



NIELSEN'S Shelf Stoppers

Vitamins/Supplements

Largest sales increases in supermarkets tallied by The Nielsen Company
 (52 weeks ending June 13, 2009)

	Sales (Millions)	% Change Dollars		% Change Units	
		2009	2008	2009	2008
Protein Supplements	\$45.0	32.2%	25.3%	41.0%	24.6%
Vitamins-Remaining	133.5	12.2	4.9	3.0	2.4
Vitamins/Tonics-Liquid and Powder	11.1	9.0	-2.6	13.7	-1.1
Nutritional Supplements	629.7	8.9	10.5	10.3	11.4
Vitamins-B Complex W/C	11.7	8.2	4.4	1.5	3.3
Complete Nutritional Products	345.2	1.6	-3.5	0.6	-3.7
Minerals	121.1	1.3	1.9	-4.0	1.6
Vitamins-Children's-Flavored Chewable	44.8	0.7	3.6	-3.0	1.5
Vitamins-Multiple	189.3	-1.0	-0.3	-3.8	-0.2
Total Category	\$1,531.5	5.8%	4.2%	4.4%	4.2%