

Herb	Retail Sales (\$)	% Change From Previous Year
1. Ginkgo	36,033,352	-29.3
2. Garlic	34,695,496	-5.2
3. Echinacea	34,220,452	-22.3
4. Soy	27,517,698	-0.7
5. Saw palmetto	23,251,898	-9.7
6. Ginseng	23,145,712	-32.7
7. St John's wort	16,678,024	-38.8
8. Cranberry	11,555,961	11.8
9. Black cohosh	10,712,645	22.8
10. Valerian	8,509,827	-35.4
11. Milk thistle	7,633,630	9.7
12. Evening primrose	5,935,047	-1.1
13. Kava kava	5,599,405	-44.4
14. Bilberry	3,433,132	-4.8
15. Grape Seed	3,145,202	-27.4
16. Yohimbe	2,389,610	12.7
17. Green tea	1,669,361	-8.2
18. Ginger	1,140,264	-10.0
19. Pycnogenol®	1,033,570	-34.3
20. Aloe Vera	542,260	6.3

Herb	Retail Sales (\$)	% Change From Previous Year
21. Feverfew	456,544	-39.4
22. Dong Quai Root	413,596	-38.1
23. Hawthorn	392,625	-27.6
24. Guarana	361,326	-7.0
25. Elderberry	345,884	-9.1
26. Cat's Claw	339,543	-42.5
27. Cayenne	283,291	-41.8
28. Spirulina	262,739	-1.8
29. Barley	182,394	65.2
30. Dandelion	181,094	-9.5
31. Gotu Kola	125,525	-44.5
32. Eyebright	96,718	-50.5
33. Licorice Root	86,083	-19.1
34. Pau D'Arco	68,004	-6.7
35. Yucca	11,887	-46.5
36. Multi-herbs†	7,642,161	21.6
37. A/O herbs‡	28,512,642	-11.0
Total Herbs§	298,597,952	-17.2
Flaxseed§§	12,435,227	49.2

Source: Information Resources, Inc. (IRI), Chicago, IL. www.infores.com Used with permission.

* Supermarkets, drug stores, mass merchandisers (except Wal-Mart, which does not provide sales data to market research companies).

† Multi-herb = herb combinations containing more than one herb. (Based on total sales in this channel of trade, this listing would be 11th, but single herbs are listed first.)

‡ A/O herbs = all other herbs not listed above.

§ Sales for Total Herbs as listed in this report varies from the sum of the individual sales values due to rounding by IRI.

§§ Flaxseed is listed separately because IRI reports list it in the Non-Herbal Supplement category.