

Digestive Aids & Enzymes are Growing Faster than the Overall Supplements Segment

- Growth in the Supplements segment is being driven by Natural Supermarkets, despite a much smaller store count than the Conventional Channel
- The Digestive Aids & Enzymes percentage growth rates are much greater than those in the overall Supplements segment
- Sales rankings of the Digestion subcategories differ by channel with Enzyme products leading in FDM and Probiotics at the top of the Natural Channel
- Average price points for digestion products are greater in the Natural Channel than in the Conventional Channel bringing a bigger ring at the register for each item

Digestion By Subcategory	Total Cross-Channel			FDM				Natural Supermarkets					
	Sales	% Chg	\$ Chg	Rank	Sales	% Chg	\$ Chg	ARP	Rank	Sales	% Chg	\$ Chg	ARP
Total Supplements	\$4,795.9	5.1%	\$234.5		\$3,591.0	2.8%	\$96.9	\$7.41		\$1,204.9	12.9%	\$137.6	\$13.03
Digestive Aids & Enzymes	\$223.7	17.8%	\$33.8		\$119.5	18.4%	\$18.5	\$7.98		\$104.2	17.1%	\$15.3	\$13.56
Misc Enzyme Products & Digest Formulas	\$103.4	11.3%	\$10.5	1	\$70.0	10.5%	\$6.7	\$8.12	2	\$33.3	13.0%	\$3.8	\$14.37
Prebiotics & Probiotics	\$74.4	29.0%	\$16.7	3	\$24.7	47.5%	\$8.0	\$7.54	1	\$49.7	21.4%	\$8.7	\$15.71
Fiber Products & Laxatives	\$46.0	16.8%	\$6.6	2	\$24.8	18.8%	\$3.9	\$8.07	3	\$21.2	14.5%	\$2.7	\$9.63

\$MM

Source: SPINSScan Conventional & Natural
52 Wks Ending May 20, 2006; Total U.S.