

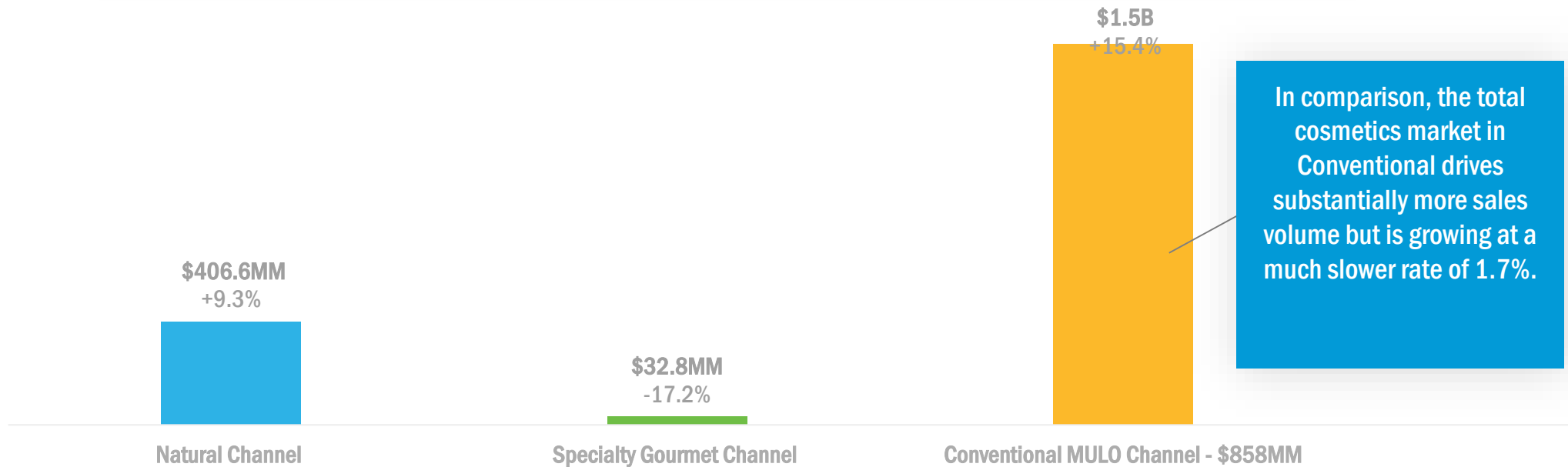


Selected Trends in Non-Foods
Data through 8/9/2016

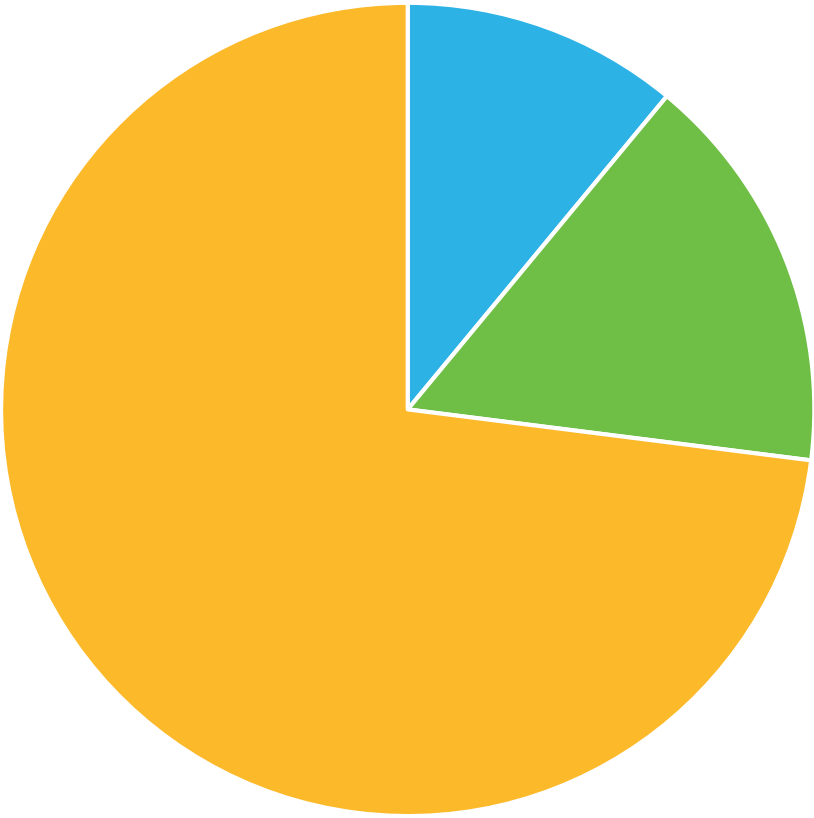
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The cosmetics market drives **\$36.3B** in sales across retail channels and has grown **1.9%** in the past year. Natural cosmetics account for **\$1.9B** and have experienced **11.8%** dollar growth.

