

Private Label 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%	1.7%	1.7%	-2.7%	-4.0%
PRIVATE LABEL-INTERNAL PAIN	-3.1%	-3.0%	-6.1%	-11.2%	4.4%	12.2%	4.9%	0.3%	-0.4%	96.3%	-6.7%	1.5%	-1.8%	-6.1%
PRIVATE LABEL-ASPIRIN-ASPIRIN PAIN	-7.4%	-4.0%	-11.1%	0.4%	13.9%	8.5%	-6.0%	-7.3%	1.8%	0.0%	1.6%	-7.1%	0.0%	3.5%
PRIVATE LABEL-ACETAMINOPHEN	-8.2%	-7.9%	-11.7%	-7.4%	-3.8%	8.1%	-9.3%	-7.5%	-5.5%	0.0%	-13.4%	-3.4%	-7.7%	5.4%
PRIVATE LABEL-ACETAMINOPHEN COMBO	-6.5%	-1.8%	-12.3%	-1.7%	2.2%	15.7%	8.9%	-15.2%	1.9%	0.0%	-18.3%	-0.8%	-100.0%	0.0%
PRIVATE LABEL-IBUPROFEN	-2.9%	-1.4%	-6.0%	-14.2%	7.3%	14.2%	19.3%	5.3%	3.6%	0.0%	-13.0%	3.8%	-2.6%	-17.1%
PRIVATE LABEL-NAPROXEN SODIUM	-3.1%	0.7%	-12.4%	0.8%	10.1%	21.5%	-31.9%	2.8%	2.1%	0.0%	20.6%	-0.1%	-5.5%	-8.2%
PRIVATE LABEL-NIGHT-TIME	-3.1%	-3.5%	-9.2%	-2.1%	1.0%	10.7%	3.8%	-10.8%	-10.1%	0.0%	-6.5%	1.4%	17.8%	51.7%
ASPIRIN-PREVENTION	-3.5%	-3.6%	-7.7%	-1.1%	-1.9%	-10.2%	3.6%	-4.8%	10.3%	1.9%	1.3%	0.1%	1.0%	11.8%
PRIVATE LABEL-ASPIRIN-PREVENTION	-4.3%	-0.7%	-10.7%	-12.3%	4.5%	16.5%	17.9%	9.4%	8.0%	-100.0%	19.9%	0.6%	-5.0%	-91.0%
MENSTRUAL	-3.6%	-6.4%	-7.8%	-7.1%	-8.4%	-1.6%	-2.2%	-6.2%	-12.0%	-0.3%	14.1%	-2.0%	0.0%	0.0%
PRIVATE LABEL-MENSTRUAL	-0.7%	-16.0%	-11.0%	-11.7%	-2.2%	-14.3%	0.0%	0.4%	0.0%	0.0%	38.9%	18.0%	0.0%	0.0%
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%
PRIVATE LABEL-ADULT MULTIVITAMINS	-2.6%	-6.8%	12.4%	-19.8%	3.6%	30.4%	-24.9%	32.6%	-11.5%	3.3%	-22.3%	-6.0%	18.2%	-36.6%
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%
PRIVATE LABEL-CHILDRENS MULTIVITAMINS	-1.2%	-15.1%	32.3%	-83.4%	8.0%	-24.1%	0.0%	136.0%	-33.6%	2.8%	4.1%	-3.0%	0.0%	-100.0%
CHILDRENS SUPPLEMENTS	-0.9%	-1.5%	-16.4%	45.7%	27.2%	6.3%	-14.3%	-32.5%	24.4%	-5.0%	24.1%	30.3%	-100.0%	-30.2%
PRIVATE LABEL-CHILDRENS SUPPLEMENTS	-16.1%	-35.1%	-18.1%	0.0%	0.0%	-100.0%	0.0%	0.0%	0.0%	-17.4%	-6.7%	-59.2%	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%
PRIVATE LABEL-ADULT SUPPLEMENTS-CALCIUM	-10.0%	-4.3%	-10.3%	-3.9%	14.4%	15.1%	23.7%	5.9%	-35.7%	0.0%	-10.8%	-11.8%	-3.7%	-12.7%
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%
PRIVATE LABEL-ADULT SUPPLEMENTS-HEART	-1.5%	-3.6%	4.3%	-11.5%	6.8%	-14.1%	-4.1%	18.7%	-50.3%	0.0%	2.2%	-1.5%	-4.2%	-52.6%
ADULT SUPPLEMENTS-CORE PROBIOTICS-NUTRITIONALS	29.7%	37.7%	23.4%	46.6%	30.2%	38.9%	102.9%	34.3%	28.4%	16.2%	68.0%	30.5%	-46.9%	-10.3%
PRIVATE LABEL PROBIOTICS-CORE PROBIOTICS-NUTRITIONALS	7.0%	24.4%	5.1%	-12.3%	24.0%	40.3%	4.5%	183.8%	-5.5%	0.0%	2787.1%	-12.7%	-7.4%	41.1%
ADULT SUPPLEMENTS-excluding Calcium, Heart, & Probiotics	6.4%	5.5%	6.4%	6.8%	9.6%	10.7%	12.8%	11.1%	12.3%	4.2%	3.4%	8.9%	8.9%	6.9%
