

Supplements Category & Subcategories

Total U.S. FDM (Supermarkets+Drug Stores+Mass Merchandisers except Wal-Mart)

52 Weeks Ending Mar. 25, 2007	Dollar Sales	Dollar Sales % Change vs. Yr. Ago	Unit Sales	Unit Sales % Change vs. Yr. Ago
FDM				
Supplements Totals	\$1,038,445,000	13.57%	105,363,400	17.16%
Herbal Supplements	\$275,604,300	9.65%	34,394,730	15.04%
Nonherbal Supplements	\$762,841,000	15.06%	70,968,660	18.21%
Food				
Supplements Totals	\$301,446,600	11.69%	33,731,540	18.80%
Herbal Supplements	\$83,646,400	6.54%	10,971,500	12.17%
Nonherbal Supplements	\$217,800,200	13.80%	22,760,030	22.28%
Drug				
Supplements Totals	\$654,395,300	15.02%	62,419,210	16.64%
Herbal Supplements	\$172,492,900	11.70%	20,432,800	16.69%
Nonherbal Supplements	\$481,902,400	16.25%	41,986,410	16.61%

IRI data represent a slice of FDM (excluding Wal-Mart) and should not be used to represent total conventional sales.
Food excludes supercenters.

Source: Information Resources Inc.