3,867	3,815	3,781	3,918	3,852	3,850	3,785	3,806	3,775	4,102	3,989	4,152	4,087	4,229	4,306	4,300	4,195	4,328
	販売個数前年比	95.8	100.2	98.3	103.1	99.4	101.7	100.6	98.1	96.2	98.1	94.8	96.4	97.8	92.8	90.5	93.9	95.6	94.9	96.2	94.2	96.1	91.2	96.2	95.3	89.2	92.9
	販売単価	152.7	153.2	152.2	152.0	153.0	152.8	151.4	151.9	154.0	154.5	154.5	154.6	160.2	161.2	161.1	160.4	161.2	160.7	159.8	160.1	160.4	158.0	157.7	157.5	157.7	158.3
牛乳+成分調整牛乳	販売個数	27,546	28,146	27,279	27,578	27,529	28,481	28,284	28,884	28,104	28,703	28,363	28,739	29,848	28,964	29,615	29,244	29,593	31,179	29,881	30,935	30,992	30,124	31,444	31,423	31,210	32,810
	販売個数前年比	92.8	97.8	94.2	95.5	98.4	99.0	97.4	98.4	98.6	101.8	100.3	96.7	101.5	97.9	103.0	103.4	99.5	100.9	101.8	102.6	105.0	98.6	101.8	100.2	95.3	105.3
	販売単価	168.7	167.2	167.3	167.3	167.9	167.1	166.2	166.3	166.6	166.8	166.6	166.5	168.8	170.5	170.5	171.0	171.9	172.0	171.4	171.3	171.5	171.6	171.8	172.0	171.8	171.5

		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	38,751	39,319	40,539	40,208	39,718	39,393	39,231	38,790	40,363	38,992	38,858	37,444	35,677	35,103	36,133	35,307	33,426	34,151	33,501	32,796	33,462	33,245	32,339	32,495	31,906	28,995
	販売個数前年比	103.8	103.1	100.7	99.7	97.7	94.9	93.4	95.1	98.7	99.3	95.5	95.6	94.8	94.0	101.5	101.0	94.6	101.5	99.7	100.4	101.1	101.4	99.6	103.0	94.9	99.6
	販売単価	169.2	169.0	169.1	168.9	169.5	170.1	169.8	170.0	169.8	169.7	169.2	169.0	168.5	168.9	168.9	169.0	168.3	168.0	168.1	168.1	167.4	166.6	167.0	167.2	167.4	168.7
牛乳	販売個数	28,747	29,289	30,358	29,954	29,630	29,621	29,422	28,629	29,953	28,875	28,964	27,754	26,432	26,072	26,935	26,389	24,964	25,508	25,075	24,503	25,032	24,820	24,179	24,356	24,171	22,243
	販売個数前年比	103.6	103.2	101.1	99.9	97.4	95.0	93.7	94.0	99.0	99.1	96.1	96.4	94.9	94.7	102.1	103.0	95.6	103.3	101.6	102.0	102.4	103.4	100.9	104.6	96.0	100.6
	販売単価	173.7	173.6	173.4	173.4	174.1	174.6	174.2	175.2	174.6	174.7	174.0	173.8	173.6	173.8	173.6	173.6	172.9	172.7	172.8	172.8	172.0	171.3	171.8	171.8	171.8	172.7
成分調整牛乳	販売個数	3,646	3,761	3,715	3,853	3,810	3,682	3,593	3,751	3,748	3,699	3,560	3,673	3,599	3,419	3,550	3,453	3,382	3,424	3,272	3,325	3,411	3,384	3,181	3,248	3,155	2,805
	販売個数前年比	128.9	129.7	120.8	122.1	123.6	117.7	110.6	119.3	115.3	120.0	110.4	114.4	120.1	115.0	124.0	116.5	117.5	122.3	113.8	116.5	120.3	123.2	115.3	122.5	113.4	121.7
	販売単価	164.7	163.0	164.4	163.1	163.1	163.9	164.7	163.4	165.3	164.5	164.0	163.6	162.4	162.9	164.2	163.9	163.2	161.8	161.8	161.0	160.3	159.4	160.9	160.8	160.5	162.6
加工乳	販売個数	1,847	1,864	1,876	1,847	1,862	1,785	1,850	1,909	1,945	1,891	1,882	1,767	1,725	1,663	1,654	1,599	1,502	1,532	1,479	1,464	1,474	1,430	1,417	1,406	1,304	1,156
	販売個数前年比	77.7	77.7	72.6	73.4	74.3	70.1	69.6	75.6	75.7	78.1	72.7	70.8	72.8	71.3	73.0	74.2	69.0	74.7	75.2	78.2	79.4	74.1	75.7	75.9	69.3	73.6
	販売単価	135.2	134.8	134.9	134.0	134.5	135.4	134.3	132.7	133.6	133.3	133.6	134.0	132.3	133.7	134.2	135.0	133.7	133.7	133.6	134.4	133.3	134.3	133.0	133.5	134.4	134.7
