U.S. Cookie and Snack Sales

52 weeks ending November 30, 2014
Sales through grocery, drug and mass merchandisers

This information is projected by IRI, a Chicago-based market research firm, to represent U.S. cookie and snack sales through total U.S. multi-outlet with c-store geography covering supermarkets, drug-stores, mass market retailers, gas/c-stores, military commissaries and selected club and dollar retail chains. The data is collected by checkout scanners. There are channels of distribution not included in this report, for example, certain mass merchandisers, theaters, vending, food service and gourmet shops. For some categories, the reported value is far less than the actual total sales in that category.

The information can be used as a guideline to the general-market sweetgoods industry in the United States. It is the most complete information available from one source and is useful for identifying trends. For more information contact IRI at www.iriworldwide.com or +1 (312) 726 1221.

Sales by Brand

Cookies

Rank	Brand	$ Sales	% Change Year Ago	% of Category
1	Private Label	$1,081,664,640	-0.2	13.9
2	Nabisco Oreo	$741,544,960	11.8	9.5
3	Nabisco Chips Ahoy	$655,054,080	5.7	8.4
4	Nabisco Oreo Double Stuf	$277,910,624	-2.7	3.6
5	Little Debbie	$267,290,432	0.9	3.4
6	Nabisco Belvita	$200,323,040	61.6	2.6
7	Little Debbie Nutty Bar	$187,165,808	-1.0	2.4
8	Lofthouse	$180,838,880	-8.0	2.3
9	Nabisco Nilla	$152,052,576	1.9	2.0
10	Nabisco Newtons	$147,928,704	-4.3	1.9
	Total	**$7,775,752,704**	**1.3**	**100.0**

Crackers

Rank	Brand	$ Sales	% Change Year Ago	% of Category
1	Sunshine Cheez It	$694,706,112	0.2	13.5
2	Nabisco Ritz	$508,496,800	-4.6	9.9
3	Pepperidge Farm Goldfish	$464,681,088	3.9	9.0
4	Nabisco Wheat Thins	$352,978,112	-8.5	6.9
5	Nabisco Triscuit	$324,648,864	-8.8	6.3
6	Private Label	$235,725,344	-0.3	4.6
7	Stacy's	$220,932,544	1.8	4.3
8	Keebler Club	$216,703,744	4.9	4.2
9	Keebler Townhouse	$209,605,104	24.0	4.1
10	Snack Factory Pretzel Crisps	$180,555,856	9.2	3.5
	Total	**$5,140,652,544**	**1.7**	**100.0**

Sales by Company

Cookies

Rank	Company	$ Sales	% Change Year Ago	% of Category
1	Mondelēz International Inc.	$3,069,759,232	4.4	39.5
2	Private Label	$1,081,664,640	-0.2	13.9
3	Kellogg Co.	$619,907,200	-3.8	8.0
4	McKee Foods Corporation	$572,857,088	-0.6	7.4
5	Pepperidge Farm Inc.	$373,658,016	1.5	4.8
6	Lofthouse Foods	$181,207,952	-8.2	2.3
7	Frito Lay	$136,644,752	3.8	1.8
8	Bimbo Bakeries USA Inc.	$104,293,704	-1.0	1.3
9	Traditional Baking Inc.	$103,856,624	4.9	1.3
10	Stauffer Biscuit Co.	$87,021,232	-7.0	1.1
	Total	**$7,775,752,704**	**1.3**	**100.0**

Crackers

Rank	Company	$ Sales	% Change Year Ago	% of Category
1	Mondelēz International Inc.	$1,631,265,280	-0.8	31.7
2	Sunshine Biscuits LLC	$840,470,848	5.5	16.3
3	Pepperidge Farm Inc.	$754,366,400	-0.2	14.7
4	Kellogg Co.	$623,504,576	-1.6	12.1
5	Private Label	$235,725,344	-0.3	4.6
6	Stacy's Pita Chip Company	$223,924,592	1.9	4.4
7	Snack Factory Inc.	$180,555,856	9.2	3.5
8	Blue Diamond Growers	$61,207,216	27.7	1.2
9	Crunchmaster & TH Foods Inc.	$51,775,604	6.4	1.0
10	B & G Foods Inc.	$48,517,808	-22.4	0.9
	Total	**$5,140,652,544**	**1.7**	**100.0**