



Growth greater than the Category	100.0%
Growth less than the Category	100.0%

Channel: Natural Product Supermarkets

Source: SPINSScan

Current Period: 52 Weeks Ending 01/22/05

Prior Period: 52 Weeks Ending 01/24/04

Market: TOTAL US

Report:

Natural Sales Topline Report

TOTAL CHANNEL SALES	\$4,477,436,769
TOTAL CHANNEL GROWTH	10.8%

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
VITAMINS & MINERALS		Private Label	\$30,398,913	\$31,249,638	-2.7%	-\$850,725
Rank	1	Solgar	\$27,429,162	\$28,945,706	-5.2%	-\$1,516,544
Current \$ Sales	\$304,061,550	Solaray	\$26,326,733	\$23,976,850	9.8%	\$2,349,883
Prior \$ Sales	\$297,301,701	Country Life	\$22,374,493	\$21,868,420	2.3%	\$506,074
\$ % CHANGE	2.27%	Natures Plus	\$18,302,060	\$19,054,511	-3.9%	-\$752,450
Top 10 Brands Share of Category	64.71%	Alacer	\$18,133,362	\$16,298,351	11.3%	\$1,835,012
Top 10 Items Share of Category	5.72%	Rainbow Light	\$15,886,994	\$13,252,566	19.9%	\$2,634,428
		Twinlab	\$15,659,262	\$16,952,040	-7.6%	-\$1,292,778
		New Chapter	\$13,426,760	\$11,589,725	15.9%	\$1,837,034
		Megafood	\$8,809,018	\$8,383,680	5.1%	\$425,339

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
BREAD & BAKED GOODS (FROZEN & NON FROZEN)		Food For Life	\$21,570,060	\$20,833,065	3.5%	\$736,995
Rank	2	Rudis Organic Bakery	\$18,632,086	\$12,081,521	54.2%	\$6,550,565
Current \$ Sales	\$176,946,527	Alvarado Street Bakery	\$7,989,848	\$7,691,246	3.9%	\$298,602
Prior \$ Sales	\$160,515,652	French Meadow Bakery	\$7,611,619	\$7,043,472	8.1%	\$568,147
\$ % CHANGE	10.24%	Vermont Bread Company	\$6,545,304	\$5,912,720	10.7%	\$632,584
Top 10 Brands Share of Category	42.92%	La Brea	\$3,692,698	\$2,937,116	25.7%	\$755,582
Top 10 Items Share of Category	12.73%	Oroweat	\$2,598,334	\$2,453,246	5.9%	\$145,088
		The Baker	\$2,474,494	\$2,048,305	20.8%	\$426,189
		Samis Bakery	\$2,421,982	\$1,276,088	89.8%	\$1,145,894
		Berlin Natural	\$2,417,623	\$2,464,093	-1.9%	-\$46,470

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
PACKAGED FRESH PRODUCE		Earthbound Farm	\$43,649,873	\$29,757,497	46.7%	\$13,892,376
Rank	3	Driscolls	\$39,654,099	\$25,410,750	56.1%	\$14,243,349
Current \$ Sales	\$169,383,185	Ready Pac	\$11,128,610	\$12,440,131	-10.5%	-\$1,311,522
Prior \$ Sales	\$123,045,520	Southern Sun	\$5,804,726	\$1,878,407	209.0%	\$3,926,319
\$ % CHANGE	37.66%	Del Cabo	\$5,569,885	\$2,710,352	105.5%	\$2,859,533
Top 10 Brands Share of Category	71.73%	Jacobs Farm	\$5,127,692	\$4,343,773	18.0%	\$783,919
Top 10 Items Share of Category	40.87%	Sandpiper Organics	\$2,979,903	\$1,704,723	74.8%	\$1,275,180
		Earth Greens Organics	\$2,609,350	\$2,901,410	-10.1%	-\$292,059
		Phillips	\$2,519,270	\$2,237,879	12.6%	\$281,391
		Bunny-Luv	\$2,446,693	\$964,093	153.8%	\$1,482,600

