

Pfizer Consumption Trends Dollar Sales % Chg vs YA														
Product	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
ANALGESICS	2.5%	2.8%	1.1%	2.9%	5.7%	0.9%	4.0%	0.5%	8.0%	2.1%	1.7%	4.2%	5.2%	-2.2%
ADULT INTERNAL PAIN	0.3%	1.6%	-1.8%	2.1%	3.8%	-0.5%	0.4%	-3.0%	3.5%	11.3%	0.2%	1.7%	-2.7%	-4.0%
ADVIL-ANALGESICS	4.3%	4.9%	3.4%	7.9%	1.8%	-0.1%	-4.6%	1.2%	0.7%	10.3%	14.9%	1.5%	-3.0%	-4.9%
NUTRITIONALS	2.5%	3.6%	2.6%	7.2%	7.1%	3.8%	8.4%	5.6%	7.0%	0.0%	2.2%	3.2%	3.7%	-1.0%
ADULT MULTIVITAMINS	2.2%	3.9%	-0.5%	8.5%	8.0%	0.0%	3.2%	-4.4%	8.7%	1.2%	1.7%	4.0%	6.4%	2.8%
CENTRUM-ADULT MULTIVITAMINS	-2.5%	5.6%	-14.6%	8.6%	9.7%	14.3%	7.0%	-18.3%	10.6%	-20.8%	7.6%	4.3%	1.5%	5.7%
CHILDRENS MULTIVITAMINS	-8.2%	-6.7%	-9.8%	-9.2%	5.8%	-38.9%	-14.1%	-12.4%	-14.4%	-3.9%	-8.6%	-5.7%	-15.0%	-6.7%
CENTRUM KIDS-CHILDRENS MULTIVITAMINS	-49.5%	-31.7%	-45.3%	0.0%	-39.7%	-9.4%	-100.0%	-9.1%	-58.9%	-99.6%	-100.0%	110.4%	0.0%	0.0%
ADULT SUPPLEMENTS	3.5%	4.5%	3.1%	10.1%	7.6%	10.3%	14.3%	7.5%	8.7%	0.0%	3.1%	5.1%	5.0%	0.2%
ADULT SUPPLEMENTS-CALCIUM	-8.3%	-5.3%	-9.3%	3.3%	-4.9%	-7.8%	-17.0%	-5.8%	-3.1%	-13.3%	-7.1%	-7.5%	-3.7%	11.1%
CALTRATE-ADULT SUPPLEMENTS-CALCIUM	-6.8%	4.0%	-1.8%	7.9%	6.2%	-14.5%	-28.2%	-1.8%	27.3%	-14.5%	-41.2%	-6.5%	-1.0%	-9.4%
ADULT SUPPLEMENTS-HEART	-5.1%	-5.3%	-6.9%	5.9%	-1.1%	11.3%	-0.8%	-5.0%	1.6%	-14.0%	-6.2%	-4.9%	3.1%	-7.6%
CENTRUM-ADULT SUPPLEMENTS-HEART	-21.3%	-61.7%	-97.8%	0.0%	-99.8%	0.0%	-4.0%	-100.0%	-98.8%	-76.6%	-99.9%	2.9%	0.0%	0.0%
UPPER RESPIRATORY	0.5%	4.8%	-2.1%	11.7%	5.5%	-0.5%	18.9%	-2.0%	3.5%	-3.4%	-13.8%	3.8%	2.2%	13.8%
SINUS (Adult + Ped)	-6.8%	1.0%	-7.6%	1.0%	8.5%	-5.0%	19.4%	-4.9%	-5.1%	6.7%	-45.7%	-4.1%	-4.4%	33.9%
CCSF (Adult + Ped)	1.3%	4.4%	-0.7%	19.5%	7.8%	1.9%	14.7%	-0.5%	6.7%	8.6%	-11.0%	3.6%	4.4%	-9.1%
PFIZER-CCSF	-66.1%	-47.0%	-98.2%	0.0%	-100.0%	0.0%	0.0%	-97.2%	-53.6%	0.0%	0.0%	-100.0%	0.0%	0.0%
DRISTAN-ADULT COLD/FLU	17.6%	14.9%	17.1%	13.2%	29.3%	7.7%	39.2%	22.8%	43.9%	8.0%	5.9%	22.3%	-100.0%	5.1%
ROBITUSSIN-CCSF	1.6%	8.5%	-2.7%	4.0%	4.0%	0.4%	26.5%	-2.7%	3.7%	-0.2%	-18.3%	7.1%	4.2%	40.3%
ALLERGY (Adult + Ped)	5.2%	17.5%	-8.2%	-52.0%	58.1%	-69.1%	27.9%	0.9%	-6.1%	-27.4%	-14.8%	54.7%	0.0%	0.0%
PFIZER-ADULT ALLERGY	0.6%	-4.8%	18.0%	2614.5%	-10.6%	-42.7%	27.6%	-0.2%	22.4%	72.4%	-30.8%	-0.9%	0.4%	0.0%
ADVIL-ADULT ALLERGY	-3.5%	-4.8%	-5.5%	11.7%	-3.3%	-14.9%	2.3%	-3.4%	-6.7%	-6.4%	-5.9%	1.3%	-2.3%	14.8%
ALAVERT-ALLERGY	-4.1%	-7.8%	-3.4%	0.0%	0.0%	0.0%	-1.2%	4.2%	-0.4%	-77.1%	0.0%	0.0%	0.0%	0.0%
ADULT NASAL	3.1%	6.8%	1.1%	424.9%	4.4%	-68.3%	27.8%	0.5%	5.9%	-26.9%	-25.9%	20.1%	4.4%	0.0%
PFIZER-ADULT NASAL	-4.1%	-7.8%	-3.4%	0.0%	0.0%	0.0%	-1.2%	4.2%	-0.4%	-77.1%	0.0%	0.0%	0.0%	0.0%
DRISTAN-ADULT NASAL	10.7%	12.1%	9.3%	13.6%	23.9%	12.6%	33.9%	12.8%	24.9%	3.9%	-22.3%	18.8%	-3.4%	2.1%
TOTAL DIGESTIVE HEALTH	1.9%	3.1%	-0.4%	4.8%	7.0%	-2.4%	3.5%	0.8%	1.3%	0.0%	5.6%	3.7%	0.4%	-0.2%
PFIZER INC-TOTAL DIGESTIVE HEALTH	4.4%	7.3%	0.1%	6.4%	8.3%	-16.2%	16.2%	-0.3%	12.3%	-1.9%	5.1%	2.9%	15.9%	38.6%
NEXIUM 24HR-TOTAL DIGESTIVE HEALTH	5.3%	10.3%	0.5%	8.4%	7.0%	-1.8%	28.6%	1.0%	20.2%	-0.9%	1.1%	1.9%	21.8%	51.8%
LAXATIVES (Adult + Ped)	1.4%	3.1%	0.6%	1.2%	7.5%	4.0%	6.2%	3.1%	4.2%	7.3%	4.6%	3.5%	-11.5%	-15.1%
FIBERCON-TOTAL DIGESTIVE HEALTH	7.4%	4.3%	19.1%	3.3%	-2.6%	29.9%	15.7%	0.1%	8.7%	-6.3%	-2.5%	-6.2%	0.0%	0.0%