Procter & Gamble 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
NUTRITIONALS	3.7%	6.4%	4.3%	6.8%	7.0%	6.6%	10.1%	5.5%	4.4%	3.7%	0.9%	2.8%	4.1%	-5.7%
ADULT SUPPLEMENTS	4.6%	6.7%	5.0%	8.5%	6.7%	7.7%	12.9%	5.9%	5.8%	3.9%	2.3%	3.8%	6.6%	-2.6%
ADULT SUPPLEMENTS-HEART	-3.4%	-1.0%	-3.3%	4.4%	0.0%	3.1%	2.8%	-1.1%	-3.6%	-4.7%	-3.9%	-5.8%	3.5%	-14.7%
NEW CHAPTER-ADULT SUPPLEMENTS-HEART	79.9%	79.9%	0.0%	0.0%	0.0%	0.0%	-39.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ADULT SUPPLEMENTS-CORE PROBIOTICS-NUTRITIONALS	27.6%	33.7%	23.2%	44.6%	23.9%	34.8%	77.6%	25.9%	26.0%	13.2%	56.1%	28.6%	-46.8%	-21.9%
ALIGN-ADULT SUPPLEMENTS-CORE PROBIOTICS-NUTRITIONA	-6.6%	42.5%	2.1%	0.0%	35.8%	0.0%	0.0%	0.0%	5.4%	-12.6%	-94.0%	0.0%	0.0%	0.0%
UPPER RESPIRATORY	4.0%	6.0%	3.9%	10.5%	9.9%	8.4%	14.0%	4.6%	6.7%	3.3%	-8.5%	5.1%	2.4%	4.7%
PROCTER & GAMBLE-UPPER RESPIRATORY	3.6%	2.7%	7.9%	18.3%	-1.8%	4.7%	15.4%	3.7%	10.9%	14.2%	-3.9%	-3.8%	-5.9%	33.5%
CCSF (Adult + Ped)	4.1%	5.6%	4.7%	17.6%	8.5%	9.4%	15.8%	4.9%	9.8%	11.9%	-6.4%	2.7%	4.5%	-9.4%
VICKS-CCSF	2.8%	2.9%	7.5%	17.6%	-3.2%	4.3%	19.1%	2.8%	10.2%	13.8%	-9.2%	-5.6%	-5.9%	17.1%
VICKS DAYQUIL	2.4%	3.5%	7.5%	32.9%	-9.8%	1.3%	26.6%	-4.0%	22.9%	16.9%	-14.5%	-3.5%	0.0%	0.0%
VICKS NYQUIL	0.0%	1.5%	3.5%	29.3%	-4.6%	2.7%	17.6%	-2.7%	8.1%	9.6%	-14.9%	-6.2%	-5.0%	26.3%
VICKS NYQUIL/DAYQUIL COMBO	0.8%	2.2%	4.9%	30.6%	-6.3%	2.2%	20.6%	-3.1%	13.2%	12.3%	-14.7%	-5.3%	-5.0%	26.3%
ALLERGY (Adult + Ped)	9.1%	12.1%	7.2%	5.3%	16.2%	16.7%	14.8%	9.6%	10.3%	8.9%	-8.0%	14.1%	6.7%	21.0%
VICKS QLEARQUIL BASE-ADULT BASE AH	-83.0%	-63.4%	-94.7%	-52.8%	-38.4%	-13.5%	-99.7%	-99.4%	-91.1%	-96.4%	-55.7%	-95.0%	0.0%	0.0%
ADULT NASAL	-0.6%	-4.3%	-0.7%	7.4%	-0.1%	-7.1%	2.0%	1.5%	-2.5%	-1.9%	-4.9%	3.2%	-0.9%	0.4%
VICKS-ADULT NASAL	1.5%	-1.8%	-3.6%	70.2%	-11.5%	-0.8%	-15.2%	-11.1%	-10.1%	13.2%	-7.2%	9.2%	0.0%	0.0%
TOTAL DIGESTIVE HEALTH	1.0%	1.5%	-0.9%	4.1%	4.4%	-1.3%	2.3%	-1.8%	-0.4%	0.4%	4.6%	2.9%	-1.0%	-1.2%
PROCTER & GAMBLE-TOTAL DIGESTIVE HEALTH	-4.7%	-4.6%	-6.4%	2.0%	-1.9%	-16.9%	-7.9%	-6.1%	-3.2%	-7.0%	-2.3%	-7.5%	19.0%	-1.5%
PEPTO BISMOL-TOTAL DIGESTIVE HEALTH	3.7%	-0.1%	4.2%	7.2%	2.9%	-11.4%	1.5%	1.7%	10.4%	8.7%	12.0%	8.2%	2.8%	10.2%
PRILOSEC OTC-TOTAL DIGESTIVE HEALTH	-12.2%	-11.3%	-16.2%	-4.6%	-8.8%	-25.4%	-12.0%	-14.0%	-22.2%	-17.6%	-14.5%	-14.9%	28.7%	-11.5%
LAXATIVES + PROBIOTICS (DH + Nutr)	6.4%	8.0%	4.3%	8.4%	10.8%	7.1%	13.8%	3.0%	5.1%	7.8%	11.7%	8.5%	4.3%	-3.3%
TOTAL PROBIOTICS-PROBIOTICS CORE	19.6%	23.3%	14.5%	28.2%	19.9%	25.9%	32.2%	11.5%	19.6%	12.6%	32.4%	20.7%	28.0%	13.2%
CORE PROBIOTICS - DIGESTIVE HEALTH	15.5%	14.4%	10.4%	17.9%	15.5%	17.3%	9.3%	4.4%	16.9%	12.4%	23.2%	16.6%	37.6%	17.0%
ALIGN-CORE PROBIOTICS (DH + Nutr)	7.4%	5.5%	1.4%	-6.6%	11.6%	-10.2%	-8.3%	-4.2%	29.3%	-5.6%	19.5%	18.6%	1.6%	30.8%
META-CORE PROBIOTICS - DIGESTIVE HEALTH	-39.9%	2.2%	38.4%	90.3%	30.7%	-18.8%	-100.0%	94.1%	61.6%	-20.3%	-99.9%	-98.1%	0.0%	-98.0%
FOOT CARE	-6.2%	-0.3%	-8.1%	1.7%	5.4%	-3.8%	-0.2%	-10.4%	-10.8%	-5.3%	-12.8%	-6.1%	460.0%	-71.0%
COVER GIRL-FOOT CARE	-87.9%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUNCARE	-6.0%	-5.9%	-4.3%	-3.1%	-3.8%	-10.1%	-15.7%	-4.5%	-5.3%	-5.6%	-3.5%	-0.7%	-89.9%	-64.1%
PROCTER & GAMBLE-SUNCARE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NIOXIN-SUNCARE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%