


The Monthly Top Line

	Growth greater than the Category	100.0%						
	Growth less than the Category	100.0%						
<p>Channel: Natural Product Supermarkets Source: SPINSscan Current Period: 52 Weeks Ending 08/07/04 Prior Period: 52 Weeks Ending 08/09/03 Market: Natural Product Supermarkets</p>								
<p>Report:</p> <table border="1"> <tr> <th colspan="2">Natural Sales Topline Report</th> </tr> <tr> <td>TOTAL CHANNEL SALES</td> <td>\$4,287,155,597</td> </tr> <tr> <td>TOTAL CHANNEL GROWTH</td> <td>14.0%</td> </tr> </table>			Natural Sales Topline Report		TOTAL CHANNEL SALES	\$4,287,155,597	TOTAL CHANNEL GROWTH	14.0%
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CATEGORY	Rank	Top 10 Brands	Brand\$	Brand % Chg	Brand Abs Chg			
VITAMINS & MINERALS		Private Label	\$30,728,207	1.3%	\$398,826			
Rank	1	Solgar	\$27,793,855	-3.9%	-\$1,129,964			
Current \$ Sales	\$299,893,871	Solaray	\$25,503,477	17.7%	\$3,835,457			
Prior \$ Sales	\$281,444,385	Country Life	\$21,880,337	7.8%	\$1,583,766			
\$ % CHANGE	6.56%	Natures Plus	\$19,362,131	6.9%	\$1,249,105			
Top 10 Brands Share of Category	65.02%	Alacer	\$17,264,513	21.0%	\$2,999,710			
Top 10 Items Share of Category	5.76%	Twinlab	\$16,164,191	-2.9%	-\$490,853			
		Rainbow Light	\$14,713,679	22.2%	\$2,668,756			
		New Chapter	\$12,467,093	18.9%	\$1,982,323			
		Megafood	\$9,112,185	25.6%	\$1,855,648			

Delivery: Monthly; 13 reports/year; 6 weeks following period end

Markets: Total US; Your store(s) region

Time Periods: 4, 12, 52 Weeks

Applications: Take appropriate actions to take advantage of key trends or stem category declines by:

- Monitoring Category sales results and growth trends
- Understanding performance of the top 10 selling Brands/Items in each category

