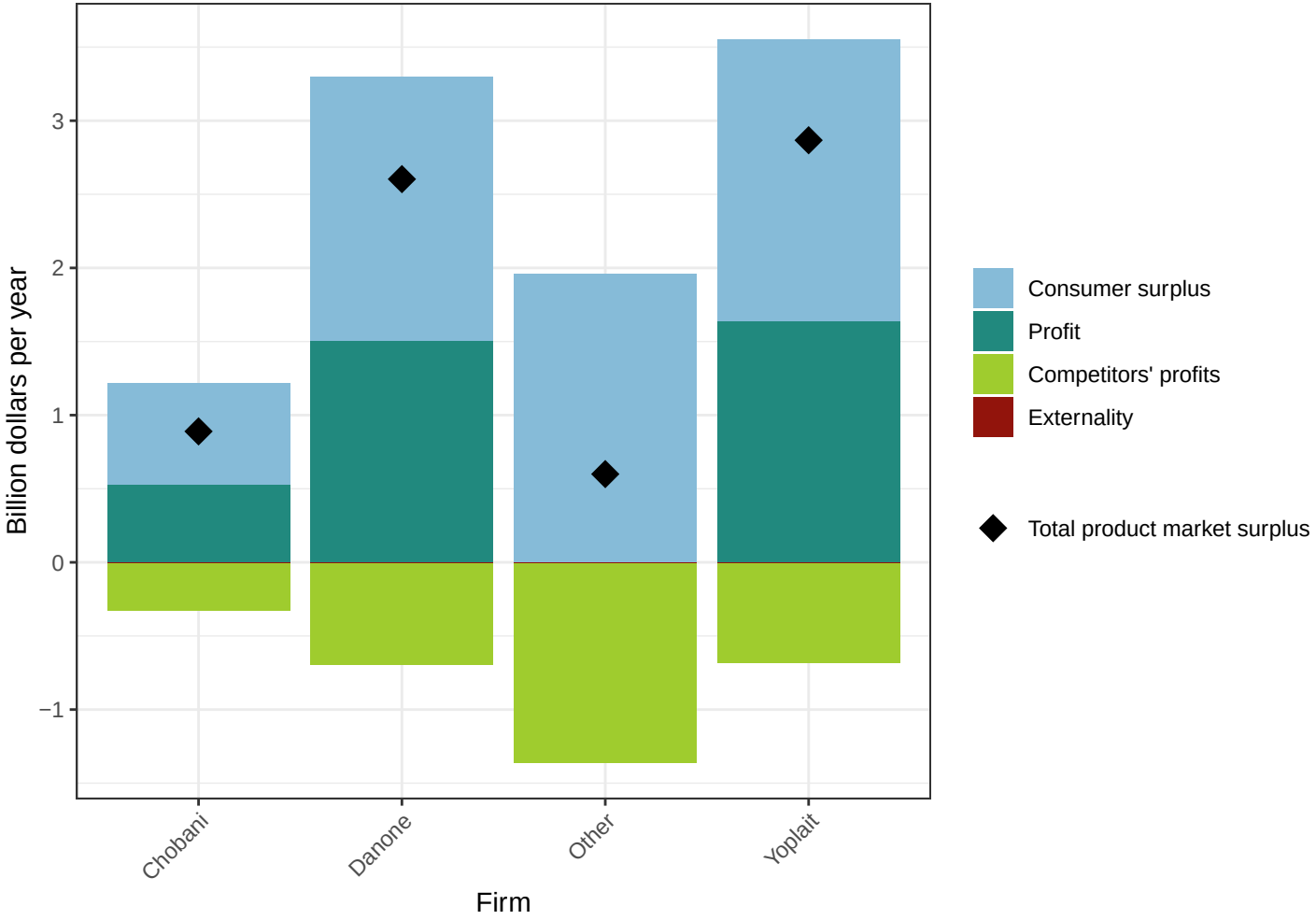
Billion dollars per year
3
2
1
0
−1
Chobani
Danone
Other
Yoplait
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus