

2008 Sales by Category

DeCA vs. Civilian Supermarkets

The sales information on the following charts is based on total sales of scannable items in "supermarket" categories maintained and captured by The Nielsen Company. The Nielsen Company has a contract to supply DeCA with data on category sales as well as a variety of other retail data.

The Defense Commissary Agency (DeCA) aggregate of \$3,771,923,204 broken out represents about 81.6 percent of total official DeCA sales in the Continental U.S. (CONUS) for fiscal 2008 of \$4,537,505,218.

The first chart covers nonperishable/semiperishable items, 209 categories representing 63.2 percent of the aggregate; the second, perishable items, 96 categories representing about 33.6 percent.

Not included on these charts are cigarettes and other tobacco products, which represent about 3 percent of total DeCA sales. Also not included are non-scannable products, primarily random-weight items such as fresh meat, poultry and fish, as well as most produce.

Sales information shown here was compiled from data gathered during the 52-week period ending Oct. 4, 2008. DeCA's fiscal 2008, which began Oct. 1, 2007, ended Sept. 30, 2008. Data for DeCA, as well as the civilian market, reflects sales only in the United States, excluding Alaska and Hawaii. Categories are listed in descending order by DeCA dollar volume.

SEMIPERISHABLES/NONPERISHABLES								
DeCA (CONUS only)					Civilian Market (CONUS only)			
DeCA \$ Rank	Category	\$ Volume	% Change from FY06	\$ Share of Total	Civilian \$ Rank	\$ Volume	% Change from FY06	\$ Share of Total
1	Salted Snacks	\$93,564,834	8.21%	2.50%	2	\$8,009,181,926	5.84%	2.70%
2	Soft Drinks	92,927,032	-2.54%	2.50%	1	11,460,466,300	-1.21%	3.90%
3	RTE Cereal	82,448,575	2.44%	2.20%	3	5,562,912,255	1.30%	1.90%
4	Shelf Stable Juices and Drinks	69,060,841	3.07%	1.80%	4	4,408,165,746	-0.26%	1.50%
5	Toilet Paper	65,083,859	9.22%	1.70%	8	3,091,651,885	5.13%	1.10%
6	Dog Food	61,675,659	7.98%	1.60%	12	2,757,863,274	6.18%	0.90%
7	Candy	60,271,870	5.03%	1.60%	5	3,810,204,885	2.29%	1.30%
8	Laundry Detergent	60,204,455	4.42%	1.60%	14	2,581,021,811	0.20%	0.90%
9	Coffee	59,037,387	5.86%	1.60%	10	2,961,504,307	4.84%	1.00%
10	Shelf Stable Vegetable	47,850,552	9.03%	1.30%	9	3,084,089,039	4.81%	1.00%
11	Water	43,322,094	-3.20%	1.10%	6	3,717,270,503	-3.79%	1.30%
12	Crackers	43,289,728	7.16%	1.10%	7	3,301,948,577	3.28%	1.10%
13	Oral Hygiene	41,758,273	0.07%	1.10%	23	1,708,898,896	-1.86%	0.60%
14	Cookies	41,426,157	2.97%	1.10%	11	2,881,768,101	-0.06%	1.00%
15	Household Cleaning	38,582,835	-0.43%	1.00%	25	1,604,252,113	-2.57%	0.50%
16	Paper Towel	36,652,366	7.25%	1.00%	19	1,855,748,356	0.73%	0.60%
17	Shortening and Oils	36,027,599	12.91%	1.00%	17	2,085,203,078	10.03%	0.70%
18	Vitamins and Supplements	35,373,251	3.50%	0.90%	41	1,115,654,346	7.58%	0.40%
19	Wholesome Snacks	33,526,123	5.00%	0.90%	20	1,809,991,245	1.80%	0.60%
20	New Age Beverage	32,950,895	11.22%	0.90%	13	2,733,067,671	6.65%	0.90%
21	Canned Soup	32,769,848	1.01%	0.90%	16	2,345,275,921	-0.71%	0.80%
22	Boxed Prepared Dinners	30,916,662	3.92%	0.80%	21	1,802,249,996	2.99%	0.60%
23	Canned Fruit	28,433,522	3.41%	0.80%	24	1,645,859,937	1.25%	0.60%
24	Cat Food	28,397,866	8.50%	0.80%	18	1,972,137,355	5.15%	0.70%
25	Prepared Foods	27,358,269	7.06%	0.70%	33	1,342,121,179	-0.27%	0.50%
26	Laundry Additives	25,927,937	-0.55%	0.70%	49	895,856,002	-3.15%	0.30%
27	Disposable Diaper and Training Pant	25,468,586	2.20%	0.70%	38	1,215,217,762	-2.64%	0.40%
28	Canned Fish	25,430,617	6.28%	0.70%	35	1,321,390,752	1.47%	0.40%
29	Deodorizer, Freshener and Scent	24,893,052	-2.35%	0.70%	70	616,842,642	-7.24%	0.20%
30	Shaving Needs	24,489,262	-2.04%	0.60%	58	752,419,173	-2.28%	0.30%
31	Bar and Liquid Soap	23,350,495	4.17%	0.60%	50	881,043,944	2.65%	0.30%
32	Nuts	23,052,207	8.54%	0.60%	44	983,243,167	2.61%	0.30%
33	Baby Formula	22,747,042	-1.08%	0.60%	15	2,420,492,639	-0.23%	0.80%
34	Sugar	22,715,011	-2.37%	0.60%	34	1,337,107,752	-2.41%	0.50%
35	Isotonic Beverage	22,140,580	9.55%	0.60%	28	1,494,940,954	1.53%	0.50%
36	Dish Detergent	22,136,490	3.32%	0.60%	51	878,571,359	-0.54%	0.30%
37	Herb and Spice Seasoning	21,849,817	7.83%	0.60%	26	1,553,278,002	3.49%	0.50%
38	Baking Supplies	20,742,574	2.35%	0.50%	31	1,412,646,370	3.21%	0.50%
39	Shampoo and Conditioner	20,415,853	-3.44%	0.50%	45	970,770,170	-3.43%	0.30%
40	Pasta Sauce	19,557,805	8.75%	0.50%	30	1,421,215,491	4.33%	0.50%
41	Good for You Foods	18,254,315	16.56%	0.50%	22	1,753,996,876	10.29%	0.60%
42	Pain Relief	18,024,369	-0.43%	0.50%	42	1,078,187,087	-1.00%	0.40%
43	Salad Dressing	17,926,266	4.10%	0.50%	29	1,435,474,266	1.05%	0.50%
44	Disposable Dish	17,597,305	8.03%	0.50%	37	1,220,480,332	0.08%	0.40%
45	Batteries	16,851,328	1.18%	0.40%	73	576,277,621	-0.23%	0.20%
46	Baking Mixes	16,629,065	12.04%	0.40%	43	1,046,672,288	3.90%	0.40%
47	Adult Nutritional	16,222,406	-1.60%	0.40%	61	735,985,210	0.32%	0.30%
48	Disposable Bags	15,911,506	0.71%	0.40%	54	836,159,839	-1.65%	0.30%
49	Canned Meat	15,830,184	8.31%	0.40%	76	530,935,177	0.41%	0.20%
50	Hot Cereal	15,668,118	1.20%	0.40%	47	902,657,811	0.75%	0.30%
51	Dry Pasta	15,341,895	22.39%	0.40%	32	1,373,185,420	17.32%	0.50%
52	Facial Tissues	15,225,490	-2.80%	0.40%	62	693,605,351	-4.71%	0.20%
53	Food Storage and Lunch Bag	14,738,776	7.12%	0.40%	64	680,330,746	1.01%	0.20%
54	Pet Supplies	14,345,003	4.88%	0.40%	57	753,191,465	1.33%	0.30%
55	Mayonnaise	14,133,822	11.28%	0.40%	39	1,122,311,171	8.20%	0.40%
56	Peanut Butter	14,015,812	9.29%	0.40%	46	917,070,871	8.35%	0.30%
57	Baby Food	13,926,958	6.86%	0.40%	52	848,452,579	1.52%	0.30%
58	Mexican Food	13,824,614	11.57%	0.40%	27	1,531,987,417	6.83%	0.50%
59	Upper Respiratory Medicine	13,686,244	1.54%	0.40%	36	1,299,115,031	3.71%	0.40%
60	Asian Foods	13,194,039	14.52%	0.30%	106	293,281,121	10.28%	0.10%
61	Feminine Hygiene	13,157,692	-0.64%	0.30%	59	746,828,703	-2.40%	0.30%
62	Underarm Deodorant	12,510,820	4.25%	0.30%	74	563,353,541	0.79%	0.20%
63	Stomach Upper G.I.	12,293,371	-1.29%	0.30%	56	764,432,052	0.18%	0.30%
64	Food Storage and Wraps	12,178,659	2.58%	0.30%	67	630,176,779	0.37%	0.20%
65	Meat and Fish Sauce	12,164,933	4.98%	0.30%	48	897,323,251	0.68%	0.30%
66	Rice	11,644,812	29.44%	0.30%	78	519,393,779	15.49%	0.20%
67	Powdered Instant Drinks	11,493,229	-3.22%	0.30%	80	500,555,655	-2.60%	0.20%
68	Cat Litter	11,393,048	5.02%	0.30%	69	626,165,989	0.84%	0.20%

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SEMIPERISHABLES/NONPERISHABLES (Cont.)

DeCA (CONUS only)					Civilian Market (CONUS only)			
DeCA \$ Rank	Category	\$ Volume	% Change from FY06	\$ Share of Total	Civilian \$ Rank	\$ Volume	% Change from FY06	\$ Share of Total
69	Cosmetics	\$10,426,552	0.92%	0.30%	60	\$744,845,990	-0.66%	0.30%
70	Dried Fruit	10,377,392	7.22%	0.30%	72	582,170,970	3.52%	0.20%
71	Mexican Sauce	9,879,596	2.55%	0.30%	55	805,077,001	-0.02%	0.30%
72	Desserts	9,594,692	4.72%	0.30%	68	626,853,642	-0.96%	0.20%
73	Kitchen Accessory	9,227,498	0.80%	0.20%	40	1,119,074,957	-0.25%	0.40%
74	Jam, Jelly and Preserves	9,223,420	2.40%	0.20%	65	651,597,700	2.56%	0.20%
75	Baby HBC	8,912,438	-0.15%	0.20%	94	356,527,701	-4.65%	0.10%
76	Toaster Pastry	8,875,025	3.06%	0.20%	87	407,189,347	3.93%	0.10%
77	Cleaning Pad Sponge and Cloth	8,859,641	-4.63%	0.20%	90	380,167,911	-2.05%	0.10%
78	Ramen Noodles	8,323,873	27.87%	0.20%	100	339,527,698	10.79%	0.10%
79	Gum	8,303,949	3.03%	0.20%	63	692,025,615	6.83%	0.20%
80	Hand and Body Lotion	7,859,999	-0.88%	0.20%	113	267,545,714	0.11%	0.10%
81	Light Bulbs	7,717,294	9.19%	0.20%	97	346,294,108	-3.34%	0.10%
82	Tea Packaged and Bags	7,682,553	1.90%	0.20%	79	510,590,282	-0.20%	0.20%
83	Bouillon	7,553,143	7.06%	0.20%	71	609,168,418	8.45%	0.20%
84	Cleaning Implement and Supply	7,413,113	-6.59%	0.20%	104	298,435,831	-6.57%	0.10%
85	Adult Incontinence	7,357,745	0.02%	0.20%	120	240,532,999	1.72%	0.10%
86	Coffee Creamers	7,159,436	10.13%	0.20%	107	292,561,314	4.23%	0.10%
87	Sauce Mix Gravy Mix and Seasoning Mix	7,139,045	4.71%	0.20%	91	370,882,218	2.86%	0.10%
88	Pancake Syrup	7,072,630	5.50%	0.20%	77	529,041,491	3.63%	0.20%
89	Household Laundry Bleach	7,027,329	-8.18%	0.20%	98	343,590,239	-7.99%	0.10%
90	Facial Cleanser and Moisturizer	6,899,079	-3.73%	0.20%	105	293,965,633	0.43%	0.10%
91	Meat Snack	6,687,022	-11.46%	0.20%	121	229,186,606	-5.35%	0.10%
92	Charcoal Logs and Accessories	6,506,118	2.99%	0.20%	66	635,004,148	0.65%	0.20%
93	Paper Napkin	6,277,191	2.87%	0.20%	103	326,940,444	-1.60%	0.10%
94	Prepared Beans	6,196,518	3.79%	0.20%	88	405,553,018	-2.08%	0.10%
95	Catsup	6,041,545	5.29%	0.20%	82	448,657,953	0.75%	0.20%
96	Breading and Stuffing	5,998,500	6.84%	0.20%	83	439,024,450	0.75%	0.10%
97	First Aid	5,889,445	-1.41%	0.20%	86	419,782,175	-0.77%	0.10%
98	Olives	5,841,096	3.57%	0.20%	84	436,152,699	1.68%	0.10%
99	Eye Care	5,807,319	5.23%	0.20%	108	290,896,804	1.43%	0.10%
100	Canned and Powdered Milk	5,565,739	14.58%	0.10%	96	348,080,405	13.51%	0.10%
101	Instant Tea and Tea Drink Mix	5,300,144	0.28%	0.10%	114	266,071,396	-2.98%	0.10%
102	Kosher Foods	5,211,602	7.93%	0.10%	75	535,326,074	3.43%	0.20%
103	Shelf Stable and Dry Potato Mix	5,114,840	5.17%	0.10%	101	327,283,901	2.92%	0.10%
104	Pickle and Relish	5,112,761	8.47%	0.10%	81	457,377,917	1.30%	0.20%
105	Hair Spray and Hair Styling Product	5,025,622	-1.53%	0.10%	92	363,810,243	-1.37%	0.10%
106	Bath Products	4,864,343	1.14%	0.10%	123	213,193,459	-2.76%	0.10%
107	Tomato Paste and Sauce	4,688,750	10.06%	0.10%	99	341,834,332	5.28%	0.10%
108	Flour and Meal	4,645,254	27.47%	0.10%	89	400,629,607	20.87%	0.10%
109	Hispanic Foods	4,418,097	13.93%	0.10%	53	836,252,587	4.99%	0.30%
110	Salted Snacks Dip	4,395,265	14.33%	0.10%	95	353,926,135	11.65%	0.10%
111	Mustard	4,251,337	3.58%	0.10%	109	286,745,088	1.28%	0.10%
112	Soup and Chili Mix	3,961,083	7.32%	0.10%	117	252,654,994	4.23%	0.10%
113	Liquid Coffee	3,672,961	-2.82%	0.10%	122	221,314,204	4.77%	0.10%
114	Milk Modifiers	3,668,425	1.84%	0.10%	116	253,963,192	-0.15%	0.10%
115	Marinades	3,644,893	-4.13%	0.10%	130	181,469,721	-0.94%	0.10%
116	Honey	3,603,094	9.02%	0.10%	124	210,647,528	9.08%	0.10%
117	Foot Care	3,531,760	-3.42%	0.10%	136	164,924,437	-3.57%	0.10%
118	Oriental Sauce	3,446,886	1.93%	0.10%	145	124,195,167	2.13%	*
119	Vinegar and Cooking Wine	3,314,208	7.28%	0.10%	115	258,378,728	3.08%	0.10%
120	Pancake Mix	3,261,714	18.18%	0.10%	127	193,740,973	8.89%	0.10%
121	Grain Cakes	3,134,130	2.79%	0.10%	125	209,090,469	2.26%	0.10%
122	Insecticide and Pesticide	2,918,005	-4.52%	0.10%	137	162,626,516	-4.47%	0.10%
123	Shelf Stable Milk	2,862,649	33.26%	0.10%	132	172,204,368	14.63%	0.10%
124	Extracts	2,852,783	3.97%	0.10%	133	168,857,361	0.34%	0.10%
125	Water Filtration	2,781,480	0.29%	0.10%	167	49,173,495	5.74%	*
126	Hair Coloring	2,781,396	-2.08%	0.10%	112	274,386,867	-0.69%	0.10%
127	Hot Cocoa	2,771,331	2.67%	0.10%	134	167,716,611	-0.43%	0.10%
128	Suntan Products	2,387,314	2.21%	0.10%	138	160,511,104	4.94%	0.10%
129	Appetite Suppressants	2,353,805	32.05%	0.10%	149	104,971,561	0.44%	*
130	Pie Filling	2,336,522	5.11%	0.10%	135	166,979,233	2.45%	0.10%
131	Grain and Dry Beans	2,216,410	19.67%	0.10%	119	244,052,872	14.49%	0.10%
132	Salad Topping	2,211,964	2.58%	0.10%	118	247,148,599	2.71%	0.10%
133	Liquid Tea	2,204,900	4.58%	0.10%	93	357,821,145	2.75%	0.10%
134	Beverage Hispanic	2,117,110	17.02%	0.10%	110	284,645,179	-0.73%	0.10%
135	Baby Accessory	2,100,904	-3.93%	0.10%	142	145,456,564	-3.19%	*
136	Dietetic Foods	1,849,159	7.62%	*	147	117,081,329	10.12%	*
137	Mexican Sauce Mix	1,802,790	14.82%	*	139	158,489,911	3.29%	0.10%
138	Seasonal	1,687,053	-25.54%	*	157	76,853,771	16.70%	*
139	First Aid Cottons and Swabs	1,676,463	-5.85%	*	151	96,182,374	-0.33%	*
140	Canned Gravy	1,610,153	6.83%	*	128	189,907,498	1.12%	0.10%
141	Candles	1,495,321	-25.46%	*	126	194,082,242	-5.31%	0.10%
142	Smoking Cessation	1,462,754	-29.24%	*	162	58,515,781	-8.78%	*
143	Ice Cream Toppings	1,450,379	-0.67%	*	140	157,648,992	1.40%	0.10%
144	Marshmallows	1,392,212	3.70%	*	144	127,997,859	2.18%	*
145	Family Planning	1,330,209	16.99%	*	141	156,622,074	0.89%	0.10%
146	Instant Breakfast	1,290,669	9.86%	*	159	75,610,384	8.82%	*
147	Fragrances	1,267,717	0.46%	*	160	69,666,241	-5.31%	*
148	Household Plastics	1,262,141	6.46%	*	102	327,200,958	-2.48%	0.10%
149	Herbal Tea	1,244,892	-0.12%	*	148	116,360,299	0.47%	*
150	Coffee Filter	1,230,359	3.79%	*	146	124,180,663	0.30%	*
151	Party Supplies	1,117,511	-8.89%	*	111	275,642,915	-2.05%	0.10%
152	Home, School and Office Supply	1,010,507	-11.38%	*	85	431,582,558	-5.20%	0.10%
153	Pie Crusts, Mixes and Prepared	1,009,908	2.42%	*	153	87,215,187	1.54%	*
Categories with Sales under \$1 million in DeCA		\$14,358,368			\$1,947,852,696			
Total Scannable Semiperishable/ Nonperishable Items		\$2,382,420,222	4.21%		\$151,997,465,689 1.83%			

* Less than 0.1 percent.

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PERISHABLES

DeCA (CONUS only)					Civilian Market (CONUS only)			
DeCA \$ Rank	Category	\$ Volume	% Change from FY06	\$ Share of Total	Civilian \$ Rank	\$ Volume	% Change from FY06	\$ Share of Total
1	Cheese	\$108,568,306	16.76%	2.90%	3	\$9,329,378,774	11.12%	3.20%
2	Milk	104,279,474	15.61%	2.80%	1	12,048,813,894	8.62%	4.10%
3	Fresh Bakery	89,098,957	10.11%	2.40%	2	9,798,876,211	7.11%	3.30%
4	Frozen Entrees	79,179,497	3.75%	2.10%	5	4,420,901,442	2.65%	1.50%
5	Lunchmeat	51,903,436	8.37%	1.40%	9	3,722,597,960	0.98%	1.30%
6	Fresh Vegetable and Herb	50,449,762	27.86%	1.30%	4	6,142,680,984	7.46%	2.10%
7	Refrigerated Juice Drinks	39,686,757	5.72%	1.10%	7	4,103,535,077	1.79%	1.40%
8	Eggs	38,877,631	29.77%	1.00%	10	3,622,935,528	23.49%	1.20%
9	Frozen Pizza	37,108,999	19.49%	1.00%	11	2,715,378,616	1.00%	0.90%
10	Fresh Fruit	34,030,733	2.75%	0.90%	8	4,011,100,374	11.97%	1.40%
11	Breakfast Meat	32,681,269	52.33%	0.90%	16	2,015,396,735	-0.30%	0.70%
12	Frozen Vegetables	30,277,712	3.43%	0.80%	15	2,048,300,608	5.85%	0.70%
13	Ice Cream	27,045,237	8.76%	0.70%	6	4,364,317,066	0.43%	1.50%
14	Frozen Seafood	26,997,977	2.82%	0.70%	23	1,553,811,675	5.48%	0.50%
15	Precut Fresh Salad Mix	26,687,056	3.27%	0.70%	12	2,620,417,648	3.57%	0.90%
16	Frozen Sandwiches	25,515,400	4.27%	0.70%	24	1,458,691,237	9.37%	0.50%
17	Refrigerated Meals	23,225,463	10.70%	0.60%	19	1,860,088,564	5.97%	0.60%
18	Refrigerated Sausage	22,668,783	-8.40%	0.60%	18	1,909,222,403	1.53%	0.60%
19	Frozen Dinners	22,371,376	5.59%	0.60%	20	1,808,983,837	-6.64%	0.60%
20	Poultry Frozen	21,631,494	-6.19%	0.60%	33	859,834,691	-0.28%	0.30%
21	Snack Cake	20,605,464	0.88%	0.50%	17	1,942,434,665	1.61%	0.70%
22	Novelty	19,779,470	2.15%	0.50%	13	2,338,038,778	2.56%	0.80%
23	Cream	18,205,162	5.59%	0.50%	21	1,744,931,498	6.94%	0.60%
24	Hot Dog	17,804,924	10.95%	0.50%	22	1,594,567,361	0.80%	0.50%
25	Frozen Sausage	17,595,804	8.97%	0.50%	34	753,979,452	3.36%	0.30%
26	Refrigerated Baked Goods	16,507,937	0.23%	0.40%	25	1,343,163,910	1.44%	0.50%
27	Butter	16,332,078	2.60%	0.40%	26	1,306,492,252	4.27%	0.40%
28	Margarine and Spread	15,711,389	9.60%	0.40%	27	1,182,328,162	8.44%	0.40%
29	Frozen Potatoes and Onion Rings	14,890,223	10.92%	0.40%	30	1,040,185,376	5.14%	0.40%
30	Lunch Combination	11,369,120	10.49%	0.30%	42	597,958,032	-5.79%	0.20%
31	Cottage and Ricotta Cheese	10,394,534	-2.62%	0.30%	28	1,121,721,215	6.65%	0.40%
32	Frozen Appetizer	10,340,492	11.94%	0.30%	41	623,475,903	6.76%	0.20%
33	Poultry Fresh	10,045,595	14.65%	0.30%	37	686,828,192	16.64%	0.20%
34	Frozen Sweet Goods	8,884,090	43.86%	0.20%	35	753,439,363	1.20%	0.30%
35	Cream Cheese	8,696,943	0.51%	0.20%	32	864,637,115	6.53%	0.30%
36	Frozen Juice	8,463,148	10.96%	0.20%	48	433,244,684	-1.46%	0.10%
37	Frozen Baked Goods	8,435,841	-0.98%	0.20%	40	633,826,068	7.08%	0.20%
38	Frozen Waffles, Pancakes and French Toast	8,418,521	9.54%	0.20%	39	645,016,265	2.01%	0.20%
39	Meat Frozen	8,366,260	8.39%	0.20%	47	443,806,020	-3.73%	0.20%
40	Meat Fresh	8,201,908	-3.23%	0.20%	31	904,817,464	5.89%	0.30%
41	Precut Fresh and Refrigerated Vegetable	7,948,930	24.08%	0.20%	29	1,048,588,943	1.64%	0.40%
42	Sour Cream	7,845,035	14.53%	0.20%	36	734,269,459	6.82%	0.20%
43	Frozen Foods Good For You	6,927,866	7.60%	0.20%	43	594,295,230	12.49%	0.20%
44	Refrigerated Sandwiches	6,664,312	15.09%	0.20%	49	419,446,811	14.18%	0.10%
45	Fresh Desserts	6,622,064	56.27%	0.20%	14	2,130,131,048	1.91%	0.70%
46	Frozen Breaded Chicken	5,990,709	-3.98%	0.20%	54	303,131,687	13.40%	0.10%
47	Frozen Asian Meals	4,809,874	27.80%	0.10%	62	202,575,632	6.79%	0.10%
48	Ready-to-Eat Desserts	4,610,556	2.30%	0.10%	38	686,621,987	0.16%	0.20%
49	Produce Nuts	4,375,548	3.80%	0.10%	53	321,023,544	6.39%	0.10%
50	Frozen Fruit	4,314,961	17.04%	0.10%	51	350,061,500	2.36%	0.10%
51	Pot Pies Frozen	4,155,747	4.85%	0.10%	58	268,702,200	-8.26%	0.10%
52	Sushi	3,429,063	-6.37%	0.10%	61	234,743,364	6.23%	0.10%
53	Refrigerated Seafood	3,093,110	-58.03%	0.10%	57	285,736,632	-1.45%	0.10%
54	Frozen Breakfast Sandwich	2,890,482	-16.40%	0.10%	68	164,512,398	-2.48%	0.10%
55	Frozen Whipped Topping	2,824,375	-8.50%	0.10%	56	287,380,401	-4.19%	0.10%
56	Refrigerated Pasta and Sauce	2,696,602	2.54%	0.10%	65	189,065,622	12.34%	0.10%
57	Frozen Toaster Pastries	2,550,408	11.66%	0.10%	69	148,475,611	5.92%	0.10%
58	Refrigerated Pizza	2,502,249	18.11%	0.10%	66	182,131,514	9.78%	0.10%
59	Precut Fresh and Refrigerated Fruit	2,446,567	5.60%	0.10%	45	487,925,847	1.66%	0.20%
60	Frozen Breakfast Entree	2,410,861	20.17%	0.10%	70	142,687,572	17.85%	*
61	Whipped Toppings	2,332,569	16.20%	0.10%	60	250,513,299	5.67%	0.10%
62	Deli Salads	2,144,935	10.96%	0.10%	46	476,960,511	5.93%	0.20%
63	Refrigerated Condiments	2,115,065	-7.81%	0.10%	52	332,437,634	6.95%	0.10%
64	Hispanic Frozen Foods	2,101,248	2.72%	0.10%	71	120,155,839	6.07%	*
65	Meal Starters Frozen	1,887,817	0.46%	0.10%	78	43,365,022	-12.39%	*
66	Frozen Pasta	1,878,364	-3.66%	*	67	179,890,920	5.02%	0.10%
67	Refrigerated Side Dishes	1,656,516	3.53%	*	50	415,854,469	5.23%	0.10%
68	Refrigerated Salad Dressing	1,508,013	1.35%	*	64	195,037,807	5.35%	0.10%
69	Dip Deli	1,205,539	8.67%	*	55	302,013,329	14.24%	0.10%
70	Dip Dairy Refrigerated	1,098,372	6.22%	*	59	253,767,896	0.54%	0.10%
71	Dip Produce	1,028,665	-0.10%	*	63	195,526,362	8.26%	0.10%
72	Mexican Tortilla	1,028,133	-1.59%	*	72	90,245,592	6.24%	*
Categories with Sales under \$1 million in DeCA		\$6,979,136			\$1,129,922,708			
Total Scannable Perishable Items		\$1,267,408,003	8.80%		\$118,402,368,383		5.40%	

* Less than 0.1 percent.