



Retail Topline

Channel: Natural Accounts
 Source: Natural Account Feedback
 Current Period: 52 weeks ending 09/04/2010
 52 weeks ending 09/05/2009
 Retailer: Retailer X
 Comp. Market: Total US - Natural Channel
 Ranked by: Dollars

Retail Topline: Category Detail	
CATEGORY X	
Category Rank	22
Current Dollars	\$5,123,851
Prior Dollars	\$4,995,557
\$ % Change	2.6%
Top 10 Brand \$ Share to Total Category	75.8%
Category \$ Share to Total Market	1.6%
Current Units	1,145,158
Prior Units	1,148,441
Unit Change	(0.3)%
Top 15 Brand Unit Share to Total Category	85.8%
Category Unit Share to Total Market	1.6%

SubCategory Details:	Retailer Sales						Market Facts					
	Current Dollars	\$ % Chg	Dollar Share	Current Units	Unit % Chg	Unit Share	Regional Market \$ % Chg	Regional Market Unit % Chg	Retailer Region Shr	Retailer Region Shr Chg		
CATEGORY X	\$5,123,851	na	na	1,145,158	na	na	na	na	na	6.4	0.0	
SUBCATEGORY 1	\$3,420,490	(0.5)%	66.8%	805,109	(2.0)%	70.3%	0.0%	(1.1)%	(1.1)%	5.9	0.0	
SUBCATEGORY 2	\$1,158,419	14.6%	22.6%	208,174	7.4%	18.2%	15.7%	13.4%	8.4	(0.1)		
SUBCATEGORY 3	\$544,942	(0.3)%	10.6%	131,874	(0.6)%	11.5%	4.1%	2.8%	6.7	(0.3)		

Top 15 Brands:	Retailer Sales											Market Facts									
	Current Dollars	\$ % Chg	Dollar Share	Cum. Dollar Share	Current Units	Unit % Change	Unit Share	Cum. Unit Share	% of Dol Promo	% of Base Dol Promo	Avg % ACV	ACV Pt Chg	Regional Market \$ % Chg	Regional Market Unit % Change	Regional Market Avg % ACV	Regional Market ACV Pt Chg	Retailer Market Shr	Retailer Market Shr Chg	Dollar Share Comp Market	Opportunity Gap	
CATEGORY X	\$5,123,851	2.6%	100.0%	na	1,145,158	(0.3)%	100.0%	na	na	na	na	na	2.6%	1.2%	na	na	6.4%	(6.4)%	100.0%	\$0	
1 Brand A	\$1,631,267	6.8%	31.8%	31.8%	394,954	5.3%	34.5%	34.5%	32.4%	26.8%	99.7%	0.0	6.5%	4.1%	98.4%	(0.1)	7.1%	(7.0)%	29.0%	\$46,995	
2 Brand B	\$493,694	(1.9)%	9.6%	41.5%	109,665	(1.7)%	9.5%	44.0%	20.8%	17.0%	99.4%	(0.1)	(0.1)%	(0.5)%	97.9%	0.1	5.3%	(5.3)%	11.7%	(\$9,975)	
3 Brand C	\$442,589	(13.4)%	8.6%	50.1%	109,065	(14.3)%	9.5%	53.5%	26.7%	20.6%	99.5%	0.2	(15.3)%	(18.7)%	98.4%	(0.1)	5.3%	(15.1)%	10.5%	(\$19,138)	
4 Brand D	\$372,187	16.6%	7.3%	57.4%	82,932	21.4%	7.2%	60.7%	33.9%	27.2%	90.6%	0.3	21.4%	24.9%	96.0%	0.7	4.6%	(4.7)%	10.2%	(\$10,974)	
5 Brand E	\$253,441	(3.9)%	4.9%	62.3%	80,150	(3.5)%	7.0%	67.7%	24.1%	19.0%	98.7%	0.0	(2.3)%	(0.4)%	96.4%	(0.3)	7.7%	(7.8)%	4.1%	\$2,123	
6 Brand F	\$215,032	0.4%	4.2%	66.5%	39,690	(2.5)%	3.5%	71.2%	22.4%	19.5%	98.4%	(0.2)	2.1%	(1.3)%	88.4%	(2.2)	8.7%	(8.8)%	3.1%	\$2,341	
7 Brand G	\$197,066	6.5%	3.8%	70.4%	46,188	4.2%	4.0%	75.2%	13.8%	10.5%	93.8%	0.7	(0.9)%	(2.3)%	94.5%	(1.4)	7.8%	(7.2)%	3.2%	\$1,325	
8 Brand H	\$109,605	(24.2)%	2.1%	72.5%	28,418	(21.7)%	2.5%	77.7%	30.9%	22.9%	85.5%	(3.5)	(28.4)%	(26.7)%	72.8%	(7.1)	10.4%	(9.7)%	1.3%	\$898	
9 Brand I	\$85,680	(48.7)%	1.7%	74.2%	17,842	(51.7)%	1.6%	79.3%	8.0%	7.4%	83.0%	(12.4)	(33.7)%	(33.2)%	91.6%	(4.4)	3.0%	(3.8)%	3.6%	(\$1,655)	
10 Brand J	\$83,338	14.9%	1.6%	75.8%	9,675	13.5%	0.8%	80.1%	0.6%	0.6%	26.4%	3.8	(0.4)%	2.1%	5.1%	0.0	35.5%	(30.4)%	0.3%	\$1,110	
11 Brand K	\$76,287	22.1%	1.5%	77.3%	8,035	18.6%	0.7%	80.8%	1.9%	1.7%	55.7%	0.0	28.0%	25.9%	20.8%	1.3	18.9%	(19.7)%	0.5%	\$750	
12 Brand L	\$73,229	25.6%	1.4%	78.7%	12,283	31.3%	1.1%	81.9%	28.2%	26.1%	70.7%	10.6	13.3%	16.6%	61.7%	6.8	7.1%	(6.4)%	1.3%	\$102	
13 Brand M	\$62,549	146.2%	1.2%	79.9%	14,674	190.2%	1.3%	83.2%	11.5%	8.3%	87.2%	20.3	251.2%	310.8%	80.4%	30.7	7.4%	(10.4)%	1.1%	\$96	
14 Brand N	\$56,383	(2.4)%	1.1%	81.0%	8,333	0.5%	0.7%	83.9%	25.5%	20.4%	82.0%	1.6	4.0%	6.6%	68.2%	(2.0)	8.9%	(9.3)%	0.8%	\$169	
15 Brand O	\$55,172	(7.2)%	1.1%	82.1%	13,389	(2.8)%	1.2%	85.1%	29.1%	22.0%	77.3%	(1.3)	(23.3)%	(25.3)%	75.1%	(3.4)	7.9%	(6.4)%	0.9%	\$109	
16 All Others	\$916,330	10.9%	17.9%	100.0%	170,865	(1.8)%	14.9%	100.0%					17.1%	16.8%	8.8%	(8.0)	6.2%				

