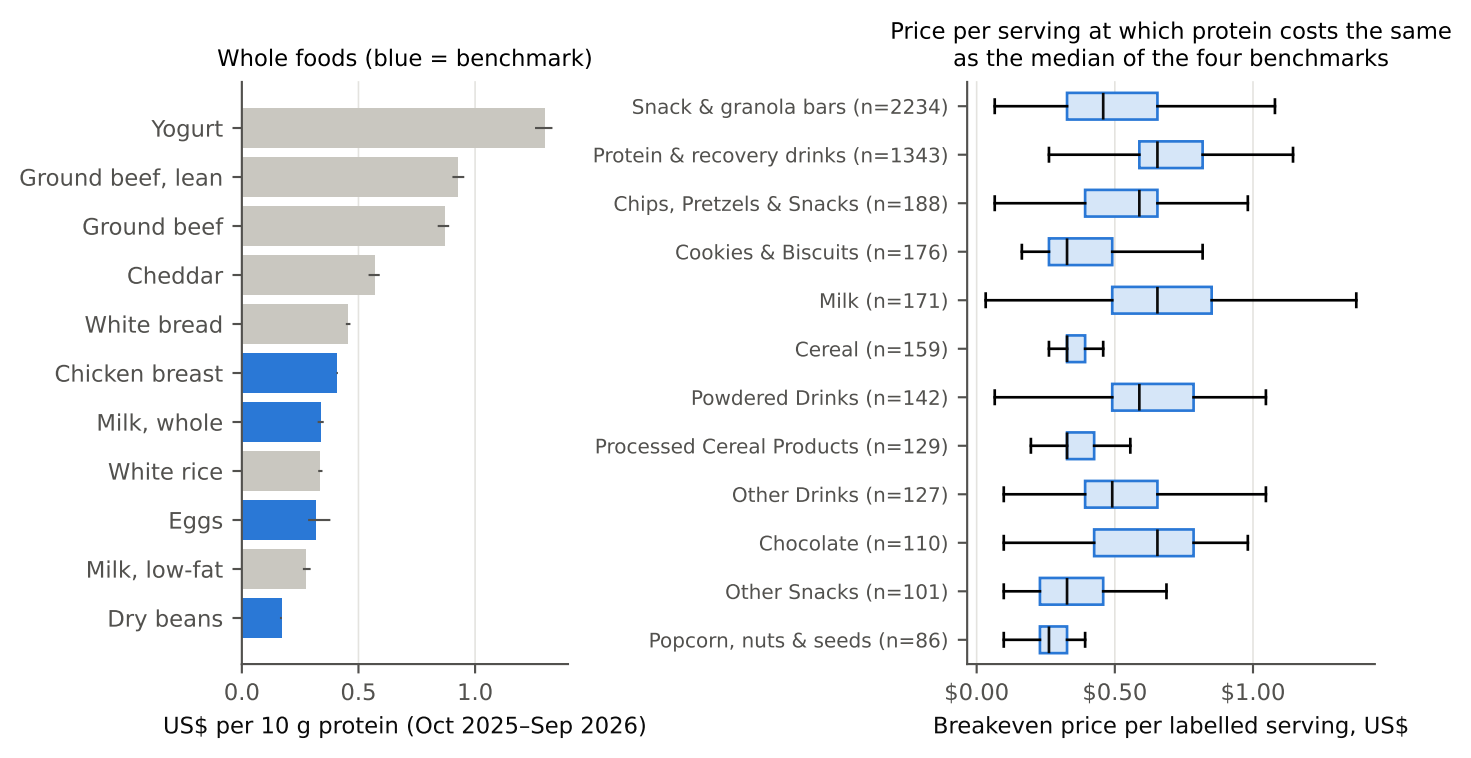

Whole foods (blue = benchmark)
Yogurt
Ground beef, lean
Ground beef
Cheddar
White bread
Chicken breast
Milk, whole
White rice
Eggs
Milk, low-fat
Dry beans
0.0
0.5
1.0
US$ per 10 g protein (Oct 2025–Sep 2026)
Price per serving at which protein costs the same as the median of the four benchmarks
Snack & granola bars (n=2234)
Protein & recovery drinks (n=1343)
Chips, Pretzels & Snacks (n=188)
Cookies & Biscuits (n=176)
Milk (n=171)
Cereal (n=159)
Powdered Drinks (n=142)
Processed Cereal Products (n=129)
Other Drinks (n=127)
Chocolate (n=110)
Other Snacks (n=101)
Popcorn, nuts & seeds (n=86)
$0.00
$0.50
$1.00
Breakeven price per labelled serving, US$