

TOP GROWTH 100 LIST

Categories where private brands had dollar/unit sales gains of 5 percent or more and accounted for \$5 million or more in total sales (52 weeks ending July 15, 2018). Includes supermarkets, drugstores, mass market retailers, military commissaries, and select club and dollar chains.

■ NON FOODS - GREY ■ BEVERAGES - BLUE ■ FOODS - YELLOW

		DOLLAR SALES (IN MILLIONS)	INCREASE VS. YEAR AGO	UNIT SALES (IN MILLIONS)	INCREASE VS. YEAR AGO
1	Multipurpose insect/rodent chemicals	\$5.17	698.8%	1.05	941.9%
2	Shampoo and conditioner combo pack	\$5.87	237.7%	\$1.07	256.9%
3	Edible cake decorations	\$53.6	218.2%	\$23.3	216.7%
4	Cat snacks	\$5.84	180.6%	\$2.4	141.8%
5	Baby play and discovery accessories	\$24.9	149.5%	\$6.1	155.3%
6	Meat, cheese, crackers, desserts kits	\$101.6	147.6%	\$35.26	205.9%
7	Baking cups	\$17.3	117.6%	\$15.84	127.8%
8	Imported table and still wine	\$8.9	90.9%	\$1.07	100.7%
9	Cappuccino/Iced coffee	\$10.01	89.6%	\$5.78	82.8%
10	Pita bread	\$13.7	87.5%	\$6.04	73.5%
11	Baby care and safety accessories	\$33.8	72.8%	\$3.88	51.5%
12	Prepared pudding	\$30.5	66.2%	\$26.6	48.6%
13	Shelf-stable microwaveable packaged dinners	\$31.3	64.7%	\$16.9	46.3%
14	Refrigerated entrees	\$228.1	60.5%	\$35.2	64%
15	Processed/imitation cheese loaf	\$22.7	57.3%	\$4.34	60.6%
16	Non-disposable gloves	\$92.9	55.4%	\$26.5	23.4%
17	Ice milk/Frozen dairy dessert	\$17.37	55.3%	\$7.8	48.5%
18	Refrigerated uncooked meats (no poultry)	\$3.3 billion	51.9%	\$500.2	41.9%
19	Refrigerated appetizers/Snack rolls	\$64.17	51.2%	\$8.03	46.2%
20	Perfumes and colognes/Body powder	\$22.17	50.8%	\$4.76	13.2%
21	Hand sanitizers	\$99.3	50.3%	\$50.74	54.3%
22	Bottles	\$95.3	49.6%	\$40.74	40.7%
23	Shelf-stable dip	\$26.26	49.5%	\$18.26	144%
24	Frozen breakfast food	\$15.36	49.2%	\$6.25	56%
25	Indoor insect/Rodent control chemicals	\$7.1	48.5%	\$2.6	41.1%
26	Chocolate-covered salted snacks	\$24.5	48.2%	\$7.6	37.3%
27	Gelatin dessert mixes	\$35.2	48%	\$52.57	23.9%
28	Facial moisturizers	\$40.4	47.3%	\$5.09	27.6%
29	Disposable gloves	\$186.7	46.6%	\$33.4	90%
30	Shelf-stable bottled cranberry juice/Cranberry juice blend	\$58.5	46.5%	\$18.13	43.9%
31	Dates	\$7.86	46.2%	\$2.48	73.2%
32	Domestic table and still wine	\$5.2	44.1%	\$681.9	50.6%
33	Diarrhea medicine (liquid and powder)	\$15.48	42%	\$3.38	48%
34	Dried meat snacks	\$13.75	41.1%	\$5.09	31.8%
35	Deodorants	\$5.53	40.5%	\$1.3	56.3%
36	Frozen fish/Seafood	\$886.3	38.6%	\$98.6	34%
37	Women's gift packs	\$23.4	35.7%	\$3.85	60.7%
38	Humidifiers/Vaporizers	\$34.23	35.6%	\$1.15	38.9%
39	Frozen and dry ice	\$188.8	35.1%	\$66.33	30.2%
40	Multiservice frozen entrees	\$158.1	34.9%	\$20.8	55.8%
41	Specialty nut butter	\$76.2	34.5%	\$13.8	40.9%
42	Cigarettes (single pack)	\$53.47	33.8%	\$12.9	28.4%
43	Single-serve frozen entrees	\$99.17	33.7%	\$41.54	36.4%
44	Refrigerated fruit drinks	\$11.42	33%	\$4.99	20.9%
45	Baby soothing accessories	\$5.53	32.8%	\$2.85	16.8%
46	Specialty nut coconut candy	\$14.77	32.7%	\$4.48	17.4%
47	Cake, cupcake and pie mixes	\$21.28	32.4%	\$18.37	50%
48	Salad toppings	\$149.3	31.8%	\$61.09	20.7%
49	Cigarettes (multipack/carton)	\$28.14	31.1%	\$703.1	26.4%
50	Ready-to-drink almond milk	\$9.47	30.4%	\$3.6	29.6%

		DOLLAR SALES (IN MILLIONS)	INCREASE VS. YEAR AGO	UNIT SALES (IN MILLIONS)	INCREASE VS. YEAR AGO
51	Ready-to-drink coconut milk	\$11.1	30.5%	6.3	30%
52	Bath/Body Scrubbers/Massagers	\$128.4	30%	9	35%
53	Croutons	\$68.3	30.2%	48	29.5%
54	Outdoor insect/Rodent control chemistry	\$33.2	30%	9.2	32.6%
55	Waxed paper	\$33.5	29.6%	12.4	13.5%
56	Refrigerated dips	\$186.4	29.6%	56.6	19.8%
57	Extract/Favoring/Food coloring	\$118.7	29.5%	30.9	15%
58	Testing accessories	\$36.2	29.5%	5.2	20.3%
59	Foundation	\$14.7	29%	1.3	26.3%
60	Nursing/Feeding Accessories	\$86.9	28.8%	33.8	24.7%
61	Spice/Seasonings (no salt, pepper)	\$564	28.7%	259.9	48.3%
62	Refrigerated baked beans	\$7.7	28.3%	2.4	30.7%
63	Shelf-stable bottle orange juice	\$9.1	27.8%	4.5	30.7%
64	Epsom salts	\$81.4	27%	21.4	29.2%
65	Ice cream cones	\$53.6	26.5%	31.2	26%
66	Chips/Baking Chocolate/Cocoa	\$131.2	26.5%	55.7	25.4%
67	Frozen raw shrimp	\$733.9	25.8%	81.3	18%
68	Fresh eggs	\$3.4 billion	25.5%	1.6 billion	5.6%
69	Pork rinds	\$17.3	25.1%	10.7	30.3%
70	Processed frozen refrigerated turkey	\$18.3	25%	2.9	21%
71	Shelf-stable Asian sauce/marinade	\$21.6	24.6%	8.7	15.4%
72	Coffee filters	\$86.5	24.5%	51.7	32.4%
73	Refrigerated non-sliced lunchmeat	\$12.1	24.2%	3.1	6.4%
74	Aseptic juices	\$20.3	24%	8.08	11.6%
75	Laundry detergent (packets/bars)	\$41.5	23.5%	4.6	33.5%
76	Toothpaste	\$15.8	23.3%	4.9	27%
77	Nail accessories/Implements	\$109.3	21.9%	38.2	21.2%
78	Fruit-flavored syrup	\$9.2	21.8%	5.04	16.1%
79	Liquid vitamins/Minerals	\$37.6	21.3%	6.4	17.3%
80	Cooking/Baking nuts	\$495.5	21.2%	76.8	16.5%
81	Wet broth/Stock	\$346.6	20.3%	222.1	19.2%
82	Breakfast cereal/Snack bars	\$121.1	2.1%	54.3	17.8%
83	Refrigerated ready-to-drink coffee	\$5.9	19.9%	1.6	14.9%
84	Dog and cat needs	\$763.7	19.4%	122.3	13%
85	Brownie mixes	\$6.2	19.2%	4.4	21.2%
86	Muffins	\$358.7	19.1%	100.5	18.3%
87	Breading/Batter/Coating Mixes	\$10.1	19%	6.5	16.9%
88	Snack/Granola bars	\$5.02	18.8%	2.05	12.6%
89	Frosting/Frosting mixes	\$18.9	18.5%	8.4	28.5%
90	Refrigerated grated cheese	\$54.1	18.2%	17.5	18.8%
91	Nasal spray/Drops/Inhaler	\$334.5	18.1%	50.5	8.5%
92	Cleaning tools/Mops/Brooms	\$359.2	18.1%	90.6	10.7%
93	Dry dip mixes	\$5.4	18%	6.9	21.3%
94	Frozen cooked shrimp	\$846.6	18%	102.4	19.9%
95	Eyelash curler	\$5.8	17.9%	1.3	17.3%
96	Refrigerated breakfast sausage, ham	\$179.8	17.9%	68.2%	16.8%
97	Non-dog, non-cat pet food	\$116.8	17.4%	19.4	6.4%
98	Tights	\$472.8	17.1%	98.15	18.8%
99	Refrigerated almond milk	\$185.3	16.7%	69.8	18.2%
100	Urine test kits	\$8.56	16.6%	0.9	20%