

BCCD Competitive Report																
Manufacturer Consumption Trends																
Product	Custom Manufacturer	Measures	MULO	FOOD	DRUG	Albertsons Safeway Corp w/out AK/HI	Kroger Corp	SUPERVALU Corp Retail	Publix Corp	Walgreens Corp w/out PR/AK/HI	Rite Aid Total Corp	CVS Corp Total	Target Corp	Walmart Corp	Sam's Corp	BJ's Corp
All OTC	Total All Products	Dollar Sales % Chg YA	1.5%	3.7%	-0.4%	7.5%	6.1%	0.1%	10.1%	0.4%	4.5%	3.2%	-4.3%	3.6%	2.9%	2.6%
	BAYER + MERCK	Dollar Sales % Chg YA	-4.6%	-4.5%	-5.2%	4.0%	-4.3%	-21.0%	4.6%	-11.7%	-0.1%	2.2%	-11.9%	-2.5%	-5.6%	-22.9%
		Points Above Market (\$)	-6.1%	-8.2%	-4.8%	-3.5%	-10.3%	-21.1%	-5.5%	-12.1%	-4.6%	-1.1%	-7.5%	-6.1%	-8.5%	-25.5%
	BAYER	Dollar Sales % Chg YA	-9.0%	-9.3%	-14.0%	1.3%	-4.3%	-31.2%	-0.7%	-22.8%	-10.1%	-2.3%	-19.8%	-3.3%	3.6%	-13.3%
		Points Above Market (\$)	-10.5%	-12.9%	-13.7%	-6.2%	-10.4%	-31.3%	-10.8%	-23.1%	-14.6%	-5.5%	-15.5%	-6.8%	0.7%	-15.9%
	MSD CONSUMER CARE INC	Dollar Sales % Chg YA	3.4%	2.6%	4.5%	9.1%	-4.7%	-4.7%	21.7%	0.5%	3.7%	10.1%	-11.7%	4.1%	12.2%	1.4%
		Points Above Market (\$)	1.9%	-1.1%	4.8%	1.6%	-10.8%	-4.8%	11.5%	0.1%	-0.8%	6.8%	-7.4%	0.6%	9.3%	-1.2%
	BAYER CONSUMER HEALTHCARE	Dollar Sales % Chg YA	-7.2%	-6.3%	-8.4%	1.6%	-3.9%	-23.0%	-5.0%	-15.4%	2.6%	-2.8%	-4.8%	-5.3%	-18.4%	-38.1%
		Points Above Market (\$)	-8.7%	-9.9%	-8.1%	-5.9%	-10.0%	-23.0%	-15.1%	-15.8%	-1.8%	-6.0%	-0.5%	-8.9%	-21.3%	-40.7%
	NOVARTIS + GSK	Dollar Sales % Chg YA	13.2%	15.1%	9.6%	19.9%	18.5%	-1.1%	28.8%	14.8%	18.3%	2.6%	0.8%	19.2%	22.7%	27.6%
		Points Above Market (\$)	11.7%	11.5%	9.9%	12.4%	12.5%	-1.2%	18.6%	14.4%	13.8%	-0.6%	5.1%	15.6%	19.8%	25.0%
	JOHNSON & JOHNSON	Dollar Sales % Chg YA	8.2%	14.4%	4.0%	6.8%	11.4%	8.7%	24.9%	-1.6%	0.7%	15.5%	18.4%	5.1%	44.7%	-11.1%
		Points Above Market (\$)	6.7%	10.7%	4.3%	-0.7%	5.3%	8.6%	14.8%	-1.9%	-3.8%	12.3%	22.7%	1.5%	41.8%	-13.7%
	PFIZER INC	Dollar Sales % Chg YA	3.2%	6.1%	1.1%	7.0%	8.8%	0.8%	6.9%	2.0%	8.9%	-0.7%	-1.4%	4.0%	6.9%	-7.2%
		Points Above Market (\$)	1.7%	2.5%	1.5%	-0.6%	2.7%	0.7%	-3.3%	1.7%	4.4%	-4.0%	2.9%	0.4%	4.0%	-9.8%
