

Here's another set of data on top selling grocery items (source: Nielsen). It includes branded AND private label packaged goods.

The following table shows the top grocery items in terms of unit sales – i.e., number of units sold and compares the total units sold in 2008 and 2009.

		Unit Sales		
		52 WEEKS ENDING 08/09/08	52 WEEKS ENDING 08/08/09	UNIT % CHG VS YAGO
1	TOTAL CARBONATED BEVERAGES	9.40	9.13	(2.9)
2	TOTAL BREAD & BAKED GOODS	8.30	8.39	1.2
3	TOTAL FRESH PRODUCE	6.77	6.88	1.5
4	TOTAL SNACKS	6.71	6.69	(0.3)
5	TOTAL CANDY	6.88	6.61	(3.9)
6	TOTAL MILK	5.60	5.58	(0.2)
7	TOTAL VEGETABLES-CANNED	5.07	4.98	(1.7)
8	TOTAL PACKAGED MEAT	4.92	4.97	1.1
9	TOTAL SOUP	4.77	4.75	(0.4)
10	TOTAL YOGURT	4.49	4.63	3.0

The following table shows the top grocery items in terms of \$ sales – i.e., how much consumers spent on the top grocery items. It also compares the \$ sales for 2008 and 2009 and provides the change.

		Dollar Sales		
		52 WEEKS ENDING 08/09/08	52 WEEKS ENDING 08/08/09	UNIT % CHG VS YAGO
1	TOTAL BREAD & BAKED GOODS	\$ 17.92	\$ 18.74	4.6
2	TOTAL CARBONATED BEVERAGES	\$ 18.16	\$ 18.73	3.1
3	TOTAL FRESH PRODUCE	\$ 16.25	\$ 16.68	2.7
4	TOTAL SNACKS	\$ 14.36	\$ 15.50	7.9
5	TOTAL MILK	\$ 16.50	\$ 14.64	(11.3)
6	TOTAL PACKAGED MEAT	\$ 13.09	\$ 13.90	6.1
7	TOTAL CHEESE	\$ 12.75	\$ 13.39	5.0
8	TOTAL PET FOOD	\$ 10.59	\$ 11.68	10.2
9	TOTAL PREPARED FOODS-FROZEN	\$ 11.18	\$ 11.63	4.0
10	TOTAL BEER	\$ 10.51	\$ 11.03	4.9
11	TOTAL CANDY	\$ 10.20	\$ 10.66	4.4
12	TOTAL MEDICATIONS/REMEDIES	\$ 10.34	\$ 10.19	(1.4)
13	TOTAL CEREAL	\$ 9.52	\$ 9.78	2.7

I included a few more lines in this table to convey important points:

a) Americans spent more on pet food than on prepared foods, candy and cereal

b) More money was spent on medications and remedies than on cereal

For the 52 weeks ending June 14, 2009, the Top 10-selling grocery items are (NOTE - ranked by dollar sales, in \$billions):

	<u>DOLLAR SALES (BILLIONS)</u>	<u>% CHANGE VS. YEAR AGO</u>
1.) Carbonated beverages	\$12.00	1.86
2.) Milk	\$11.20	-8.44
3.) Fresh Bread & Rolls	\$9.57	4.77
4.) Beer/Ale/Hard Cider	\$8.17	5.42
5.) Salty Snacks	\$8.09	9.75
6.) Natural Cheese	\$7.64	7.75
7.) Frozen Dinners/Entrees	\$6.13	0.18
8.) Cold Cereal	\$6.11	2.12
9.) Wine	\$5.49	3.72
10.) Cigarettes	\$4.63	-2.18

SOURCE: INFORMATION RESOURCES INC. (IRI)