

Topline Summary
Cough/Cold/Allergy/Sinus
Total Us Fdmx
Period Ending October 01, 2006



Latest 4 Weeks

Since July 2006

Latest 52 Weeks

	Latest 4 Weeks				Since July 2006				Latest 52 Weeks			
	Dollar Share	Dollar Share Chg vs YrAgo	Dollar Sales (MM)	Dollar Sales % Chg vs YrAgo	Dollar Share	Dollar Share Chg vs YrAgo	Dollar Sales (MM)	Dollar Sales % Chg vs YrAgo	Dollar Share	Dollar Share Chg vs YrAgo	Dollar Sales (MM)	Dollar Sales % Chg vs YrAgo
TOTAL ADULT AND CHLD CCAS	100.0	0.0	\$201.8	2.0%	100.0	0.0	\$407.4	3.1%	100.0	0.0	\$3,746.2	0.4%
Children's CCAS	11.1	-0.3	\$22.4	-1.0%	10.4	-0.5	\$42.5	-1.9%	11.1	-0.7	\$417.6	-5.7%
TOTAL COLD/FLU	27.1	-0.9	\$54.6	-1.1%	25.7	-0.9	\$104.6	-0.8%	32.7	-0.9	\$1,224.0	-2.4%
TOTAL COUGH	24.4	0.9	\$49.3	6.0%	24.4	0.8	\$99.4	6.4%	28.8	-0.3	\$1,078.3	-0.6%
TOTAL ALLERGY	31.7	-0.2	\$63.9	1.5%	32.5	0.0	\$132.6	3.2%	22.3	0.9	\$837.0	4.5%
TOTAL SINUS	4.2	-0.9	\$8.4	-16.2%	4.3	-0.9	\$17.7	-15.3%	3.9	-0.6	\$146.0	-12.7%
TOTAL NASAL	11.6	1.1	\$23.4	12.4%	11.9	1.1	\$48.6	13.8%	11.2	1.0	\$419.1	10.0%
TOTAL THROAT	1.1	0.0	\$2.2	-0.6%	1.1	0.0	\$4.6	0.0%	1.1	0.0	\$41.8	-1.7%
BRANDS	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL SB ADULT AND CHLD CCAS	21.4	-2.4	\$43.2	-8.3%	22.1	-2.3	\$90.1	-6.7%	20.0	-0.9	\$750.7	-3.7%
TOTAL ADVERTISED BRANDS CCAS	78.6	2.4	\$158.6	5.3%	77.9	2.3	\$171.3	6.2%	80.0	0.9	\$2,995.4	1.5%
TOTAL BENADRYL	7.2	0.2	\$14.6	5.0%	7.6	0.2	\$30.9	6.2%	4.6	0.2	\$173.8	5.1%
TOTAL ADULT AND CHLD ROBITUSSIN	3.7	-0.7	\$7.4	-14.0%	3.7	-0.6	\$15.0	-12.1%	5.2	-0.9	\$193.9	-15.1%
TOTAL SUDAFED	4.4	-0.2	\$8.8	-2.3%	4.5	0.0	\$18.4	3.2%	4.5	0.1	\$167.1	3.0%
TOTAL ADULT AND CHLD TYLENOL	6.6	0.0	\$13.3	2.2%	6.0	-0.4	\$24.6	-3.9%	5.8	-1.7	\$218.1	-21.9%
TOTAL ADULT AND CHLD VICHS	8.2	1.1	\$16.6	18.1%	7.9	1.1	\$31.8	19.8%	9.8	0.5	\$367.1	6.0%
TOTAL ADULT AND CHLD CLARITIN	11.0	0.6	\$22.1	7.9%	10.9	0.6	\$44.6	9.0%	7.9	0.5	\$296.5	7.5%
Total Adult and Child Alavert Allergy	1.8	-0.4	\$3.5	-17.4%	1.7	-0.3	\$7.0	-10.4%	1.2	-0.1	\$44.2	-6.6%
TOTAL COLD/FLU	27.1	-0.9	\$54.6	-1.1%	25.7	-0.9	\$104.6	-0.8%	32.7	-0.9	\$1,224.0	-2.4%
TOTAL STORE BRAND COLD/FLU	5.1	-1.0	\$10.2	-25.0%	5.9	-1.8	\$20.6	-24.2%	6.3	-1.3	\$254.8	-16.7%
TOTAL ADVIL COLD/FLU	1.0	-0.4	\$2.1	-24.1%	1.1	-0.3	\$4.4	-15.8%	1.3	-0.1	\$48.3	-5.8%
TOTAL ALKA SELTZER COLD/FLU	1.2	-0.1	\$2.5	-3.8%	1.2	0.0	\$4.7	3.3%	1.7	0.1	\$62.6	8.9%
TOTAL SUDAFED COLD/FLU	3.5	0.1	\$7.0	4.9%	3.5	0.2	\$14.3	10.4%	3.4	0.2	\$126.0	6.5%
TOTAL TYLENOL COLD/FLU	2.6	-0.7	\$5.2	-18.8%	2.1	-0.9	\$8.7	-27.6%	2.8	-1.4	\$104.6	-33.8%
TOTAL VICHS COLD/FLU	4.8	0.9	\$9.6	26.3%	4.4	0.9	\$16.1	28.6%	6.1	0.6	\$229.7	12.2%
TOTAL COUGH	24.4	0.9	\$49.3	6.0%	24.4	0.8	\$99.4	6.4%	28.8	-0.3	\$1,078.3	-0.6%
TOTAL STORE BRAND COUGH	3.5	0.2	\$7.1	8.8%	3.6	0.3	\$14.5	10.9%	4.0	0.1	\$148.4	2.1%
TOTAL HALLS COUGH	3.5	-0.3	\$7.1	-7.0%	3.6	-0.3	\$14.5	-5.1%	4.2	-0.4	\$156.9	-8.4%
TOTAL ROBITUSSIN COUGH	3.4	-0.5	\$6.8	-13.1%	3.4	-0.5	\$13.7	-10.1%	4.8	-0.1	\$179.0	-10.5%
Adult Cough Total Vicks	1.9	0.0	\$3.8	3.2%	1.8	0.0	\$7.5	5.4%	2.3	-0.2	\$65.0	-6.8%
TOTAL ALLERGY	31.7	-0.2	\$63.9	1.5%	32.5	0.0	\$132.6	3.2%	22.3	0.9	\$837.0	4.5%
Adult Allergy Total Store Brand	9.2	-0.6	\$18.6	-3.9%	9.7	-0.5	\$39.5	-2.0%	6.6	0.4	\$468.8	7.4%
TOTAL SB LORATADINE ADULT	5.8	-0.3	\$11.6	-8.8%	6.0	-0.3	\$24.4	-11.0%	4.2	0.4	\$157.0	9.7%
Adult Allergy Total Alavert	1.8	-0.4	\$3.5	-17.3%	1.7	-0.3	\$7.0	-10.3%	1.2	-0.1	\$44.2	-6.2%
Adult Allergy Total Benadryl	5.0	0.1	\$10.2	5.0%	5.3	0.2	\$21.8	7.0%	3.3	0.2	\$123.4	5.6%
Adult Allergy Total Tylenol	1.0	0.0	\$2.1	-0.7%	1.0	0.0	\$4.2	-0.4%	0.8	-0.2	\$30.9	-15.4%
Adult Allergy Total Claritin	10.2	0.5	\$20.5	7.7%	10.1	0.5	\$41.3	8.7%	7.3	0.4	\$273.7	6.9%
TOTAL SINUS	4.2	-0.9	\$8.4	-16.2%	4.3	-0.9	\$17.7	-15.3%	3.9	-0.6	\$146.0	-12.7%
Adult Sinus Total Store Brand	0.7	-0.4	\$1.3	-36.8%	0.7	-0.4	\$2.8	-36.7%	0.7	-0.2	\$27.0	-24.8%
Adult Sinus Total Sudafed	0.9	-0.3	\$1.8	-22.6%	1.0	-0.2	\$4.1	-15.8%	1.1	-0.1	\$41.1	-6.5%
Adult Sinus Total Tylenol	1.4	-0.2	\$2.8	-12.3%	1.4	-0.3	\$5.6	-15.8%	1.1	-0.5	\$39.7	-30.9%
TOTAL NASAL	11.6	1.1	\$23.4	12.4%	11.9	1.1	\$48.6	13.8%	11.2	1.0	\$419.1	10.0%
TOTAL STORE BRAND NASAL	2.1	0.1	\$4.3	9.2%	2.2	0.1	\$9.0	9.9%	1.8	0.1	\$68.0	7.3%
TOTAL AFRIN NASAL	1.9	0.1	\$3.8	8.2%	1.9	0.1	\$7.9	7.1%	1.6	-0.1	\$56.2	-4.2%
TOTAL VICHS NASAL	1.1	0.1	\$2.2	7.9%	1.1	0.1	\$4.6	8.4%	1.1	0.0	\$41.8	2.5%
Adult Nasal Total Aerie	0.5	0.0	\$1.0	-6.0%	0.5	0.0	\$2.2	-4.8%	0.4	0.0	\$14.9	-2.8%
Adult Nasal Total Ocean	0.2	0.0	\$0.4	8.3%	0.2	0.0	\$0.8	4.5%	0.2	0.0	\$6.3	-3.9%
TOTAL THROAT	1.1	0.0	\$2.2	-0.6%	1.1	0.0	\$4.6	0.0%	1.1	0.0	\$41.8	-1.7%
TOTAL STORE BRAND THROAT	0.2	0.0	\$0.4	-8.1%	0.2	0.0	\$0.9	-8.0%	0.2	0.0	\$8.0	-10.5%
TOTAL TYLENOL THROAT	0.2	0.1	\$0.5	48.0%	0.2	0.1	\$1.0	37.3%	0.3	0.1	\$9.9	24.7%
TOTAL CEPACOL THROAT	0.1	0.0	\$0.1	-22.5%	0.1	0.0	\$0.3	-18.0%	0.1	0.0	\$2.9	-18.9%
Children's CCAS	11.1	-0.3	\$22.4	-1.9%	10.4	-0.5	\$42.5	-1.9%	11.1	-0.7	\$417.6	-5.9%
TOTAL CHILD STORE BRAND	1.0	-0.4	\$2.0	-28.5%	1.0	-0.4	\$4.1	-25.1%	1.1	-0.2	\$40.6	-15.3%
Children's Allergy Sb Lorazadine 24hr	0.2	0.1	\$0.3	47.4%	0.2	0.0	\$0.6	46.2%	0.1	0.0	\$4.0	85.0%
TOTAL CHILD TYLENOL	1.7	0.0	\$3.3	2.9%	1.4	-0.2	\$5.7	-8.6%	1.5	-0.4	\$54.4	-19.8%
TOTAL TRIAMINIC	1.4	0.1	\$2.8	6.7%	1.2	0.0	\$4.9	4.9%	1.8	0.0	\$67.5	-0.4%
TOTAL PEDIACARE	0.8	0.0	\$1.6	-0.1%	0.8	0.0	\$3.2	9.8%	1.1	0.1	\$40.3	11.7%
TOTAL CHILD ROBITUSSIN	0.5	0.0	\$0.9	1.9%	0.4	0.0	\$1.8	9.9%	0.6	0.0	\$21.0	-2.5%
Children's Allergy Total Claritin	0.8	0.1	\$1.6	10.6%	0.8	0.1	\$3.2	14.0%	0.6	0.1	\$22.8	15.8%
Children's Cold/Flu Total Motrin	0.3	-0.3	\$0.6	-48.9%	0.3	-0.3	\$1.2	-45.6%	0.5	-0.1	\$17.6	-21.7%
Children's Cold/Flu Total Advil	0.0	0.0	\$0.1	-50.6%	0.0	0.0	\$0.1	-47.0%	0.1	0.0	\$2.3	-24.2%
Children's Allergy Total Alavert	0.0	0.0	\$0.0	-89.5%	0.0	0.0	\$0.0	-90.9%	0.0	0.0	\$0.0	-95.6%