乳飲料	販売個数	4,510	4,404	4,589	4,554	4,416	4,306	4,365	4,500	4,718	4,527	4,452	4,251	3,921	3,949	3,994	3,867	3,579	3,687	3,675	3,504	3,546	3,611	3,561	3,485	3,276	2,791
	販売個数前年比	102.8	98.2	100.2	97.5	94.5	92.6	92.7	96.5	98.2	97.6	94.1	90.7	88.6	87.7	97.5	91.7	85.8	89.4	90.0	89.7	89.7	88.2	92.1	92.1	86.8	89.5
	販売単価	157.9	158.4	158.4	158.4	158.4	158.7	158.9	158.5	157.4	157.4	157.3	156.6	155.9	156.2	155.7	156.5	155.8	155.5	155.2	155.6	155.3	153.7	153.2	154.1	155.0	156.8
牛乳+成分調整牛乳	販売個数	32,394	33,051	34,074	33,807	33,440	33,303	33,015	32,381	33,700	32,574	32,524	31,427	30,031	29,491	30,484	29,841	28,345	28,932	28,347	27,828	28,443	28,204	27,361	27,604	27,326	25,048
	販売個数前年比	105.9	105.7	103.0	102.0	99.9	97.0	95.3	96.3	100.6	101.1	97.5	98.2	97.3	96.7	104.2	104.4	97.7	105.3	102.8	103.5	104.3	105.4	102.3	106.5	97.7	102.6
	販売単価	172.7	172.4	172.4	172.2	172.9	173.4	173.2	173.8	173.6	173.6	172.9	172.6	172.2	172.5	172.5	172.4	171.8	171.5	171.5	171.4	170.6	169.8	170.6	170.5	170.5	171.6

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(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、HC/DS、DRUG/L、DRUG/S
- 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	29,374	36,025	34,901	35,221	35,075	34,259	35,186	35,290	35,561	34,788	34,272	34,431	36,017	35,633	36,094	35,208	34,595	35,928	37,653	35,874	36,951	36,196	37,487	37,799	38,320	40,018
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	167.3	165.6	164.8	164.6	164.4	164.7	164.8	164.0	164.0	164.5	164.4	164.0	164.2	164.9	164.6	164.0	164.2	164.6	164.5	164.5	164.5	164.6	164.3	164.6	164.5	164.6
牛乳	販売個数	22,589	27,112	26,350	26,463	26,416	25,615	26,364	26,517	26,923	26,034	25,628	25,843	27,118	26,804	27,041	26,215	25,811	27,120	28,213	26,706	27,459	26,794	27,813	27,981	28,425	29,776
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	171.5	170.5	169.5	169.5	169.2	170.0	170.0	169.0	168.6	169.7	169.6	169.1	169.2	169.9	169.6	169.3	169.3	169.3	169.5	169.6	169.6	169.9	169.7	170.1	169.9	169.7
成分調整牛乳	販売個数	1,981	2,586	2,434	2,485	2,450	2,366	2,415	2,513	2,423	2,457	2,559	2,448	2,613	2,596	2,550	2,531	2,482	2,627	2,700	2,654	2,703	2,726	2,732	2,909	2,922	2,988
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	168.9	165.7	164.8	164.2	164.7	164.8	164.7	163.9	165.8	165.1	163.4	163.9	163.4	163.6	163.7	163.9	163.2	163.7	164.6	164.1	164.0	163.1	164.2	162.4	162.5	164.3
加工乳	販売個数	1,652	2,215	2,162	2,243	2,217	2,291	2,347	2,280	2,194	2,278	2,197	2,152	2,220	2,295	2,355	2,280	2,250	2,233	2,416	2,369	2,381	2,422	2,305	2,434	2,463	2,550
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	127.8	127.0	126.3	125.2	124.7	124.1	125.0	124.1	125.1	123.9	124.0	125.1	124.8	124.9	124.5	124.3	124.8	124.4	124.5	124.2	125.5	125.0	125.2	124.0	125.3	125.0
乳飲料	販売個数	3,153	4,112	3,956	4,031	3,993	3,988	4,060	3,980	4,021	4,020	3,889	3,987	4,066	3,938	4,148	4,183	4,052	3,948	4,324	4,145	4,409	4,253	4,639	4,475	4,510	4,704
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	157.2	154.0	154.0	154.6	154.4	153.6	154.5	153.3	153.3	153.5	153.8	151.9	153.1	155.5	155.3	152.9	154.4	155.8	154.3	154.9	154.1	154.6	151.9	154.1	153.2	153.5