Top 25 Items:	UPC	Retailer Sales											Market Facts									
		Current Dollars	\$ % Chg	Dollar Share	Cum. Dollar Shr	Current Units	Unit % Change	Unit Share	Cum. Unit Shr	Current ARP	ARP % Chg	Avg % ACV	ACV Pt Chg	Regional Market \$ % Chg	Regional Market Unit % Chg	Region Market Avg % ACV	Regional Market ACV Pt Chg	Retailer Market Shr	Retailer Market Shr Chg	Dollar Share Comp Market	Opportunity Gap	
CATEGORY X		\$5,123,851	2.6%	100.0%	na	1,145,158	(0.3)%	100.0%	na	4.47	12.5%	na	na	2.6%	1.2%	na	na	6.4%	99.8%	100.0%	\$0	
1 Item A	00-00000-00001	\$77,886	10.8%	1.5%	1.5%	9,937	9.3%	0.9%	0.9%	0.9%	7.84	10.7%	88.6%	4.5%	11.6%	13.5%	89.4%	9.1%	4.5%	99.3%	2.2%	(\$509)
2 Item B	00-00000-00002	\$76,607	41.0%	1.5%	3.0%	11,455	42.1%	1.0%	1.9%	6.69	(5.4)%	71.6%	13.9%	31.6%	34.0%	86.6%	12.5%	3.9%	107.1%	2.5%	(\$751)	
3 Item C	00-00000-00003	\$62,659	(4.1)%	1.2%	4.2%	16,623	(5.1)%	1.5%	3.3%	3.77	3.9%	95.0%	(1.0)%	(3.4)%	(4.4)%	96.0%	(0.4)%	6.7%	99.2%	1.2%	\$28	
4 Item D	00-00000-00004	\$61,047	(7.6)%	1.2%	5.4%	13,358	(4.0)%	1.2%	4.5%	4.67	(17.7)%	81.8%	1.6%	(6.1)%	(4.0)%	92.2%	2.0%	4.6%	98.4%	1.7%	(\$297)	
5 Item E	00-00000-00005	\$60,209	10.3%	1.2%	6.6%	8,766	12.7%	0.8%	5.3%	6.87	(14.7)%	82.9%	3.7%	10.5%	12.1%	84.7%	10.3%	5.6%	99.8%	1.4%	(\$111)	
6 Item F	00-00000-00006	\$56,071	(0.9)%	1.1%	7.7%	10,852	(1.8)%	0.9%	6.2%	5.17	4.9%	92.4%	(1.6)%	1.7%	1.7%	82.9%	(1.7)%	8.4%	94.7%	0.8%	\$144	
7 Item G	00-00000-00007	\$55,530	1.6%	1.1%	8.8%	9,851	(2.2)%	0.9%	7.1%	5.64	21.1%	92.1%	0.8%	(3.2)%	(8.2)%	82.3%	(2.0)%	8.7%	101.0%	0.8%	\$159	
8 Item H	00-00000-00008	\$53,367	3.0%	1.0%	9.8%	12,768	1.5%	1.1%	8.2%	4.18	6.2%	90.5%	5.7%	1.0%	(0.5)%	72.4%	1.6%	8.5%	102.0%	0.8%	\$133	
9 Item I	00-00000-00009	\$52,607	19.0%	1.0%	10.9%	6,956	20.6%	0.6%	8.8%	7.56	(10.1)%	79.7%	10.8%	14.0%	17.4%	69.3%	4.8%	5.8%	104.4%	1.1%	(\$87)	
10 Item J	00-00000-00010	\$51,868	3.6%	1.0%	11.9%	9,896	0.1%	0.9%	9.6%	5.24	17.5%	94.0%	0.3%	5.7%	2.3%	83.9%	(1.7)%	8.7%	99.0%	0.7%	\$137	
11 Item K	00-00000-00011	\$51,563	(2.4)%	1.0%	12.9%	9,091	(6.4)%	0.8%	10.4%	5.67	23.2%	95.0%	(0.1)%	(6.3)%	(6.3)%	84.4%	(2.2)%	8.9%	100.0%	0.7%	\$145	