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
FOOD SUPPLEMENTS		Barleans	\$19,548,628	\$19,205,683	1.8%	\$342,945
Rank	4	Spectrum Essentials	\$12,450,125	\$13,075,657	-4.8%	-\$625,533
Current \$ Sales	\$158,989,570	Health From The Sun	\$10,076,765	\$10,524,131	-4.3%	-\$447,366
Prior \$ Sales	\$143,428,862	Nordic	\$7,717,370	\$3,036,236	154.2%	\$4,681,133
\$ % CHANGE	10.85%	Private Label	\$7,294,883	\$6,556,580	11.3%	\$738,303
Top 10 Brands Share of Category	54.24%	Garden Of Life	\$7,062,310	\$4,092,035	72.6%	\$2,970,276
Top 10 Items Share of Category	13.04%	Flora Labs	\$6,906,681	\$7,068,566	-2.3%	-\$161,886
		Carlson	\$5,324,097	\$3,225,121	65.1%	\$2,098,976
		Natures Way	\$5,066,844	\$4,619,688	9.7%	\$447,156
		Solaray	\$4,788,963	\$4,949,374	-3.2%	-\$160,411

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
FROZEN ENTREES, PIZZAS & CONVENIENCE FOODS		Amys Kitchen	\$50,854,471	\$44,086,551	15.4%	\$6,767,920
Rank	5	Vans	\$7,606,258	\$6,681,339	13.8%	\$924,919
Current \$ Sales	\$134,002,063	Ethnic Gourmet Foods	\$6,568,576	\$6,704,195	-2.0%	-\$135,619
Prior \$ Sales	\$123,646,168	Health Is Wealth	\$4,587,222	\$4,858,947	-5.6%	-\$271,724
\$ % CHANGE	8.38%	Cedarlane	\$4,175,941	\$3,729,055	12.0%	\$446,886
Top 10 Brands Share of Category	66.07%	Ians	\$3,543,529	\$2,998,203	18.2%	\$545,326
Top 10 Items Share of Category	14.31%	Lifestream	\$3,384,617	\$3,629,833	-6.8%	-\$245,216
		Rising Moon	\$2,785,476	\$2,277,694	22.3%	\$507,782
		American Flatbread	\$2,567,348	\$1,827,784	40.5%	\$739,564
		Green Guru	\$2,457,733	\$2,091,768	17.5%	\$365,965

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
MILK, HALF & HALF, CREAM		Organic Valley	\$47,355,638	\$37,622,741	25.9%	\$9,732,896
Rank	6	Horizon	\$35,851,463	\$27,925,845	28.4%	\$7,925,619
Current \$ Sales	\$133,816,811	Clover	\$9,880,992	\$9,541,055	3.6%	\$339,936
Prior \$ Sales	\$114,805,212	Alta Dena	\$6,287,010	\$7,387,900	-14.9%	-\$1,100,890
\$ % CHANGE	16.56%	Meyenberg	\$2,739,926	\$2,237,117	22.5%	\$502,810
Top 10 Brands Share of Category	82.37%	Lactaid	\$2,215,531	\$2,219,543	-0.2%	-\$4,012
Top 10 Items Share of Category	26.13%	Garelick Farms	\$1,591,148	\$3,035,836	-47.6%	-\$1,444,688
		Schroeder	\$1,522,511	\$1,121,703	35.7%	\$400,808
		Wilcox	\$1,405,987	\$505,868	177.9%	\$900,120
		Organic Pastures	\$1,379,308	\$865,830	59.3%	\$513,478

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
YOGURT & KEFIR		Stonyfield Farm	\$46,058,669	\$39,606,498	16.3%	\$6,452,171
Rank	7	Brown Cow	\$15,704,000	\$13,859,157	13.3%	\$1,844,843
Current \$ Sales	\$132,298,379	Horizon	\$12,843,590	\$9,475,237	35.5%	\$3,368,353
Prior \$ Sales	\$110,795,083	Wholesoy	\$6,693,081	\$6,652,506	0.6%	\$40,576
\$ % CHANGE	19.41%	Silk	\$5,984,452	\$5,231,730	14.4%	\$752,721
Top 10 Brands Share of Category	84.06%	Cascade Fresh	\$5,973,780	\$5,074,162	17.7%	\$899,618
Top 10 Items Share of Category	17.10%	Redwood Hill Farm	\$5,432,683	\$4,052,389	34.1%	\$1,380,294
		Wallaby	\$4,690,288	\$3,260,053	43.9%	\$1,430,235
		Nancys	\$4,165,460	\$3,594,258	15.9%	\$571,202
		Helios	\$3,668,780	\$2,706,477	35.6%	\$962,303

