

# New Item Report



Channel: Natural Product Supermarkets > \$2MM

Source: SPINSScan

Current Period: 12 Weeks Ending 05/15/04

Prior Period: 12 Weeks Ending 02/21/04

Market: Total US

Note: Report contains only new items with distribution > 5%

CATEGORY	\$ Shr of New				U Shr of New		% ACV	SPP
	Item\$	\$ Shr of Cat	Items	Units	Unit Shr of Cat	Items		
<b>VITAMINS &amp; MINERALS</b>	<b>\$72,183,635</b>	<b>100%</b>		<b>6,097,102</b>	<b>100%</b>			
<b>Category New Item Total</b>	<b>\$67,206</b>	<b>0.1%</b>	<b>100.0%</b>	<b>3,119</b>	<b>0.1%</b>	<b>100%</b>		
Enzy Ther Fatg 2 Fant Bry Enrgy Revitlzn 30 C	\$24,467	0.0%	36.4%	808	0.0%	25.9%	8	3,058
Nfact Wellbetx Glucose Bal Dly Mlti Kit 60 Pk	\$23,730	0.0%	35.3%	415	0.0%	13.3%	6	3,955
Enzy Ther Fatg To Fant 7 Day Trvl 7 Pk	\$6,130	0.0%	9.1%	664	0.0%	21.3%	6	1,022
Jarrow Biosil 5 Mg 30 Vcp	\$4,695	0.0%	7.0%	295	0.0%	9.5%	6	783
Priv Lbl Multi-Vitamins 3662	\$3,584	0.0%	5.3%	320	0.0%	10.3%	6	597
Priv Lbl Multi-Vitamins 3564	\$2,825	0.0%	4.2%	344	0.0%	11.0%	9	314
Priv Lbl Multi-Vitamins 3563	\$1,774	0.0%	2.6%	273	0.0%	8.8%	9	197

**Delivery:** Quarterly

**Market:** Total US View only

**Time Periods:** 12 Weeks vs. Prior 12 Weeks

**Applications:** Beat competitors to market with new item introductions by understanding:

- What new items hit the market over the past Quarter
- How are those products are performing?
- What is the sales velocity of these new items?
- What level of distribution have these items achieved?