牛乳+成分調整牛乳	販売個数	24,570	29,698	28,784	28,948	28,866	27,981	28,779	29,030	29,346	28,491	28,186	28,291	29,731	29,400	29,591	28,746	28,293	29,747	30,913	29,360	30,162	29,521	30,544	30,890	31,347	32,764
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	171.3	170.1	169.1	169.0	168.8	169.6	169.5	168.6	168.3	169.3	169.0	168.6	168.7	169.3	169.1	168.8	168.8	168.8	169.1	169.1	169.1	169.2	169.2	169.3	169.2	169.2

		2007																										
		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-
トータル	販売個数	38,263	37,345	38,154	40,253	40,336	40,669	41,520	42,025	40,796	40,876	39,282	40,693	39,171	37,649	37,329	35,610	34,963	35,346	33,658	33,615	32,668	33,085	32,790	32,473	31,564	33,614	29,100
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	164.2	164.2	164.4	164.8	164.4	165.3	165.8	165.5	165.0	165.2	164.5	165.2	164.2	163.7	163.7	163.8	163.9	163.3	163.7	163.7	163.6	163.1	162.9	163.4	163.9	164.0	164.9
牛乳	販売個数	28,295	27,752	28,369	30,014	29,991	30,406	31,195	31,407	30,463	30,253	29,143	30,147	28,780	27,856	27,519	26,387	25,628	26,123	24,686	24,688	24,033	24,439	24,015	23,975	23,277	25,177	22,106
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	169.5	169.5	169.6	169.8	169.5	170.3	170.7	170.6	169.8	170.4	169.6	170.3	169.4	168.8	169.0	169.1	169.3	168.4	169.2	169.0	169.0	168.3	168.3	168.6	169.3	168.7	169.3
成分調整牛乳	販売個数	2,866	2,828	2,900	3,076	3,156	3,083	3,128	3,249	3,146	3,252	3,081	3,225	3,211	2,995	2,972	2,863	2,964	2,877	2,800	2,874	2,854	2,836	2,747	2,760	2,651	2,781	2,305
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	163.1	162.5	163.1	163.7	163.5	164.9	164.6	164.3	165.0	164.1	163.0	164.4	162.0	163.2	162.1	161.6	161.5	161.4	160.6	160.1	159.0	159.2	159.1	159.1	159.7	160.9	163.1
加工乳	販売個数	2,441	2,377	2,400	2,585	2,516	2,507	2,547	2,659	2,525	2,568	2,420	2,588	2,496	2,371	2,332	2,264	2,154	2,176	2,050	1,968	1,873	1,856	1,931	1,871	1,853	1,882	1,570
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	124.9	124.2	124.2	124.4	124.2	124.6	126.0	124.1	125.5	125.0	124.1	123.4	123.9	123.0	124.2	122.7	123.3	123.6	123.9	123.9	123.2	124.7	123.3	124.4	124.2	125.2	125.1
乳飲料	販売個数	4,660	4,387	4,485	4,579	4,672	4,674	4,650	4,709	4,662	4,804	4,638	4,733	4,684	4,426	4,505	4,097	4,216	4,169	4,122	4,086	3,907	3,953	4,096	3,867	3,782	3,775	3,119
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	153.3	153.5	153.9	155.9	153.5	155.0	155.6	155.2	155.0	154.7	154.8	155.8	154.8	153.8	152.7	153.8	153.8	153.1	152.4	153.5	152.9	152.2	152.4	153.0	153.0	154.0	155.6
牛乳+成分調整牛乳	販売個数	31,161	30,580	31,269	33,089	33,147	33,489	34,323	34,657	33,609	33,504	32,224	33,372	31,991	30,852	30,491	29,249	28,592	29,001	27,486	27,562	26,888	27,275	26,762	26,735	25,928	27,958	24,411
	販売個数前年比	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	販売単価	168.9	168.8	169.0	169.2	168.9	169.8	170.1	170.0	169.4	169.8	169.0	169.7	168.7	168.2	168.3	168.3	168.5	167.7	168.3	168.1	167.9	167.3	167.4	167.7	168.3	167.9	168.7