PRIVATE LABEL-Adult Supps excl C, H, and Pro	4.9%	-0.9%	9.9%	-6.6%	12.7%	2.5%	2.0%	33.1%	-21.9%	0.0%	-17.5%	1.7%	23.8%	-28.8%
ENERGY SUPPORT	8.8%	9.6%	4.4%	9.1%	5.6%	3.1%	4.3%	4.3%	1.8%	5.9%	7.6%	14.7%	-5.0%	-7.6%
ACTIVE NUTRITION EXCLUDING BARS	-1.1%	-1.0%	3.9%	0.1%	-3.2%	4.7%	-0.8%	6.5%	-3.6%	4.6%	1.0%	-5.3%	-5.3%	-17.8%
PRIVATE LABEL-ACTIVE NUTRITION EXCLUDING BARS	37.4%	18.9%	-96.4%	-100.0%	22.1%	-62.4%	0.0%	-90.4%	0.0%	-96.5%	0.0%	-100.0%	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%
PRIVATE LABEL-UPPER RESPIRATORY	-2.9%	1.9%	-9.5%	-17.4%	10.1%	1.9%	14.4%	-4.3%	0.8%	52.0%	-7.5%	7.6%	-32.4%	48.6%
CCSF (Adult + Ped)	1.3%	4.4%	-0.7%	7.8%	1.9%	1.9%	14.7%	-0.5%	6.7%	8.6%	-11.0%	3.6%	4.4%	-9.1%
PRIVATE LABEL-CCSF	-7.2%	-2.3%	-10.7%	-24.0%	7.2%	1.9%	3.1%	-2.6%	-0.3%	-34.7%	-15.1%	-5.3%	3.0%	8.1%
ALLERGY (Adult + Ped)	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%
PRIVATE LABEL-ALLERGY	1.4%	8.2%	-8.1%	-12.2%	14.7%	1.6%	24.7%	-5.4%	6.5%	194.3%	-6.5%	17.6%	-34.9%	51.5%
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%
PRIVATE LABEL-SINUS	-15.0%	-3.5%	-15.7%	-31.4%	20.5%	-7.5%	13.5%	-4.5%	-0.7%	0.0%	-68.0%	-12.8%	0.1%	-10.0%
ADULT NASAL	-3.5%	-4.8%	-5.5%	11.7%	-3.3%	-14.9%	2.3%	-3.4%	-6.7%	-8.2%	-5.9%	1.3%	-2.3%	14.8%
PRIVATE LABEL-ADULT NASAL	-4.2%	-4.5%	-7.9%	2.7%	-0.5%	-8.3%	3.2%	-2.2%	-9.6%	-10.9%	4.4%	2.0%	-100.0%	0.0%
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%
PRIVATE LABEL-TOTAL DIGESTIVE HEALTH	-0.2%	-0.7%	-1.3%	0.1%	5.2%	7.1%	11.1%	7.7%	-6.1%	0.0%	-8.8%	5.1%	-16.4%	1.9%
LAXATIVES + PROBIOTICS (DH + Nutr)	7.9%	10.8%	5.3%	9.8%	14.0%	9.0%	20.1%	7.3%	7.9%	9.5%	16.3%	10.3%	2.9%	-4.7%
PRIVATE LABEL-LAXATIVES	-0.5%	-2.4%	-3.6%	-8.0%	6.8%	7.3%	1.1%	4.7%	-2.8%	0.0%	-11.3%	7.2%	-4.2%	19.9%
PRIVATE LABEL-CORE PROBIOTICS (DH + Nutr)	22.5%	20.9%	16.5%	5.5%	39.4%	32.1%	30.7%	40.7%	42.6%	0.0%	67.2%	27.5%	31.5%	60.9%
PRIVATE LABEL-CORE PROBIOTICS (DH)	27.6%	21.5%	21.3%	9.3%	48.1%	25.3%	33.9%	34.9%	48.9%	0.0%	36.4%	39.4%	39.8%	68.9%
PARASITE TREATMENTS	5.5%	7.2%	4.4%	-1.7%	-11.8%	16.8%	-17.8%	6.5%	9.9%	0.4%	23.7%	4.6%	0.0%	0.0%
PRIVATE LABEL PARASITE TREATMENTS	10.9%	33.1%	11.7%	2.7%	44.7%	57.0%	0.0%	14.5%	12.1%	0.0%	-99.0%	9.1%	0.0%	0.0%
FOOT CARE	-11.4%	-2.2%	-11.6%	1.7%	3.0%	-10.9%	-8.7%	-13.3%	-14.6%	-9.2%	-18.8%	-13.5%	443.2%	-84.1%
PRIVATE LABEL-FOOT CARE	-1.4%	-0.5%	-3.6%	2.4%	1.1%	-14.0%	38.7%	-2.1%	-4.3%	-23.3%	-11.5%	11.1%	0.0%	0.0%
PRIVATE LABEL INSOLES & DEVICES-FOOT CARE	-1.0%	1.5%	1.6%	10.7%	1.3%	-12.3%	0.0%	-0.9%	-14.5%	0.0%	-63.0%	2.1%	0.0%	0.0%
SUNCARE	-11.7%	-6.3%	-7.3%	-15.1%	-6.8%	-21.3%	-20.9%	-8.5%	-5.7%	-7.5%	-8.7%	-10.6%	-92.3%	-52.1%
PRIVATE LABEL-SUNCARE	-10.0%	-18.2%	-23.5%	1.8%	-26.9%	-19.7%	-19.3%	-9.7%	-39.8%	0.0%	-13.7%	44.1%	0.0%	0.0%