	PHARMAVITE LLC	Dollar Sales % Chg YA	6.3%	7.3%	5.2%	19.4%	1.2%	13.2%	3.3%	13.7%	42.4%	-19.6%	-3.1%	1.1%	110.8%	11.9%
		Points Above Market (\$)	4.8%	3.7%	5.6%	11.9%	-4.8%	13.1%	-6.8%	13.4%	37.9%	-22.9%	1.2%	-2.5%	108.0%	9.3%
	PROCTER & GAMBLE	Dollar Sales % Chg YA	1.2%	0.9%	3.4%	12.8%	0.6%	-6.6%	0.1%	1.8%	3.7%	6.6%	-4.4%	-3.6%	18.4%	4.1%
		Points Above Market (\$)	-0.2%	-2.7%	3.7%	5.3%	-5.5%	-6.7%	-10.1%	1.4%	-0.8%	3.4%	-0.1%	-7.2%	15.5%	1.5%
	RECKITT BENCKISER INC	Dollar Sales % Chg YA	1.2%	6.2%	-1.0%	32.5%	6.6%	8.9%	11.8%	-3.3%	14.4%	0.8%	-5.8%	4.5%	2.3%	-33.9%
	Points Above Market (\$)	-0.3%	2.6%	-0.6%	25.0%	0.5%	8.8%	1.7%	-3.6%	9.9%	-2.5%	-1.5%	0.9%	-0.6%	-36.5%	
SANOFI	Dollar Sales % Chg YA	-4.1%	4.3%	-17.1%	7.0%	6.2%	-6.0%	1.1%	-5.9%	-40.2%	-18.9%	-7.4%	7.6%	0.0%	0.0%	
	Points Above Market (\$)	-5.6%	0.6%	-16.7%	-0.5%	0.1%	-6.1%	-9.1%	-6.2%	-44.7%	-22.1%	-3.1%	4.0%	-2.9%	-2.6%	
PRIVATE LABEL	Dollar Sales % Chg YA	-1.5%	-0.4%	-4.1%	-10.1%	7.4%	7.2%	10.0%	4.3%	-5.5%	49.5%	-7.9%	2.9%	-6.9%	-4.3%	
	Points Above Market (\$)	-3.0%	-4.1%	-3.7%	-17.6%	1.4%	7.1%	-0.1%	4.0%	-10.0%	46.3%	-3.6%	-0.7%	-9.8%	-7.0%	
All OTC with Sunicare and Footcare	Total All Products	Dollar Sales % Chg YA	0.4%	3.2%	-0.9%	7.6%	5.7%	-0.3%	6.2%	-0.4%	3.4%	2.6%	-5.8%	1.7%	-1.4%	-0.2%
	BAYER + MERCK	Dollar Sales % Chg YA	-7.2%	-5.0%	-6.2%	3.8%	-3.8%	-20.5%	-0.9%	-12.8%	-2.4%	1.1%	-11.4%	-6.3%	-31.0%	-26.3%
		Points Above Market (\$)	-7.6%	-8.2%	-5.3%	-3.8%	-9.4%	-20.2%	-7.1%	-12.4%	-5.8%	-1.5%	-5.6%	-8.1%	-29.6%	-26.1%
	BAYER	Dollar Sales % Chg YA	-9.0%	-9.3%	-14.0%	1.3%	-4.3%	-31.2%	-0.7%	-22.8%	-10.1%	-2.3%	-19.8%	-3.3%	3.6%	-13.3%
		Points Above Market (\$)	-9.4%	-12.5%	-13.1%	-6.3%	-10.0%	-30.9%	-6.9%	-22.3%	-13.6%	-4.9%	-14.0%	-5.0%	4.9%	-13.1%
	MSD CONSUMER CARE INC	Dollar Sales % Chg YA	3.4%	2.6%	4.5%	9.1%	-4.7%	-4.7%	21.7%	0.5%	3.7%	10.1%	-11.7%	4.1%	12.2%	1.4%
		Points Above Market (\$)	3.0%	-0.7%	5.4%	1.5%	-10.4%	-4.4%	15.4%	0.9%	0.2%	7.5%	-5.9%	2.4%	13.5%	1.6%
