

STORE BRANDS' GROWTH 100

100 categories where private brands had dollar/unit sales gains of 5% or more and accounted for \$5 million or more in total sales (52 weeks ending July 14, 2019). Includes supermarkets, drugstores, mass market retailers, military commissaries, and select club and dollar chains.

■ FOOD - YELLOW ■ NON-FOOD - GRAY ■ BEVERAGE - BLUE

		DOLLAR SALES (IN MILLIONS)	INCREASE VS. YEAR AGO	UNIT SALES (IN MILLIONS)	INCREASE VS. YEAR AGO
1	HAIR APPLIANCES	\$10,679,618	35824.1%	177,758	3275.2%
2	VACUUM BAGS/BELTS	\$14,447,376	134.6%	2,665,478	135.5%
3	FZ DRINK/COCKTAIL DRINK CONCENTRATE	\$6,236,354	134.3%	2,610,632	42.2%
4	DOMESTIC TABLE/STILL WINE	\$10,930,161	110.2%	2,275,519	233.7%
5	CAT SNACKS/BEVERAGES	\$12,230,260	108.6%	5,691,313	130.5%
6	DRIED MEAT SNACKS (NOT JERKY)	\$27,152,065	92.3%	7,449,385	45.1%
7	PORK RINDS	\$32,994,719	90.4%	16,284,990	51.2%
8	SS BOTTLED ORANGE JUICE	\$17,-26,523	87.0%	7,469,128	64.3%
9	RFG FRUIT DRINK	\$22,114,872	81.7%	8,504,331	54.9%
10	POWER TOOTHBRUSHES	\$69,553,918	81.6%	6,586,166	33.5%
11	SHERRY/VERMOUTH/CHAMPAGNE	\$5,230,864	81.3%	598,867	86.1%
12	SS BOTTLED SPARKLING JUICE	\$7,864,834	74.4%	5,805,734	91.7%
13	MULTIPURPOSE INSECT/RODENT CHEM	\$8,645,323	67.2%	1,655,833	57.1%
14	RFG VEGETABLE JUICE	\$7,014,458	60.7%	2,574,139	51.8%
15	SS BOTTLED CHERRY JUICE	\$6,300,108	57.5%	1,497,188	37.2%
16	READY-TO-DRINK COCONUT MILK	\$17,254,329	55.7%	9,626,231	51.9%
17	OUTDOOR INSECT/RODENT CONTROL CHEM	\$53,711,059	53.9%	13,714,694	39.7%
18	SS BOTTLED PINEAPPLE JUICE	\$17,221,550	53.4%	5,804,352	64.0%
19	RFG HANDHELD NON-BREAKFAST ENTREES	\$219,204,748	49.8%	46,194,682	48.4%
20	FRUIT BUTTER	\$6,171,373	48.8%	2,091,319	38.5%
21	CAROB/YOGURT-COATED SNACKS	\$24,453,303	47.2%	9,568,344	44.6%
22	DEODORANTS	\$8,138,816	47.0%	2,104,580	60.3%
23	SS MICROWAVE POPCORN	\$122,999,594	46.2%	53,313,307	16.4%
24	TOOTHPASTE	\$23,975,423	45.5%	7,576,948	45.7%
25	INSECT/RODENT CONTROL DEVICE	\$14,621,676	45.4%	4,820,981	86.4%
26	HAIR CONDITIONER/CREME RINSE	\$37,674,320	45.1%	6,115,035	23.2%
27	COOKIE/COOKIE BAR MIXES	\$5,133,337	43.2%	1,896,619	9.0%
28	DOG/CAT NEEDS	\$1,110,954,490	43.0%	160,220,629	28.7%
29	STOMACH REMEDY TABLETS	\$23,698,371	41.8%	5,940,657	21.7%
30	LIQUID ENERGY DRINK MIXES	\$12,107,972	41.3%	5,305,114	45.4%
31	RFG APPETIZERS/SNACK ROLLS	\$92,504,833	41.3%	11,154,538	35.9%
32	RFG NON-SLICED LUNCHEAT	\$17,300,177	41.0%	4,957,613	55.2%
33	PROCESSED FZ/RFG TURKEY/TURKEY SUB	\$30,013,756	40.4%	5,002,385	42.9%
34	ASEPTIC JUICE DRINKS	\$15,435,087	38.4%	6,155,375	44.2%
35	FRUIT-FLAVORED SYRUP	\$12,794,588	37.9%	5,801,274	15.1%
36	SEASONAL CHOCOLATE CHRISTMAS CANDY	\$6,758,079	35.2%	2,424,786	30.3%
37	ALL-PURPOSE CLEANER/DISINFECTANT	\$71,907,408	33.2%	35,571,106	44.7%
38	SS PREPARED DINNERS/ENTREES	\$36,885,384	32.9%	14,665,239	20.6%
39	REGULAR SHAMPOO	\$36,900,123	31.6%	7,543,138	26.7%
40	NAIL ACCESSORIES/IMPLEMENTS	\$143,946,172	31.4%	51,522,350	33.6%
41	FZ/RFG MEAT SUBSTITUTES	\$12,404,523	31.2%	3,078,898	24.4%
42	FACIAL ANTI-AGING	\$109,208,282	31.0%	6,025,237	10.1%
43	INDOOR INSECT/RODENT CONTROL CHEM	\$9,280,366	29.1%	2,846,857	8.0%
44	NATURAL CHEESE-ALL OTHER FORMS	\$103,216,216	28.8%	31,837,294	14.0%
45	SHAMPOO & CONDITIONER COMBO PACK	\$8,039,463	28.8%	1,493,822	31.1%
46	FZ SQUASH/ZUCCHINI	\$10,178,429	28.3%	5,482,580	11.3%
47	SS SPORTS DRINK MIX	\$5,752,281	28.3%	4,117,728	33.3%
48	NON-AEROSOL WHIPPED TOPPING	\$408,013,106	27.9%	130,256,296	24.7%
49	FACIAL BODY SKINCARE DEVICE	\$5,388,234	27.7%	595,961	90.5%
50	ALL OTHER SS ASIAN SAUCE/ MARINADE	\$26,865,575	26.2%	10,339,367	20.9%

		DOLLAR SALES (IN MILLIONS)	INCREASE VS. YEAR AGO	UNIT SALES (IN MILLIONS)	INCREASE VS. YEAR AGO
51	FROZEN PIES	\$19,317,809	26.0%	4,627,571	5.8%
52	EXTERNAL ANALGESICS RUBS	\$71,003,149	25.8%	17,887,349	22.4%
53	RFG LEMONADE	\$66,315,991	25.1%	47,377,404	28.3%
54	NAIL POLISH	\$15,968,194	24.9%	4,806,130	8.5%
55	SS BOTTLED OTHER FRUIT JUICE	\$15,222,670	24.5%	6,339,884	67.0%
56	BATH FRAGRANCES/BUBBLE BATH	\$36,389,053	24.4%	12,047,549	15.1%
57	TESTING ACCESSORIES	\$45,896,805	24.3%	6,494,635	23.1%
58	LIP GLOSS	\$11,706,594	24.0%	1,679,415	25.4%
59	GROOMING/SHAVING SCISSORS	\$61,844,715	24.0%	16,618,812	34.3%
60	DATES	\$9,783,659	23.9%	3,207,705	28.9%
61	OUTDOOR/LAWN FERTILIZER/WEED KILLER	\$31,127,983	23.8%	3,954,093	24.4%
62	CHOCOLATE CANDY BOX/BAG/BAR <3.5 OZ	\$22,708,262	23.8%	14,999,486	26.6%
63	WAXED PAPER	\$41,517,132	23.7%	13,299,236	6.8%
64	RFG DIPS	\$228,861,613	23.7%	68,029,150	20.6%
65	DRIED FRUIT CHIPS	\$24,220,795	23.6%	9,567,358	22.3%
66	RFG SAUCE/GRAVY/MARINADE MIXES	\$114,992,630	22.9%	29,596,320	15.1%
67	RFG MEAT/CHEESE/CRACKER/DESSERT	\$132,284,508	22.6%	50,956,767	35.4%
68	BREAKFAST/CEREAL/SNACK BARS	\$151,683,527	22.6%	63,508,074	15.3%
69	READY-TO-DRINK ALMOND MILK	\$6,325,186	22.5%	3,258,784	25.2%
70	DRIED CRANBERRIES	\$35,341,615	22.3%	11,424,551	27.3%
71	BOTTLES	\$130,462,317	21.9%	56,461,544	21.1%
72	LIQUID VITAMINS/MINERALS	\$45,990,358	21.7%	10,986,843	71.8%
73	CAPPUCCINO/ICED COFFEE	\$12,197,699	21.4%	7,423,970	28.3%
74	DIARRHEA MEDICINE	\$19,092,325	21.0%	4,171,663	21.9%
75	MARINATED VEGETABLE/FRUIT	\$29,966,959	20.6%	12,022,830	19.5%
76	EAR CARE PRODUCTS	\$32,006,884	20.4%	6,338,036	28.8%
77	LIQUID COCKTAIL MIXES	\$7,622,853	20.4%	2,407,500	15.0%
78	POTPOURRI/SACHETS	\$182,648,938	20.3%	87,579,296	13.3%
79	SPIRITS	\$15,032,191	20.1%	1,086,888	7.8%
80	READY-TO-SERVE RICE	\$15,773,484	20.1%	8,701,064	14.7%
81	RFG ALMOND MILK	\$227,825,734	20.0%	88,672,628	24.9%
82	PIZZA CRUST/SHELL	\$9,596,021	19.9%	2,984,603	27.3%
83	CLOTH ALL-PURPOSE CLEANER	\$223,037,624	19.6%	53,072,141	17.5%
84	RFG FRANKFURTERS	\$70,201,222	19.4%	24,535,679	6.3%
85	SS DIP	\$31,151,186	18.8%	22,166,113	21.7%
86	ALL OTHER FISH/SEAFOOD	\$16,477,033	18.6%	9,910,432	31.4%
87	SPECIALTY NUT BUTTER	\$91,212,549	18.6%	17,747,213	26.1%
88	RFG COCONUT MILK	\$5,366,805	18.3%	1,988,343	17.5%
89	FZ OTHER PLAIN VEGETABLES	\$130,426,513	18.3%	87,984,781	19.8%
90	RICE CAKES/POPCORN CAKES	\$31,026,591	18.0%	15,634,959	15.8%
91	FACIAL CLEANSERS	\$173,059,608	17.7%	45,708,876	18.3%
92	EYELASH CURLER	\$6,873,309	17.6%	1,732,844	27.1%
93	RFG FRESH SOUP	\$17,074,470	17.6%	46,190,065	20.4%
94	FACIAL MOISTURIZERS	\$52,083,848	17.6%	6,042,056	14.0%
95	SPECIALTY NUT/COCONUT CANDY	\$17,502,160	17.4%	4,843,811	7.3%
96	ICE CUBE TRAYS AND ICE BUCKETS	\$13,254,658	17.2%	5,928,915	19.6%
97	OTHER ANTI-FUNGAL	\$15,910,416	17.1%	2,017,182	14.9%
98	NATURAL CHEESE-CUBE	\$56,511,505	16.6%	17,578,865	23.0%
99	RFG BUTTER BLENDS	\$17,062,542	16.3%	6,501,228	13.2%
100	WET BROTH/STOCK	\$402,783,330	16.1%	243,254,663	9.5%