NATURAL COSMETIC SALES AND GROWTH BY CHANNEL



The natural oral care market drives nearly \$130M in sales and is experiencing 15% growth year over year.

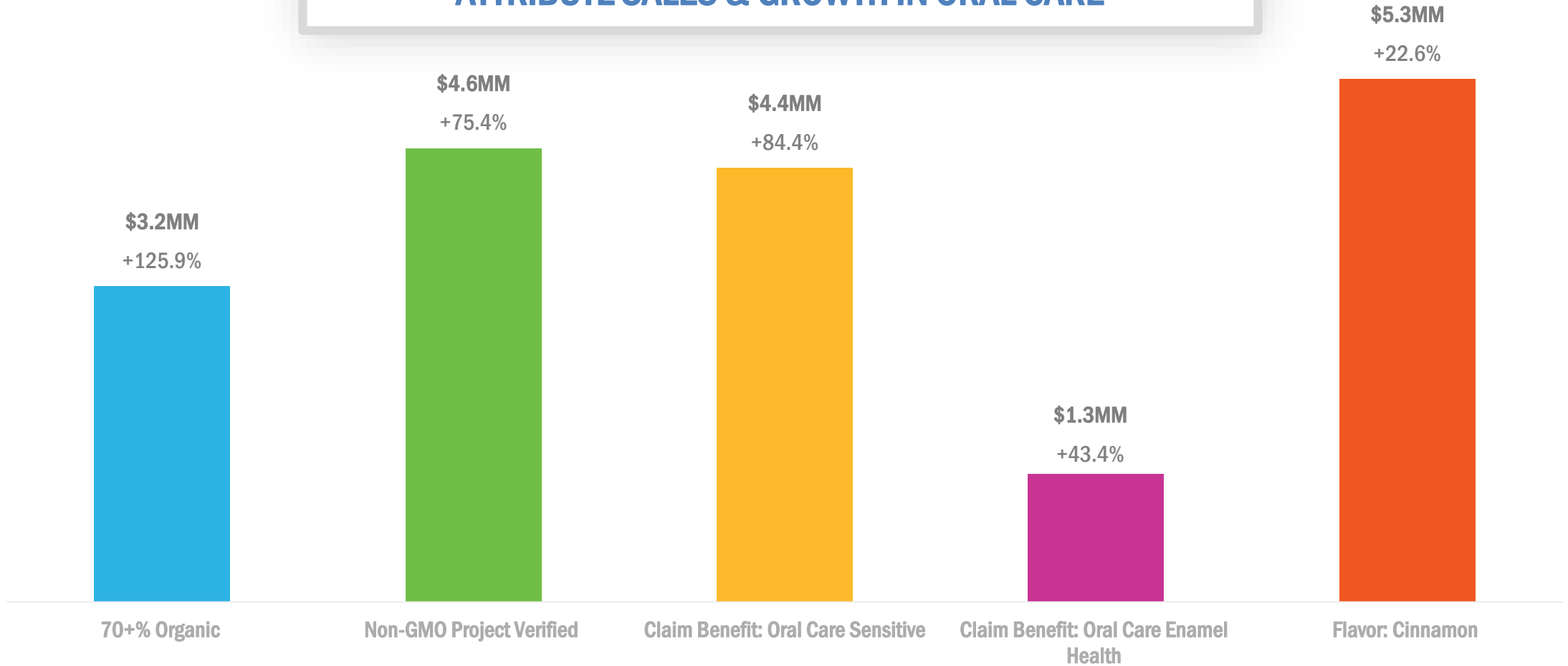


ORAL CARE PRODUCTS- SHARE, DOLLAR SALES, AND GROWTH BY SUBCATEGORY

- **Breath Fresheners**
- **Mouth Sprays & Mouthwash**
- **Toothpastes & Toothpowders**

How do health & wellness attributes perform in Oral Care?

ATTRIBUTE SALES & GROWTH IN ORAL CARE



**Sales of Grain Free labeled products have shot up 93%.
Pet Care & Food account for over 70% of these sales.**

CURRENT PET FOOD SALES VERSUS YEAR AGO

