

Business Snapshots - Dollar Share Adult Nutritionals

Total US MULO	LW		L4		L12		YTD		L52	
	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA
ADULT MULTIVITAMINS	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
ONE A DAY-ADULT MULTIVITAMINS	23.9	0.6	22.2	-0.6	22.9	-0.1	22.9	-0.1	22.9	0.6
ONE A DAY BASE MENS & WOMENS	20.1	0.4	18.6	-0.7	18.9	-0.4	19.0	-0.2	19.0	0.4
ONE A DAY-ADULT MULTIVITAMINS-WOMENS	12.2	0.2	11.1	-0.5	11.3	-0.3	11.3	-0.2	11.4	0.2
ONE A DAY-ADULT MULTIVITAMINS-MENS	8.0	0.1	7.4	-0.3	7.6	-0.1	7.6	0.0	7.6	0.2
ONE A DAY 50+ ADVANTAGE	3.8	0.2	3.1	-0.4	3.1	-0.4	3.1	-0.3	3.2	-0.1
ONE A DAY 50+ ADVANTAGE-WOMENS	1.8	0.0	1.5	-0.3	1.5	-0.2	1.5	-0.2	1.6	0.0
ONE A DAY 50+ ADVANTAGE-MENS	2.0	0.1	1.7	-0.1	1.6	-0.1	1.6	-0.1	1.6	0.0
ONE A DAY PROACTIVE 65+-GENERAL	0.5	0.4	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.3
ONE A DAY TOTAL VITACRAVES	8.7	0.3	8.5	0.2	9.0	0.5	9.2	0.5	9.0	0.7
ONE A DAY VITACRAVES-CHEWYBITES	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	0.0
ONE A DAY VITACRAVES-ENERGY	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.1
ONE A DAY VITACRAVES-FIBER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ONE A DAY VITACRAVES-IMMUNITY SUPPORT	0.3	-0.1	0.3	-0.1	0.4	-0.1	0.4	-0.2	0.4	-0.2
ONE A DAY VITACRAVES-MENS	2.6	0.3	2.5	0.3	2.7	0.4	2.7	0.5	2.6	0.4
ONE A DAY VITACRAVES-OMEGA	0.3	-0.3	0.3	-0.2	0.3	-0.2	0.3	-0.1	0.4	-0.1
ONE A DAY VITACRAVES-TEEN FOR HER	0.7	0.1	0.7	0.1	0.8	0.2	0.7	0.1	0.7	0.1
ONE A DAY VITACRAVES-TEEN FOR HIM	0.5	0.0	0.5	0.1	0.6	0.1	0.6	0.1	0.5	0.1
ONE A DAY VITACRAVES-WOMENS	3.1	0.2	3.0	0.1	3.1	0.1	3.2	0.2	3.2	0.4
ONE A DAY VITACRAVES-GENERAL	0.7	-0.1	0.7	-0.1	0.7	-0.2	0.7	-0.2	0.7	-0.2
ONE A DAY VITACRAVES-METABOLISM	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.2
ONE A DAY VITACRAVES-SOUR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ONE A DAY PRENATAL-ADULT MULTIVITAMINS	3.6	0.2	3.4	0.1	3.4	0.2	3.2	0.2	3.2	0.3
ONE A DAY OTHER	4.6	-0.4	4.3	-0.6	4.4	-0.6	4.4	-0.6	4.5	-0.5
ONE A DAY ENERGY	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0
ONE A DAY WOMENS PRO EDGE	0.0	0.0	0.0	0.0	0.0	-0.1	0.0	-0.1	0.0	-0.1
ONE A DAY MENS PRO EDGE	0.6	0.0	0.6	-0.1	0.6	0.0	0.6	0.0	0.6	0.0
ONE A DAY WOMENS ACTIVE METABOLISM	0.5	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.4	0.0
