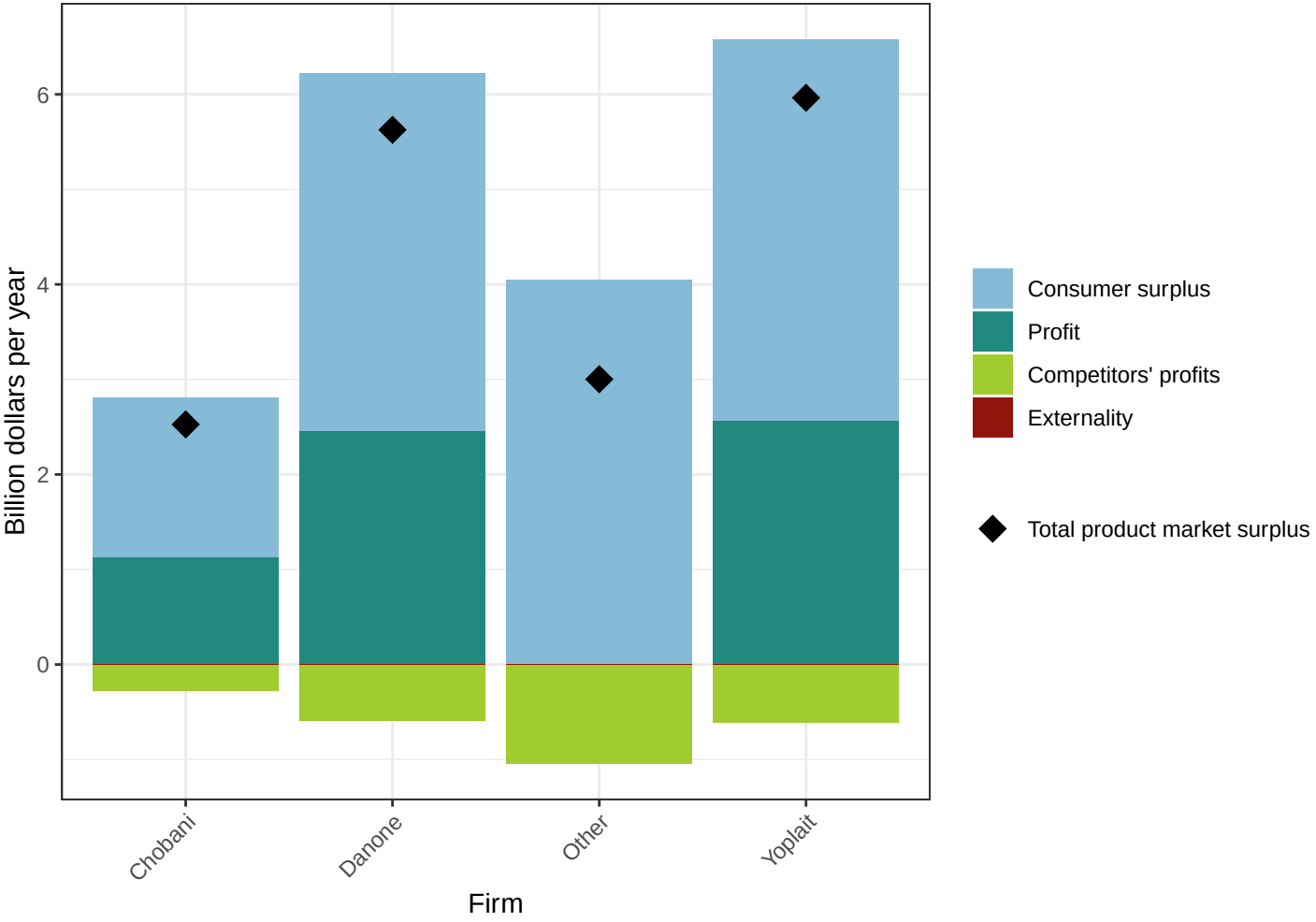
Billion dollars per year
6
4
2
0
Chobani
Danone
Other
Yoplait
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus