

Top Consumer Packaged Protein Goods: What's Growing, What's Not

	Sales (in millions)	% Change (vs. YAG)
Dog food	\$3,591	-2.5
Nutritional (e.g., sports/energy bars, meal replacement)	\$1,851	5.5
Cat food	\$1,293	4.4
Yogurt	\$1,242	-1.1
Frozen sandwiches (e.g., burgers, burritos, calzones)	\$857	-3.9
Lunch combination	\$781	11.2
Baby formula	\$703	-17.0
Wholesome snacks (e.g., granola/fruit bars)	\$630	25.1
Vitamins and supplements	\$612	24.1

SOURCE: NIELSEN SCANTRACK, 52 WEEKS ENDING 4/1/15 VERSUS PRIOR YEAR