

Total Herbal Supplement Category & Subcategories

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

52 Weeks Ending Dec. 30, 2007

	Dollar Sales	Dollar Sales % Chg. Yr. Ago	Unit Sales	Unit Sales % Chg. Yr. Ago
Total Herbal Supplement Category	\$267,757,500	7.59	33,097,980	13.55
Alfalfa	\$122,675	-0.80	19,942	-5.94
Aloe Vera	\$655,563	5.18	103,144	8.71
Bark	\$483,351	9.99	68,925	8.87
Barley	\$109,827	-1.95	5,774	-5.56
Bilberry	\$1,814,102	-9.48	280,741	-13.67
Black Cohosh Root	\$8,641,608	-0.47	988,091	-2.96
Blue-Green Algae	\$54,665	-41.38	4,363	-50.06
Cascara Sagrada	\$56,801	-71.97	9,535	-77.47
Cat's Claw	\$86,585	-45.28	12,505	-44.66
Cayenne	\$147,688	-5.12	20,464	-7.09
Cranberry	\$23,776,000	23.57	3,683,226	32.11
Damiana Leaf	\$12,789	-27.30	1,887	-22.79
Dandelion	\$188,178	8.54	22,997	3.93
Devil's Claw	\$6,118	-4.40	908	9.90
Dong Quai Root	\$71,632	-6.99	7,244	-10.45
Echinacea	\$14,402,290	-9.22	2,167,031	-8.98
Elderberry	\$525,274	-3.11	39,450	-3.87
Eleuthero	\$225,102	-40.08	39,890	-44.56
Evening Primrose	\$4,154,262	-8.88	599,850	-8.79
Eyebright Herb	\$73,162	30.41	9,158	34.98
Feverfew Leaf	\$119,912	15.93	12,839	9.12
Fruits & Vegetables	\$2,380,482	9.25	249,862	18.83
Garlic	\$20,504,280	-12.68	2,998,174	-12.35
Ginger	\$658,572	-19.69	104,302	-29.55
Ginkgo Biloba	\$17,796,270	11.72	2,049,455	7.07
Ginseng	\$8,389,630	-4.21	1,103,616	-1.83
Gotu Kola	\$32,351	13.08	4,412	9.36
Grapeseed	\$1,713,729	-9.00	230,193	-14.84
Green Tea	\$4,977,682	-6.91	958,296	-6.98
Guarana	\$48,960	18.41	6,184	21.29
Hawthorne	\$234,158	0.43	31,394	3.25
Horse Chestnut Seed	\$2,220,767	-1.69	201,262	-2.94
Horny Goat Weed	\$994,735	-21.15	80,266	-24.91
Kava Kava	\$231,912	-12.73	19,490	-9.58
Kelp	\$199,493	5.76	33,303	6.32
Licorice Root	\$40,375	-15.32	5,258	-18.41
Maca	\$32,427	-5.46	4,113	-16.61
Milk Thistle	\$8,622,245	2.67	1,017,197	-2.36
Multi-Herbs	\$56,668,520	40.95	6,831,498	104.91
Olive Leaf	\$296,372	-10.50	27,958	-8.97
Pau D'arco	\$28,373	-31.15	4,413	-29.98
Pycnogenol	\$217,922	30.44	15,368	21.07
Red Clover	\$1,149,684	-12.55	65,634	-11.30
Saw Palmetto	\$16,953,710	-6.10	1,738,548	-7.64
Soy	\$25,607,360	-16.89	2,043,078	-19.45
Spirulina	\$186,040	-0.75	15,451	-5.84
St. John's Wort	\$8,132,429	-5.61	1,060,963	-8.52
Valerian Root	\$2,947,351	-9.32	597,331	-11.87
Yohimbe	\$1,192,684	-14.79	113,753	-13.67
Yucca	\$3,880	-26.90	531	-25.34
All Other Herbal Supplements	\$29,529,930	50.44	3,384,726	62.62

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

Source: Information Resources Inc.