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
FROZEN AND REFR MEATS, POULTRY AND SEAFOOD		Applegate Farms	\$32,967,252	\$23,453,713	40.6%	\$9,513,539
Rank	8	Wellshire Farms	\$22,196,680	\$14,568,864	52.4%	\$7,627,816
Current \$ Sales	\$129,042,572	Hans	\$10,948,577	\$8,932,667	22.6%	\$2,015,909
Prior \$ Sales	\$99,661,017	Diestel	\$7,019,651	\$5,867,752	19.6%	\$1,151,899
\$ % CHANGE	29.48%	Spence	\$6,005,154	\$4,800,230	25.1%	\$1,204,925
Top 10 Brands Share of Category	75.50%	Sheltons	\$5,320,702	\$5,018,339	6.0%	\$302,362
Top 10 Items Share of Category	23.15%	Bell & Evans	\$5,219,437	\$2,573,952	102.8%	\$2,645,485
		Ducktrap	\$2,855,090	\$2,311,172	23.5%	\$543,918
		Beelers	\$2,538,169	\$2,108,223	20.4%	\$429,946
		Circle Sea	\$2,359,083	\$1,745,977	35.1%	\$613,106

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
MISCELLANEOUS SUPPLEMENTS		Private Label	\$14,525,089	\$13,835,186	5.0%	\$689,903
Rank	9	Now	\$12,708,897	\$12,354,811	2.9%	\$354,087
Current \$ Sales	\$122,401,181	Country Life	\$9,730,596	\$9,557,572	1.8%	\$173,023
Prior \$ Sales	\$116,967,393	Jarrow Formulas	\$9,323,042	\$6,892,054	35.3%	\$2,430,988
\$ % CHANGE	4.65%	Natural Factors	\$8,702,750	\$8,315,085	4.7%	\$387,666
Top 10 Brands Share of Category	69.84%	Solaray	\$8,284,949	\$7,292,897	13.6%	\$992,052
Top 10 Items Share of Category	8.30%	Solgar	\$6,732,364	\$8,387,646	-19.7%	-\$1,655,281
		Source Naturals	\$6,313,913	\$5,648,443	11.8%	\$665,471
		Enzymatic Therapy	\$4,749,543	\$4,413,674	7.6%	\$335,869
		Natures Way	\$4,416,398	\$4,242,900	4.1%	\$173,498

CATEGORY	Rank	Top 10 Brands	Brand\$	P_Brand\$	Brand % Chg	Brand Abs Chg
CHIPS, PRETZELS & SNACKS		Kettle Foods	\$17,506,669	\$15,791,021	10.9%	\$1,715,648
Rank	10	Garden Of Eatin	\$15,311,084	\$14,576,447	5.0%	\$734,637
Current \$ Sales	\$122,276,145	Terra Chips	\$12,529,899	\$10,535,806	18.9%	\$1,994,094
Prior \$ Sales	\$115,089,292	Little Bear Organic/Bearitos	\$8,614,041	\$9,168,227	-6.0%	-\$554,187
\$ % CHANGE	6.24%	Roberts American Gourmet	\$4,746,825	\$4,932,311	-3.8%	-\$185,486
Top 10 Brands Share of Category	64.19%	Genisoy	\$4,426,146	\$4,563,860	-3.0%	-\$137,714
Top 10 Items Share of Category	13.04%	Newmans Own Organics	\$4,313,068	\$4,397,974	-1.9%	-\$84,906
		Michael Seasons	\$4,139,034	\$4,470,023	-7.4%	-\$330,989
		Good Health	\$3,848,084	\$4,312,801	-10.8%	-\$464,717
		Guiltless Gourmet	\$3,050,654	\$2,799,429	9.0%	\$251,225