12 Item L	00-00000-00012	\$50,384	(2.1)%	1.0%	13.9%	11,722	(3.4)%	1.0%	11.5%	4.30	5.7%	84.5%	0.3%	0.8%	1.1%	86.9%	0.9%	6.3%	97.1%	1.0%	(\$13)	
13 Item M	00-00000-00013	\$49,700	(7.8)%	1.0%	14.8%	10,374	(7.3)%	0.9%	12.4%	4.79	(2.9)%	91.9%	1.7%	(5.3)%	(8.0)%	90.2%	(0.5)%	5.9%	97.3%	1.1%	(\$45)	
14 Item N	00-00000-00014	\$48,338	(17.6)%	0.9%	15.8%	12,172	(16.2)%	1.1%	13.4%	3.97	(6.8)%	82.3%	(11.3)%	(16.5)%	(18.2)%	90.0%	(8.6)%	3.9%	98.6%	1.6%	(\$295)	
15 Item O	00-00000-00015	\$48,230	(20.0)%	0.9%	16.7%	13,311	(10.5)%	1.2%	14.6%	3.62	(17.4)%	84.5%	(0.9)%	(10.5)%	(9.3)%	80.2%	1.6%	9.1%	89.4%	0.7%	\$132	
16 Item P	00-00000-00016	\$46,892	(17.5)%	0.9%	17.6%	10,110	(15.1)%	0.9%	15.5%	4.64	(13.9)%	78.4%	0.2%	(16.1)%	(14.3)%	87.2%	(1.8)%	5.2%	98.3%	1.1%	(\$101)	
17 Item Q	00-00000-00017	\$46,347	(12.7)%	0.9%	18.5%	10,703	(14.3)%	0.9%	16.4%	4.33	7.8%	85.6%	(0.4)%	(14.3)%	(3.3)%	88.6%	(2.8)%	4.9%	92.7%	1.2%	(\$128)	
18 Item R	00-00000-00018	\$46,236	1.9%	0.9%	19.4%	11,074	0.6%	1.0%	17.4%	4.18	5.7%	84.3%	(2.6)%	(6.4)%	(10.1)%	89.9%	(1.8)%	5.1%	106.9%	1.1%	(\$107)	
19 Item S	00-00000-00019	\$45,600	(0.4)%	0.9%	20.3%	12,026	(1.3)%	1.1%	18.4%	3.79	3.2%	85.9%	0.5%	(0.9)%	(4.4)%	83.1%	(1.9)%	8.0%	100.5%	0.7%	\$164	
20 Item T	00-00000-00020	\$45,550	17.7%	0.9%	21.2%	10,143	22.0%	0.9%	19.3%	4.49	(16.0)%	76.7%	(1.9)%	27.1%	31.0%	85.5%	0.5%	3.8%	92.6%	1.5%	(\$280)	
21 Item U	00-00000-00021	\$45,457	11.3%	0.9%	22.1%	12,123	10.7%	1.1%	20.4%	3.75	2.2%	85.0%	7.5%	4.6%	6.1%	62.1%	3.4%	11.2%	106.5%	0.5%	\$171	
22 Item V	00-00000-00022	\$44,513	(3.4)%	0.9%	23.0%	8,201	(4.0)%	0.8%	21.2%	4.87	2.7%	74.0%	1.9%	(2.0)%	(3.5)%	83.6%	1.0%	4.8%	98.5%	1.2%	(\$138)	
23 Item W	00-00000-00023	\$44,306	(16.1)%	0.9%	23.8%	11,075	(16.3)%	1.0%	22.1%	4.00	0.8%	89.1%	(5.4)%	(17.4)%	(18.3)%	89.3%	(8.7)%	3.9%	101.6%	1.4%	(\$249)	
24 Item X	00-00000-00024	\$44,210	(7.8)%	0.9%	24.7%	11,924	(7.8)%	1.0%	23.2%	3.71	0.7%	96.9%	0.2%	(9.9)%	(12.8)%	91.4%	(1.3)%	7.3%	102.6%	0.8%	\$47	
25 Item Y	00-00000-00025	\$44,207	18.0%	0.9%	25.6%	10,118	21.4%	0.9%	24.1%	4.37	(12.3)%	73.8%	1.6%	25.7%	28.6%	83.9%	3.8%	4.4%	93.9%	1.3%	(\$190)	

Filtering Attributes: