

Market Share of 100 Grocery Items

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Beverages	Bagged and Loose Tea (2011)	Top Companies	56.6%	
		Unilever	24.1%	Lipton, PG Tips
		RC Bigelow Inc.	14.0%	Bigelow
		Hain Celestial Group	11.4%	Celestial Seasonings
		Twinings North America	7.1%	Twinings
	Beer (2010)	Top Companies	86.1%	
		AB InBev (formerly Anheuser-Busch)	47.9%	Budweiser, Stella, Beck's, Hoegaarden, Leffe, Bass, Busch, Rolling Rock, Goose Island, Michelob, Natural Ice, Presidente, Modelo, O'Doul's, Shock Top
		MillerCoors	28.9%	Miller, Coors, Peroni, Grolsch, Blue Moon, Killian's Irish Red, Henry Weinhard's, Leinenkugel's, Hamm's, Icehouse, Keystone, Magnum, Mickey's, Milwaukee's Best, Olde English, Red Dog, Steel Reserve, Foster's, Molson, Redd's, Sparks, Third Shift, Batch 19, Lech, Cristal, Aguila
		Constellation Brands, Inc.	5.3%	Corona, Negra Modelo, Modelo, Tsingtao, Pacifico, Somersby, Victoria
		Heineken USA	4.0%	Heineken, Amstel, Birra Moretti, Bulmers, Cruzcampo, Dos Equis, Kingfisher, Newcastle, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger, Zywiec
	Bottled Water, Single Serve (2012)	Top Companies	63.3%	
		Nestlé	25.7%	Poland Spring, Nestlé Pure Life, Deer Park, Arrowhead, Ice Mountain, Ozarka, Zephyrhills
		Coca-Cola	22.0%	Dasani, vitaminwater, smartwater
		PepsiCo	15.6%	Aquafina, Propel, SoBe Lifewater, Aquafina Flavorsplash
		<i>Supermarket Brand</i>	22.9%	
	Sparkling and Mineral Water (2012)	Top Companies	60.1%	
		Nestlé	41.0%	San Pellegrino, Perrier, Poland Spring, Arrowhead
		National Beverage Corp.	10.2%	La Croix, Faygo, Cascadia
		Talking Rain	8.9%	Sparkling ICE, Talking Rain
	Canned and Bottled Tea (2011)	Top Companies	89.9%	
		Ferolito Vultaggio & Sons	30.8%	Arizona
		Pepsi Lipton Tea Partnership (Pepsi-Unilever)	29.9%	Lipton, Tazo
		Dr Pepper Snapple Group	17.2%	Snapple
Coca-Cola		12.0%	Gold Peak, Honest Tea Co, Nestea, Fuze	

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Beverages <i>(continued)</i>	Carbonated Soft Drinks (2011)	Top Companies	89.2%	
		Coca-Cola	34.4%	Coke, Sprite, Cherry Coke, Vanilla Coke Fresca, Barq's, Fanta, Mello Yello, Caffeine Free Coke
		PepsiCo	30.9%	Pepsi, Mountain Dew, Sierra Mist, Mug, Wild Cherry Pepsi, Caffeine Free Pepsi, Pepsi Throwback, Mountain Dew Code Red, Mountain Dew Voltage, Mountain Dew Throwback, Mountain Dew White Out
		Dr Pepper Snapple Group	22.6%	Dr Pepper, Canada Dry, 7Up, A&W, Crush, Sunkist, Schweppes, Squirt, RC, Sun Drop, IBC, Welch's, Vernors, Cherry 7Up
		National Beverage Corp.	1.3%	Faygo, Shasta
	Diet Carbonated Soft Drinks (2011)	Top Companies	95.3%	
		Coca-Cola	45.9%	Diet Coke, Coke Zero, Caffeine Free Diet Coke, Sprite Zero, Fresca Low Calorie, Coke Cherry, Diet Barq's, Diet Coke with Lime, Diet Cherry Coke
		PepsiCo	30.9%	Diet Pepsi, Diet Mountain Dew, Caffeine Free Diet Pepsi, Pepsi Max, Diet Wild Cherry Pepsi, Diet Sierra Mist, Diet Mug, Pepsi One, Diet Mountain Dew Caffeine Free
		Dr Pepper Snapple Group	18.2%	Diet Dr Pepper, Diet 7Up, A&W Low Calorie, Diet Sunkist, Canada Dry Low Calorie, Caffeine Free Diet Dr Pepper, Diet Rite, Diet Squirt, Diet Sun Drop, Crush Low Calorie
		National Beverage Corp.	0.3%	Faygo Low Calorie, Shasta Low Calorie
	Coffee (2012)	Top Companies	63.8%	
		JM Smucker Co.	28.5%	Folgers, Dunkin' Donuts, Millstone
		Kraft Foods	14.0%	Maxwell House, Yuban, Tassimo
		Starbucks Coffee Company	11.4%	Starbucks, Seattle's Best
		Green Mountain Coffee Roasters	9.9%	Green Mountain, Keurig Caribou Coffee, Tully's, Donut House, Newman's Own, Coffee People
	Fruit Drinks (2011)	Top Companies	56.8%	
		Kraft Foods	20.7%	Capri Sun, Crystal Light, Kool-Aid, MiO, Country Time, Kraft
		Coca-Cola	16.4%	Simply, Minute Maid, Hi-C, Odwalla, Fuze, Coca-Cola, Honest Tea
		Ocean Spray	11.2%	Ocean Spray
		PepsiCo	8.5%	Trop50, SoBe, Naked, Tropicana, PepsiCo, Dole Sensation

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Beverages <i>(continued)</i>	Fruit Juice 100% (2011)	Top Companies	50.1%	
		Coca-Cola	20.0%	Simply, Minute Maid, Odwalla
		PepsiCo	18.3%	Trop50, Tropicana, SoBe, Naked, Dole, Izze
		Citrus World Inc.	6.8%	Florida's Natural, Citrus World
		Nestlé	5.0%	Juicy Juice
		<i>Supermarket Brand</i>	17.6%	
	Seltzer/Tonic/ Club Soda (2011)	Top Companies	57.6%	
		Dr Pepper Snapple Group	35.2%	Canada Dry, Schweppes, Diet Schweppes
		Polar Beverages	13.0%	Polar
		Cott Corporation	9.4%	Vintage
		<i>Supermarket Brand</i>	34.0%	
	Sports Drinks (2012)	Top Companies	98.9%	
		PepsiCo	75.3%	Gatorade, Propel
		Coca-Cola	23.6%	Powerade
	Wine (2010)	Top Companies	56.4%	
		E&J Gallo Winery	22.8%	Carlo Rossi, Barefoot, Twin Valley, Peter Vella, Livingston, Boone's Farm, Turning Leaf, Redwood Creek
		The Wine Group, LLC	15.9%	Franzia, Inglenook, Corbett Canyon, Foxhorn, Fish Eye, Glen Ellen
		Constellation Brands, Inc.	12.8%	Woodbridge, Black Box, Robert Mondavi, Cook's, Blackstone, Arbor Mist, Vendange, Ravenswood, Clos du Bois
		Trinchero Family Estates	4.9%	Sutter Home
	Bread	Bagels/ English Muffins (2012)	Top Companies	73.7%
Grupo Bimbo			72.7%	Thomas', Oroweat
Flowers Foods			1.0%	Nature's Own, European Bakers, Captain John Derst's
<i>Supermarket Brand</i>			13.6%	
Fresh Loaf Bread (2012)		Top Companies	55.3%	
		Grupo Bimbo	26.8%	Oroweat, Arnold, Freihofer, Mrs. Baird's, Strohmann Dutch Country, Bimbo, Sara Lee, Beefsteak
		Flowers Foods	19.6%	Nature's Own, Sunbeam, Wonder, Home Pride, Merita, Sara Lee (some markets)
		Campbell Soup Co.	7.2%	Pepperidge Farm
		La Brea Bakery	1.7%	La Brea Bakery
		<i>Supermarket Brand</i>	25.3%	
Refrigerated and Frozen Bread/Bagels/ English Muffins (2012)		Top Companies	54.0%	
		Lancaster Colony Corp.	27.9%	New York Brand, Sister Schubert's, Mamma Bella, Marshall's
		Campbell Soup Co.	12.6%	Pepperidge Farm
		Cole's Quality Foods, Inc.	7.2%	Cole's
		Pinnacle Foods	6.3%	Lender's
	<i>Supermarket Brand</i>	20.5%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Bread <i>(continued)</i>	Rolls/Buns/ Croissants (2012)	Top Companies	46.6%	
		Grupo Bimbo	22.4%	Arnold, Oroweat, Francisco, Ball Park, Sara Lee
		Flowers Foods	12.8%	Nature's Own, Sunbeam, Cobblestone Mill, Sara Lee, Wonder, Merita
		Martin's Famous Pastry Shop	6.0%	Martin's
		King's Hawaiian	5.4%	King's Hawaiian
		<i>Supermarket Brand</i>	33.1%	
	Tortillas (2012)	Top Companies	54.9%	
		Gruma SA	38.6%	Gruma, Mission, Guerrero
		General Mills	10.0%	Old El Paso
		Olé Mexican Foods	6.3%	La Banderita
Breakfast	Breakfast Cereal (2011)	Top Companies	79.9%	
		Kellogg Co.	30.3%	Frosted Flakes, Froot Loops, Raisin Bran, Raisin Bran Crunch, Special K Vanilla Almond, Special K Red Berries, Apple Jacks, Corn Pops, Rice Krispies, Kashi Go Lean, Crispix, All-Bran, Frosted Mini Wheats, Corn Flakes
		General Mills	27.8%	Honey Nut Cheerios, Multi Grain Cheerios, Chocolate Cheerios, Cinnamon Chex, Corn Chex, Wheat Chex, Banana Nut Cheerios, Cinnamon Toast Crunch, Lucky Charms, Reese's Puffs, Cocoa Puffs, Trix, Golden Grahams, Cookie Crisp, Cheerios, Fiber One, Rice Chex, Kix, Wheaties, Basic 4, Fiber One Honey Clusters, Yogurt Burst Cheerios
		PepsiCo	11.8%	Quaker, Cap'n Crunch, Life, Cinnamon Life, Oatmeal Squares
		Post Foods	10.0%	Honey Bunches of Oats, Selects Banana Nut Crunch, Selects Blueberry Morning, Grape Nuts, Shredded Wheat, Spoon Size Shredded Wheat, Fruity Pebbles, Cocoa Pebbles, Post Raisin Bran, Honeycomb, Selects Great Grains
	<i>Supermarket Brand</i>	12.2%		
	Frozen Breakfast Entrees (2012)	Top Companies	72.2%	
		Hillshire Farm/ Sara Lee	32.5%	Jimmy Dean
		Pinnacle Foods	18.1%	Aunt Jemima
		Kellogg Co.	16.0%	Eggo, Morningstar
	Hot Cereal/ Oatmeal (2011)	Top Companies	61.2%	
		PepsiCo	54.2%	Quaker
		B&G Foods, Inc.	7.0%	Cream of Wheat
		<i>Supermarket Brand</i>	26.7%	
	Waffles/Pancakes (2012)	Top Companies	69.9%	
		Kellogg Co.	64.4%	Pop-Tarts, Eggo
PepsiCo		5.5%	Aunt Jemima	
<i>Supermarket Brand</i>		14.0%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Condiments and Sauces	Chili and Sloppy Joe Sauce (2010)	Top Companies	82.6%	
		Hormel Foods	37.3%	Hormel, Staggs
		ConAgra Foods	33.3%	Hunt's Manwich, Wolf, Dennison's
		Pinnacle Foods	7.7%	Nalley, Armour
		Campbell Soup Co.	4.3%	Campbell's Chunky Chili
	Ketchup (2012)	Top Companies	76.7%	
		H.J. Heinz Co.	59.3%	Heinz
		ConAgra Foods	14.6%	Hunt's
		Del Monte Foods	2.8%	Del Monte
		<i>Supermarket Brand</i>	22.0%	
	Mayonnaise (2012)	Top Companies	79.4%	
		Unilever	45.5%	Hellman's, Best Foods
		Kraft Foods	33.9%	Kraft, Miracle Whip
		<i>Supermarket Brand</i>	10.6%	
	Meat Sauces (2012)	Top Companies	54.2%	
		Kraft Foods	24.0%	A1 Steak Sauce, Kraft, Bull's-Eye BBQ
		Sweet Baby Ray's	13.9%	Sweet Baby Ray's
		H.J. Heinz Co.	10.6%	Lea & Perrins Worcestershire, Heinz 57 Steak Sauce, Jack Daniel's BBQ Sauce
		McCormick & Co.	5.7%	Lawry's Meat Sauce
	Mustard (2012)	Top Companies	53.4%	
		Reckitt Benckiser	35.5%	French's
		Kraft Foods	12.6%	Grey Poupon
		ConAgra Foods	2.7%	Guldens
		Plochman Inc.	2.6%	Plochman's, Kosciusko
	Olive Oil (2011)	Top Companies	45.1%	
		Salov SPA	17.8%	Fillippo Berio, Sagra
		Deoleo (prev. Grupo SOS)	14.3%	Carbonell, Bertolli, Carapelli, Koipe, Sasso
		Pompeian	7.8%	Pompeian
		Star Fine Foods	5.2%	STAR
		<i>Supermarket Brand</i>	22.6%	
	Pasta Sauces (2012)	Top Companies	69.0%	
		Unilever	34.5%	Ragu, Bertolli
Campbell Soup Co.		17.6%	Prego	
H.J. Heinz Co.		11.2%	Classico	
ConAgra Foods		5.7%	Hunt's	
Peanut Butter (2012)	Top Companies	71.6%		
	JM Smucker Co.	43.6%	Jif, Smucker's	
	Hormel Foods	15.6%	Skippy	
	ConAgra Foods	10.0%	Peter Pan	
	Kraft Foods	2.4%	Planter's	
	<i>Supermarket Brand</i>	19.3%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Condiments and Sauces <i>(continued)</i>	Pickles/Olives/ Relish (2012)	Top Companies	33.0%	
		Pinnacle Foods	10.8%	Vlasic, Milwaukee's Pickles
		Mt. Olive Pickle Co.	9.5%	Mt. Olive
		Kraft Foods	7.5%	Claussen
		GL Mezzetta Inc	5.2%	Mezzetta
	<i>Supermarket Brand</i>	28.3%		
	Salad Dressing (2012)	Top Companies	66.0%	
		Clorox Co.	22.1%	Hidden Valley Ranch
		Kraft Foods	20.5%	Kraft
		Pinnacle Foods	13.0%	Wish-Bone
	Shelf-Stable Dips (2010)	Top Companies	80.6%	
		PepsiCo	64.1%	Fritos, Tostitos, Lays
		Kraft Foods	8.1%	Cheese Whiz
		Clorox Co.	6.7%	Hidden Valley Ranch
	Dairy and Eggs	Butter/Margarine (2011)	Top Companies	55.8%
Unilever			23.8%	I Can't Believe It's Not Butter, Shedd's Spread/ Country Crock, Imperial, Brummel & Brown, Promise
Land O'Lakes			18.5%	Land O'Lakes
Boulder Brands, Inc.			6.8%	Smart Balance
ConAgra Foods			6.7%	Blue Bonnett, Parkay, Fleischmann's
<i>Supermarket Brand</i>		30.8%		
Cottage Cheese (2010)		Top Companies	40.0%	
		Kraft Foods	20.2%	Breakstone's, Knudsen
		Dean Foods	8.6%	Dean's, Land O'Lakes, Country Fresh
		HP Hood	6.9%	Hood, Crowley, Axelrod
		Prairie Farms Dairy	4.3%	Prairie Farms, Hiland, Roberts
<i>Supermarket Brand</i>		41.2%		
Cream Cheese (2012)		Top Companies	63.1%	
		Mondelēz Intl. (formerly Kraft)	60.9%	Philadelphia
<i>Supermarket Brand</i>		30.9%		
Cream/Creamers (2011)	Top Companies	64.5%		
	Nestlé	42.5%	Coffee-Mate, Nestlé	
	WhiteWave (formerly Dean)	18.7%	International Delight, Silk, Horizon Organic	
	Dean Foods	3.2%	Garelick Farms, Dean's	
<i>Supermarket Brand</i>	25.5%			
Eggs (2012)	Top Companies	26.1%		
	CCF Brands, Inc.	8.3%	Great Day, Farmers Market, Huevos de Calidad	
	Cal-Maine Foods, Inc.	8.1%	Farmhouse, 4-Grain, Egg-Land's Best	
	Land O'Lakes	7.3%	Egg-Land's Best, Land O'Lakes	
	Sunny Farms Corp.	2.4%	Sunny Farms	
<i>Supermarket Brand</i>	53.8%			

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Dairy and Eggs <i>(continued)</i>	Flavored Milk (2012)	Top Companies	42.9%	
		Dean Foods	23.2%	Dean's, Land O'Lakes, Garelick Farms
		HP Hood	7.9%	Hood, Southern Comfort, Lactaid
		Prairie Farms Dairy	6.7%	Prairie Farms Dairy, Hiland Dairy
		Nestlé	5.1%	Nestlé Nesquik
		<i>Supermarket Brand</i>	33.4%	
	Natural Cheese (2012)	Top Companies	32.4%	
		Kraft Foods	17.3%	Kraft, Cracker Barrel, Athenos, Polly-O, Philadelphia, Big Slice, Snackables, Deli Fresh
		Sargento Foods, Inc.	8.3%	Sargento
		Lactalis USA	3.8%	Sorrento, Galbani, President
		Michael Foods Inc.	3.0%	Crystal Farms
		<i>Supermarket Brand</i>	44.4%	
	Processed Cheese (2012)	Top Companies	58.2%	
		Kraft Foods	48.3%	Kraft, Velveeta, Easy Cheese
		Bel Brands USA	9.9%	Laughing Cow, Kaukauna, Boursin, Price's
		<i>Supermarket Brand</i>	23.2%	
	Refrigerated Yogurt (2012)	Top Companies	75.8%	
		Danone	29.9%	Dannon, Stonyfield Organic, Activia, Oikos
		General Mills	29.2%	Yoplait, Go-Gurt
		Chobani Inc.	16.7%	Chobani
	Skim/ Low-Fat Milk (2012)	Top Companies	20.9%	
		Dean Foods	11.2%	Land O'Lakes, Fieldcrest, Garelick Farms
		HP Hood	6.5%	Hood Lactaid, Hood, Hood Simply Smart
		WhiteWave (formerly Dean)	3.2%	Horizon Organic, The Organic Cow
		<i>Supermarket Brand</i>	63.4%	
	Sour Cream (2010)	Top Companies	52.6%	
		Daisy Brand, LLC	31.1%	Daisy
		Kraft Foods	18.3%	Breakstone's, Knudsen
HP Hood		1.7%	Hood	
Dean Foods		1.5%	Friendship	
<i>Supermarket Brand</i>		29.4%		
Whole Milk (2012)	Top Companies	16.5%		
	Dean Foods	12.9%	Dean's, Land O'Lakes, Fieldcrest, Oak Farms, Lehigh Valley, Tuscan Dairy Farms, Garelick Farms, Swiss Dairy	
	WhiteWave (formerly Dean)	3.6%	Horizon Organic, The Organic Cow	
	<i>Supermarket Brand</i>	63.2%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Fruit and Vegetables; Vegetarian Alternatives	Baked Beans (2011)	Top Companies	91.0%	
		Bush Bros. & Co.	68.2%	Bush's
		ConAgra Foods	14.3%	Van Camp's
		B&G Foods	4.9%	B&M
		Campbell Soup Co.	3.6%	Campbell's
	Canned and Jarred Fruit (2011)	Top Companies	33.2%	
		Del Monte Foods	20.0%	Del Monte, Carb Clever, Orchard Select, Fruit & Gel To-Go, Fruit Naturals, Sun Fresh
		Dole Food Co.	13.2%	Dole
		<i>Supermarket Brand</i>	27.7%	
	Canned and Jarred Vegetables (2011)	Top Companies	38.4%	
		Del Monte Foods	21.5%	Del Monte, Contadina
		ConAgra Foods	9.2%	Hunts, Rotel
		General Mills	7.7%	Green Giant, Le Sueur, Muir Glen Organic
		<i>Supermarket Brand</i>	37.0%	
	Canned Green Beans (2012)	Top Companies	57.3%	
		Del Monte Foods	38.2%	Del Monte
		General Mills	8.4%	Green Giant
		Seneca Foods	5.7%	Libby's
		Allens Inc.	5.0%	Allens
		<i>Supermarket Brand</i>	35.5%	
	Dried Fruit (2011)	Top Companies	58.0%	
		SunMaid Growers	24.6%	Sun-Maid
		Sunsweet Growers	14.4%	Sunsweet
		Ocean Spray	13.6%	Ocean Spray Craisins
		Mariani Packing Co.	5.4%	Mariani
		<i>Supermarket Brand</i>	21.2%	
	Fresh Packaged Salads (2011)	Top Companies	61.0%	
		Chiquita Brands Intl. Inc.	32.7%	Fresh Express
		Dole Food Co.	23.2%	Dole
		White Wave Foods	5.1%	Earthbound Farm (acquisition by White Wave Foods pending as of Dec. 15, 2013)
	<i>Supermarket Brand</i>	26.3%		
	Frozen Fruit (2011)	Top Companies	11.9%	
Dole Food Co.		8.9%	Dole, Chef-Ready Cuts	
Jasper Wymans & Sons		3.0%	Wymans	
<i>Supermarket Brand</i>		75.3%		
Vegetarian/ Egg Substitute (2011)	Top Companies	70.2%		
	ConAgra Foods	47.6%	Egg Beaters	
	Michael Foods Inc.	22.6%	Papetti Foods AllWhites, Papetti Foods Better 'N Eggs	
	<i>Supermarket Brand</i>	27.1%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Fruit and Vegetables; Vegetarian Alternatives <i>(continued)</i>	Vegetarian/ Meat Substitute (2011)	Top Companies	78.3%	
		Kellogg Co.	58.4%	Morningstar Farms, Gardenburger
		Kraft Foods	14.7%	Boca
		ConAgra Foods	3.3%	Lightlife Smart Dogs
		Turtle Island Foods	2.0%	Tofurkey
	Vegetarian/ Non-Dairy Milk (2012)	Top Companies	66.6%	
		WhiteWave (formerly Dean)	52.7%	Silk, Horizon Organic
		Blue Diamond Growers	13.9%	Almond Breeze
Meat and Fish	Bacon (2012)	Top Companies	51.7%	
		Kraft Foods	20.3%	Oscar Mayer
		Hormel Foods	12.2%	Hormel
		Smithfield Foods	12.1%	Farmland, Smithfield, Gwaltney
		Tyson Foods	7.1%	Wright
		<i>Supermarket Brand</i>	20.5%	
	Breakfast Meat (2012)	Top Companies	46.5%	
		Kraft Foods	14.8%	Oscar Mayer
		Smithfield Foods	13.1%	Farmland, Smithfield, Gwaltney, John Morrell
		Hormel Foods	10.1%	Hormel, Farmer John
		Hillshire Farm/ Sara Lee	8.5%	Jimmy Dean
		<i>Supermarket Brand</i>	19.8%	
	Fish, Canned (2012)	Top Companies	73.3%	
		Lion Capital	30.8%	Bumble Bee, Snow's Clams, King Oscar
		Dongwon Industries	26.6%	Starkist
		Chicken of the Sea	15.9%	Chicken of the Sea, Tonno Genova
		<i>Supermarket Brand</i>	11.7%	
	Fish/Seafood, Frozen (2012)	Top Companies	21.4%	
		Nippon Suisan Kaisha	10.5%	Gorton's
		Pinnacle Foods	4.7%	Van de Kamp's, Mrs. Paul's
		Great American Seafood Imports Co.	3.2%	Great American
		Beaver Street Fisheries	3.0%	Sea Best
		<i>Supermarket Brand</i>	44.5%	
Fish/Seafood, Refrigerated (2012)		Top Companies	29.4%	
	Trans-Ocean Products Inc.	9.2%	Trans-Ocean	
	Vita Foods Products Inc.	8.0%	Vita	
	Ocean Beauty Seafoods Inc.	7.4%	Echo Falls, Lascco, Nathan's	
	Trident Seafoods Corp.	4.8%	Louis Kemp	
	<i>Supermarket Brand</i>	18.6%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Meat and Fish <i>(continued)</i>	Lunch Meat (2012)	Top Companies	60.3%	
		Kraft Foods	34.8%	Oscar Mayer
		Hillshire Farm/ Sara Lee	12.7%	Kahn's, Hillshire Farm, Sara Lee, Bryan
		Smithfield Foods	6.6%	John Morrell, Armour, Kretschmar, Eckrich, Healthy Ones, Farmland, Smithfield, Gwaltney Great Bologna
		Land O'Frost Inc.	6.2%	Land O'Frost
		<i>Supermarket Brand</i>	16.6%	
	Packaged Red Meat/ Hot Dogs (2012)	Top Companies	41.7%	
		Kraft Foods	15.1%	Oscar Mayer
		Hillshire Farm/ Sara Lee	11.4%	Ball Park, Hillshire Farm, Jimmy Dean
		Smithfield Foods	7.9%	Farmland, Smithfield, Eckrich, Gwaltney, Armour
		Hormel Foods	7.3%	Hormel
	Poultry (2010)	Top Companies	46.0%	
		Tyson Foods	30.1%	Tyson
		Perdue Farms	9.9%	Perdue
		Hormel Foods	6.0%	Jennie-O
<i>Supermarket Brand</i>		21.8%		
Prepared Meals	Frozen Appetizers (2011)	Top Companies	59.5%	
		General Mills	25.5%	Totino's, Pillsbury
		H.J. Heinz Co.	22.0%	TGI Friday's, Bagel Bites, Delimex, Weight Watchers, Nancy's Petite Quiche
		Windsor Foods	6.5%	José Olé
		Nestlé	5.5%	Stouffer's, Lean Cuisine, Hot Pockets
	Frozen Handheld Food (2012)	Top Companies	62.3%	
		Nestlé	34.4%	Hot Pockets, Lean Pockets, Stouffer's, Lean Cuisine
		Hillshire Farm/ Sara Lee	17.6%	Jimmy Dean, State Fair
		Ruiz Foods	6.4%	El Monterey
	Frozen Meals (2012)	Top Companies	82.0%	
		Nestlé	34.0%	Stouffer's, Buitoni
		ConAgra Foods	31.6%	Marie Callender's, Banquet, Claim Jumper, Healthy Choice, Bertolli, PF Chang's
		H.J. Heinz Co.	10.0%	Weight Watchers
		Pinnacle Foods	6.4%	Hungry Man, Birds Eye, Swanson
	Microwaveable Packaged Dinners (2012)	Top Companies	94.6%	
		ConAgra Foods	45.6%	Chef Boyardee, Healthy Choice, Marie Callender's
		Hormel Foods	43.7%	Compleats, Dinty Moore, Kid's Kitchen
	Pizza, Frozen (2012)	Top Companies	78.2%	
		Nestlé	47.3%	DiGiorno, Tombstone, California Pizza Kitchen, Jack's, Stouffer's
		Schwan Food Co.	20.7%	Red Baron, Freschetta, Tony's
General Mills		8.5%	Totino's, Jeno's	
Pinnacle Foods		1.7%	Celeste Pizza	

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Prepared Meals <i>(continued)</i>	Soup (2011)	Top Companies	67.5%	
		Campbell Soup Co.	43.7%	Campbell's, Swanson, Wolfgang Puck
		General Mills	13.1%	Progresso
		Maruchan	6.2%	Maruchan Ramen, Instant Lunch
		Unilever	4.5%	Lipton, Knorr, Bertolli
International Foods	Asian Food (2012)	Top Companies	32.6%	
		Kikkoman	14.6%	Kikkoman, Dynasty
		ConAgra Foods	7.4%	La Choy
		Japanese Food Express	6.1%	Japanese Food Express
		McCormick & Co.	4.5%	Thai Kitchen, Simply Asia
	Hispanic Food (2012)	Top Companies	41.7%	
		Gruma SA	18.2%	Mission, Guerrero
		PepsiCo	8.4%	Tostitos
		Hormel Foods	7.6%	Hormel, Chi-Chi's
		General Mills	7.5%	Old El Paso
	Indian Food (2012)	Top Companies	87.0%	
		Amy's Kitchen Inc.	46.8%	Amy's Indian
		ABF Foods PLC	24.4%	Patak's
		Preferred Brands Intl.	15.8%	Tasty Bite
	Mediterranean Food (2012)	Top Companies	96.8%	
PepsiCo		85.4%	Near East, Sabra (50% owner)	
Tribe		11.4%	Tribe	
Snacks	Athletic Bars (2012)	Top Companies	82.8%	
		Nestlé	37.0%	PowerBar
		Clif Bar & Co.	26.9%	Clif Builder Bar
		NBTY, Inc.	18.9%	MET-Rx
	Cereal/ Snack Bars (2011)	Top Companies	79.1%	
		Kellogg Co.	61.1%	Special K, NutriGrain, Rice Krispies Treats, Kashi TLC
		General Mills	9.3%	Golden Grahams, Larabar, Lucky Charms, Cheerios
		Mondelēz Intl. (formerly Kraft)	5.4%	SnackWell's, Newtons Fruit Crisps
	Crackers (2012)	PepsiCo	3.3%	Quaker
		Top Companies	76.5%	
		Mondelēz Intl. (formerly Kraft)	33.3%	Ritz, Wheat Thins, Triscuits, Premium, Handi-Snacks, Honey Maid
		Kellogg Co.	27.8%	Cheez-It, Keebler Club, Keebler Townhouse, Keebler Toasteds, Keebler Zesta, Carr's, Austin, Sunshine Krispy, Keebler Grahams
	Granola Bars (2011)	Campbell Soup Co.	15.4%	Goldfish
		Top Companies	80.5%	
		General Mills	40.5%	Nature Valley, Cascadian Farm
		PepsiCo	26.0%	Quaker Chewy
		Kellogg Co.	14.0%	Kashi TLC, Kellogg's Fiber Plus, Keebler

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Snacks (continued)	Popcorn (2010)	Top Companies	69.2%	
		ConAgra Foods	38.5%	Orville Redenbacher, Act II, Crunch 'n Munch
		Diamond Foods, Inc.	15.7%	Pop Secret
		PepsiCo	9.9%	Smart Food, Cracker Jack
		American Pop Corn Co.	5.1%	Jolly Time
		<i>Supermarket Brand</i>	13.3%	
	Potato Chips (2011)	Top Companies	75.7%	
		PepsiCo	58.3%	Lay's, Ruffles, Munchos
		Kellogg Co.	8.4%	Pringles
		Snyder's-Lance Inc.	4.5%	Cape Cod, Jay's, Tom's
		Utz Quality Foods, Inc.	4.5%	Utz
	Pretzels (2011)	Top Companies	69.1%	
		Snyder's-Lance Inc.	37.0%	Snyder's of Hanover
		PepsiCo	21.0%	Rold Gold
		Utz Quality Foods	6.3%	Utz
		J&J Snack Foods Corp	4.8%	Super Pretzel
		<i>Supermarket Brand</i>	14.0%	
	Tortilla Chips (2012)	Top Companies	82.5%	
		PepsiCo	73.7%	Doritos, Tostitos, Santitas, Sabritas
		Gruma SA	3.5%	Mission
Truco Enterprises, LP		3.2%	On The Border	
Grupo Bimbo		2.1%	Bimbo	
Wellness/ Granola Bars (2012)	Top Companies	84.6%		
	Clif Bar	40.4%	Clif, Luna	
	General Mills	36.0%	Fiber One, Nature Valley	
	NBTY, Inc.	8.2%	Balance Bar	
Staples and Other	Baby Food and Snacks (2011)	Top Companies	88.8%	
		Nestlé	72.7%	Gerber
		Hero AG	10.0%	Beech-Nut
		The Hain Celestial Group	6.1%	Earth's Best
	Baby Formula (2011)	Top Companies	96.3%	
		Mead Johnson	39.7%	Enfamil
		Abbott Nutrition	39.6%	Similac
		Nestlé	17.0%	Gerber
	Dry Mac & Cheese (2012)	Top Companies	84.8%	
		Kraft Foods	79.0%	Kraft, Velveeta, Easy Mac
		Annie's Homegrown, Inc.	5.8%	Annie's
		<i>Supermarket Brand</i>	13.9%	
	Dry Pasta (2011)	Top Companies	56.8%	
		Barilla America, Inc.	25.4%	Barilla
		Ebro Foods SA	22.4%	Ronzoni, Creamette, San Giorgio, American Beauty, Skinner, Prince, Light 'n Fluffy
ConAgra Foods		9.0%	American Italian Pasta Co., Mueller's, Anthony, Roncom Pennsylvania Dutch Noodles, Golden Grain Mission, Luxury	
<i>Supermarket Brand</i>		23.4%		

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Staples and Other <i>(continued)</i>	Dry Rice/ Rice Mixes (2011)	Top Companies	51.3%	
		Ebro Foods SA	21.4%	Mahatma, Minute Rice, Success Rice, Carolina Rice
		PepsiCo	11.8%	Rice-A-Roni
		Mars Inc.	9.8%	Uncle Ben's
		Unilever	8.3%	Knorr Lipton Rice Sides
		<i>Supermarket Brand</i>	15.3%	
	Pet Food (2011)	Top Companies	81.9%	
		Nestlé	47.0%	Purina, Friskies
		Mars Inc.	14.0%	Whiskas, Cesar, Pedigree
		Del Monte Foods	13.7%	Meow Mix, 9Lives, Milk-Bone, Kibbles 'n Bits, Pup-Peroni
	Sugar (2009)	Top Companies	84.0%	
		Domino Foods, Inc.	31.0%	Domino Sugar
		United Sugars Corp.	27.0%	Crystal Sugar
		Imperial Sugar	16.0%	Imperial Sugar
		Amalgamated Sugar Co.	10.0%	White Satin
Sweets and Candy	Cake/Cupcake/ Pie Mixes (2011)	Top Companies	69.0%	
		General Mills	38.1%	Betty Crocker
		Pinnacle Foods	30.9%	Duncan Hines
	Chocolate (2011)	Top Companies	80.8%	
		Hershey	40.9%	Reese's, Hershey's, KitKat, York, Almond Joy
		Mars Inc.	27.6%	M&M's, Snickers, Twix, Three Musketeers, Milky Way, Dove
		Russell Stover	6.4%	Russell Stover, Whitman's
	Cookies and Cookie Bars (2011)	Top Companies	62.5%	
		Mondelēz Intl. (formerly Kraft)	37.0%	Newtons, SnackWell's, Teddy Grahams, Barnum's Animals, Lorna Doone, LU Le Petit Ecolier, Chips Ahoy, Oreo, Nilla, Nutter Butter
		Kellogg Co.	13.3%	Keebler, Chips Deluxe, Fudge Shoppe, Sandies Pecan, Vienna Fingers, Mother's, Kashi, Murray
		Campbell Soup Co.	6.7%	Pepperidge Farm
		McKee Foods	5.5%	Little Debbie, Nutty Bar, Fudge Rounds, Choc-O-Gel, Star Crunch
	Cupcakes and Brownies (2012)	Top Companies	66.4%	
		McKee Foods	28.2%	Little Debbie, Cosmic Brownies, Zebra Cakes, Christmas Tree Cakes, Be My Valentine, Drake's Devil Dogs, Drake's Ring Dings
		Hostess Brands/ Apollo	25.6%	Twinkies, Zingers, Ding Dongs, Ho Hos
		Flowers Foods	7.8%	Tastykake
		Grupo Bimbo	4.8%	Entenmann's, Marinela Gansito
		<i>Supermarket Brand</i>	15.1%	

Market Share of 100 Grocery Items (CONTINUED)

Grocery Type	Grocery Item (Data Year)	Companies	Market Share	Leading Brands
Sweets and Candy (continued)	Frozen Yogurt (2012)	Top Companies	55.5%	
		Nestlé	22.3%	Dreyer's, Häagen-Dazs
		HP Hood	13.4%	Hood
		Unilever	10.1%	Ben & Jerry's
		Turtle Mountain, LLC	9.7%	So Delicious, Purely Decadent
		<i>Supermarket Brand</i>	23.3%	
	Gum and Mints (2012)	Top Companies	80.6%	
		Mars Inc.	51.0%	Altoids, Wrigley's, Life Savers, Freedent, Hubba Bubba, Orbit
		Mondelēz Intl. (formerly Kraft)	21.2%	Trident, Stride, Dentyne
		Hershey	8.4%	Ice Breakers, Breath Savers
	Ice Cream and Novelties (2012)	Top Companies	54.7%	
		Nestlé	23.6%	Skinny Cow, Dreyer's/Edy's, Nestlé, Häagen-Dazs
		Unilever	19.4%	Breyers, Klondike, Popsicle, Magnum, Fudgsicle, Good Humor, Ben & Jerry's
		Wells Enterprises, Inc.	5.9%	Weight Watchers, Wells Blue Bunny
		Blue Bell Creameries	5.8%	Blue Bell
		<i>Supermarket Brand</i>	21.5%	
	Non-Chocolate Candy (2012)	Top Companies	36.5%	
		Hershey	15.0%	Reese's Pieces, Jolly Rancher, Zero, Twizzlers, Good & Plenty, PayDay
		Mars Inc.	14.4%	Skittles, Starburst, Life Savers, Hubba Bubba
		Nestlé	7.1%	Wonka, SweetTarts
	Refrigerated and Frozen Cakes and Pies (2012)	Top Companies	71.4%	
		Schwan Food Co.	29.8%	Edwards, Mrs. Smith's
		ConAgra Foods	27.9%	Marie Callender's, Claim Jumper, Banquet
		Hillshire Farm/ Sara Lee	10.0%	Sara Lee
		Kraft Foods	3.7%	Jell-O Temptations
		<i>Supermarket Brand</i>	19.5%	
	Refrigerated and Frozen Dough (2011)	Top Companies	74.3%	
		General Mills	60.2%	Pillsbury (biscuits, cookies, brownies, pie crust, bread dough, rolls, pastry dough)
Nestlé		8.6%	Toll House (cookies)	
Rhodes Intl. Inc.		3.2%	Rhodes Bake-N-Serve	
Campbell Soup Co.		2.3%	Pepperidge Farm	
<i>Supermarket Brand</i>		19.0%		

SOURCES: Food & Water Watch examined the market share of 100 common grocery food and beverage items (known in the industry as categories) using the most recent data available. Categories were selected to reflect the breadth of foods offered in grocery stores, total sales and consumer use. Market shares for the largest companies were tabulated by aggregating their individual brands; brand shares were only available for the largest brands in any given category, so in some cases there are fairly small market shares available, but in other categories the smallest brands or company market shares might be higher. Food & Water Watch included for comparison purposes the supermarket brand products (known as private-label products) when these generics made up at least 10 percent of the market. Food & Water Watch used industry sources including the market research firm Mintel Group's food market reports (2010 to 2013), the annual abstract Market Share Reporter (from 2010 to 2012) and *Grocery Headquarters* magazine's State of the Industry Almanac (April 2013). Food & Water Watch adjusted the brands and corporate ownership to reflect major merger, acquisition and spinoff activity through October 2013.