ONE A DAY WOMENS PETITES	0.3	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.2	0.0
ONE A DAY WOMENS MENOPAUSE	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.2	-0.1
ONE A DAY ALL OTHER	2.8	-0.3	2.7	-0.4	2.7	-0.3	2.8	-0.3	2.8	-0.2
CENTRUM-NUTRITIONALS	25.2	1.2	27.3	3.7	24.5	0.6	24.8	0.6	24.7	0.1
CENTRUM ADULTS	2.2	0.1	2.3	0.1	2.2	-0.1	2.1	-0.2	2.2	-0.1
CENTRUM WOMENS	1.5	0.1	1.6	0.2	1.5	0.0	1.5	0.1	1.5	0.1
CENTRUM MENS	1.8	0.0	1.9	0.1	1.8	-0.1	1.8	0.0	1.8	0.0
CENTRUM SILVER 50+	16.0	-0.3	17.3	1.4	15.6	-0.9	15.7	-1.0	16.0	-1.0
CENTRUM SILVER 50+-WOMENS	5.9	0.3	6.3	0.7	5.5	-0.1	5.6	-0.1	5.6	-0.1
CENTRUM SILVER 50+-MENS	5.1	0.0	5.4	0.4	4.9	-0.2	4.8	-0.2	4.9	-0.1
CENTRUM FLAVOR BURST	0.2	-0.4	0.2	-0.4	0.2	-0.5	0.2	-0.6	0.3	-0.6
CENTRUM SPECIALIST	0.6	-0.3	0.6	-0.4	0.6	-0.4	0.7	-0.3	0.8	-0.3
CENTRUM ALL OTHER	2.9	2.1	3.4	2.8	2.7	2.4	2.8	2.6	2.2	2.1
PRIVATE LABEL-ADULT MULTIVITAMINS	19.8	-1.7	19.6	-2.1	20.4	-1.2	20.1	-1.4	21.0	-1.4
PRIVATE LABEL ENERGY AMV	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0
PRIVATE LABEL GENERAL HEALTH AMV	2.0	0.0	2.0	-0.1	2.1	0.0	2.1	-0.1	2.2	-0.1
PRIVATE LABEL HEART AMV	0.2	-0.1	0.2	-0.1	0.2	-0.1	0.2	-0.1	0.2	-0.2
PRIVATE LABEL IMMUNITY AMV	0.6	0.0	0.6	0.0	0.6	0.0	0.7	0.0	0.7	0.0
PRIVATE LABEL MATURE GENERAL AMV	3.1	-1.0	3.1	-1.0	3.3	-0.7	3.3	-0.6	3.6	-0.4
PRIVATE LABEL MATURE MENS AMV	2.1	-0.1	2.1	0.0	2.1	0.2	2.0	0.1	2.0	0.1
PRIVATE LABEL MATURE WOMENS (excl Menopause) AMV	2.4	0.0	2.3	-0.2	2.4	0.0	2.2	0.0	2.3	0.0
PRIVATE LABEL MENS AMV	4.5	-0.1	4.5	-0.1	4.6	0.1	4.4	0.0	4.5	-0.2
PRIVATE LABEL PRENATAL AMV	3.2	-0.1	3.0	-0.3	3.1	-0.2	3.1	-0.2	3.2	-0.2
PRIVATE LABEL WOMENS AMV	8.8	-0.3	8.6	-0.7	8.8	-0.4	8.6	-0.5	8.9	-0.5
PRIVATE LABEL ALL OTHER AMV	1.4	-0.5	1.4	-0.4	1.5	-0.5	1.5	-0.5	1.6	-0.6
VITAFUSION	11.9	1.1	11.4	0.8	11.5	0.6	11.2	0.6	10.4	0.0
NATURE MADE	5.6	0.6	5.7	0.4	6.1	0.9	6.0	0.8	5.8	0.7
ALIVE	4.4	-1.2	4.4	-1.5	5.1	-0.7	5.4	-0.4	5.5	0.0
NATURES BOUNTY	1.3	0.1	1.4	0.0	1.3	-0.1	1.4	-0.1	1.4	0.0
AIRBORNE	0.3	-0.4	0.3	-0.4	0.5	-0.3	0.8	-0.4	0.7	-0.4
NATURE MADE	5.6	0.6	5.7	0.4	6.1	0.9	6.0	0.8	5.8	0.7
ADULT SUPPLEMENTS-CALCIUM	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
CITRACAL-CALCIUM	16.9	0.6	14.8	-0.3	15.6	0.3	15.3	-0.6	15.5	-0.8