	BAYER CONSUMER HEALTHCARE	Dollar Sales % Chg YA	-11.0%	-6.8%	-9.7%	1.8%	-3.0%	-21.8%	-11.2%	-16.6%	-2.5%	-3.4%	-7.5%	-10.3%	-52.8%	-43.1%
		Points Above Market (\$)	-11.3%	-10.1%	-8.8%	-5.8%	-8.7%	-21.5%	-17.4%	-16.2%	-6.0%	-6.0%	-1.7%	-12.0%	-51.5%	-42.9%
	NOVARTIS + GSK	Dollar Sales % Chg YA	13.2%	15.1%	9.6%	19.9%	18.5%	-1.1%	28.8%	14.8%	18.3%	2.6%	0.8%	19.2%	22.7%	27.6%
		Points Above Market (\$)	12.8%	11.9%	10.5%	12.3%	12.9%	-0.9%	22.6%	15.2%	14.8%	0.0%	6.6%	17.4%	24.1%	27.8%
	JOHNSON & JOHNSON	Dollar Sales % Chg YA	5.1%	10.2%	5.9%	7.1%	6.1%	2.2%	4.1%	2.3%	15.4%	-3.3%	2.3%	15.0%	-16.9%	
		Points Above Market (\$)	4.7%	7.0%	6.8%	-0.5%	0.4%	2.5%	-2.1%	1.5%	-1.2%	12.8%	2.4%	0.6%	16.3%	-16.8%
	PFIZER INC	Dollar Sales % Chg YA	3.2%	6.1%	1.1%	7.0%	8.8%	0.8%	6.9%	2.0%	8.9%	-0.7%	-1.4%	4.0%	6.9%	-7.2%
		Points Above Market (\$)	2.8%	2.9%	2.1%	-0.7%	3.1%	1.0%	0.6%	2.5%	5.4%	-3.3%	4.4%	2.3%	8.2%	-7.0%
	PHARMAVITE LLC	Dollar Sales % Chg YA	6.3%	7.3%	5.2%	19.4%	1.2%	13.2%	3.3%	13.7%	42.4%	-19.6%	-3.1%	1.1%	110.8%	11.9%
		Points Above Market (\$)	5.9%	4.1%	6.2%	11.8%	-4.4%	13.5%	-2.9%	14.2%	38.9%	-22.2%	2.7%	-0.7%	112.2%	12.1%
	PROCTER & GAMBLE	Dollar Sales % Chg YA	1.2%	0.9%	3.4%	12.8%	0.6%	-6.6%	0.1%	1.8%	3.7%	6.6%	-4.4%	-3.6%	18.4%	4.1%
		Points Above Market (\$)	0.8%	-2.3%	4.3%	5.2%	-5.1%	-6.3%	-6.1%	2.2%	0.3%	4.0%	1.4%	-5.4%	19.8%	4.3%
	RECKITT BENCKISER INC	Dollar Sales % Chg YA	-3.1%	7.0%	-4.5%	32.8%	7.5%	10.1%	13.1%	-8.0%	10.2%	-1.9%	-16.1%	-3.8%	5.3%	-46.3%
	Points Above Market (\$)	-3.5%	3.7%	-3.6%	25.2%	1.8%	10.4%	6.9%	-7.6%	6.7%	-4.5%	-10.4%	-5.5%	6.7%	-46.1%	
SANOFI	Dollar Sales % Chg YA	-4.1%	4.3%	-17.1%	7.0%	6.2%	-6.0%	1.1%	-5.9%	-40.2%	-18.9%	-7.4%	7.6%	0.0%	0.0%	
	Points Above Market (\$)	-4.5%	1.0%	-16.2%	-0.6%	0.5%	-5.7%	-5.2%	-5.4%	-43.7%	-21.5%	-1.6%	5.8%	1.4%	0.2%	
PRIVATE LABEL	Dollar Sales % Chg YA	-1.7%	-0.8%	-4.3%	-9.9%	6.7%	6.8%	8.8%	3.9%	-6.2%	49.5%	-8.6%	3.3%	-6.9%	-4.3%	
	Points Above Market (\$)	-2.1%	-4.0%	-3.4%	-17.5%	1.0%	7.1%	2.6%	4.4%	-9.6%	46.9%	-2.8%	1.6%	-5.6%	-4.2%	