

Regional Shares of Private Label Products

(PLMA's 2009 Private Label Yearbook/The Nielsen Company)

Supermarkets	Dollar Share		Chge.	Unit Share		Chge.
	2008	2007	(Pts.)	2008	2007	(Pts.)
New England	17.0%	15.8%	1.3	20.4%	19.2%	1.2
East North Central	18.3%	17.1%	1.3	22.3%	21.3%	1.1
East South Central	21.5%	20.0%	1.6	26.2%	24.8%	1.4
West North Central	16.8%	15.6%	1.2	21.4%	20.5%	0.9
West South Central	19.6%	19.0%	0.6	25.5%	24.6%	1.0
Middle Atalantic	15.3%	14.5%	0.7	18.7%	18.2%	0.5
South Atlantic	18.3%	17.1%	1.3	22.1%	20.8%	1.3
Mountain	21.4%	20.1%	1.2	25.8%	24.6%	1.2
Pacific	18.4%	17.3%	1.1	21.4%	20.5%	1.0

Drug Chains	Dollar Share		Chge.	Unit Share		Chge.
	2008	2007	(Pts.)	2008	2007	(Pts.)
New England	13.1%	11.9%	1.2	15.1%	14.0%	1.2
East North Central	14.9%	13.9%	1.0	17.2%	16.2%	1
East South Central	12.4%	11.7%	0.6	13.9%	13.3%	0.6
West North Central	24.2%	20.4%	3.8	26.2%	22.6%	3.6
West South Central	21.9%	21.6%	0.3	23.2%	22.8%	0.4
Middle Atalantic	11.2%	10.4%	0.8	12.5%	11.7%	0.8
South Atlantic	14.0%	12.8%	1.2	15.9%	14.8%	1.1
Mountain	12.7%	12.1%	0.6	15.5%	14.7%	0.8
Pacific	12.3%	11.3%	1.0	14.5%	13.4%	1

Combined Channels*	Dollar Share		Chge.	Unit Share		Chge.
	2008	2007	(Pts.)	2008	2007	(Pts.)
New England	16.2%	15.0%	1.2	19.7%	18.5%	1.2
East North Central	17.1%	16.0%	1.2	21.2%	20.2%	1.0
East South Central	20.1%	18.7%	1.4	24.8%	23.6%	1.2
West North Central	15.5%	14.4%	1.1	20.0%	19.1%	0.8
West South Central	18.1%	17.5%	0.5	24.0%	23.2%	0.8
Middle Atalantic	14.3%	13.7%	0.7	17.8%	17.3%	0.5
South Atlantic	17.3%	16.1%	1.2	21.1%	19.9%	1.2
Mountain	19.4%	18.3%	1.1	24.2%	23.2%	1.1
Pacific	16.7%	15.7%	1.0	20.1%	19.2%	0.9

* Consists of supermarkets, drug chains and mass merchandisers (excluding Wal-Mart).