

## Top Food Conglomerates' Widespread Presence in the Grocery Store

Company	Grocery Item	Market Share	Company	Grocery Item	Market Share
<b>Kraft Foods</b> (22 grocery categories)	Dry Mac & Cheese	79.0%	<b>PepsiCo</b> (20 categories)	Mediterranean Food	85.4%
	Processed Cheese	48.3%		Sports Drinks	75.3%
	Lunch Meat	34.8%		Tortilla Chips	73.7%
	Mayonnaise	33.9%		Shelf-Stable Dips	64.1%
	Meat Sauces	24.0%		Potato Chips	58.3%
	Fruit Drinks	20.7%		Hot Cereal (Oatmeal)	54.2%
	Salad Dressing	20.5%		Carbonated Soft Drinks	30.9%
	Bacon	20.3%		Carbonated Soft Drinks (Diet)	30.9%
	Cottage Cheese	20.2%		Granola Bars	26.0%
	Sour Cream	18.3%		Pretzels	21.0%
	Nuts	17.9%		Fruit Juice 100%	18.3%
	Natural Cheese	17.3%		Bottled Water (Single Serve)	15.6%
	Packaged Red Meat	15.1%		Breakfast Cereal	11.8%
	Breakfast Meat	14.8%		Dry Rice/ Rice Mixes	11.8%
	Meat Substitute	14.7%		Popcorn	9.9%
	Coffee	14.0%		Fruit Drinks	8.5%
	Mustard	12.6%		Hispanic Food	8.4%
	Shelf-Stable Dips	8.1%		Waffles/Pancakes	5.5%
	Pickles/Olives/Relish	7.5%		Cereal/Snack Bars	3.3%
	Refrigerated and Frozen Cakes and Pies	3.7%		Nuts	1.5%
Peanut Butter	2.4%				
Hispanic Food	1.7%				
Company	Grocery Item	Market Share	Company	Grocery Item	Market Share
<b>ConAgra Foods</b> (19 categories)	Egg Substitute	47.6%	<b>Nestlé</b> (19 categories)	Baby Food and Snacks	72.7%
	Microwaveable Packaged Dinners	45.6%		Pizza, Frozen	47.3%
	Popcorn	38.5%		Pet Food	47.0%
	Chili and Sloppy Joe Sauce	33.3%		Cream/Creamers	42.5%
	Frozen Meals	31.6%		Bottled Water (Sparkling and Mineral)	41.0%
	Refrigerated and Frozen Cakes and Pies	27.9%		Athletic Bars	37.0%
	Ketchup	14.6%		Frozen Handheld Food	34.4%
	Baked Beans	14.3%		Frozen Meals	34.0%
	Peanut Butter	10.0%		Bottled Water (Single Serve)	25.7%
	Canned and Jarred Vegetables	9.2%		Ice Cream and Novelties	23.6%
	Dry Pasta	9.0%		Frozen Yogurt	22.3%
	Asian Food	7.4%		Baby Formula	17.0%
	Butter/Margarine	6.7%		Refrigerated and Frozen Dough	8.6%
	Pasta Sauces	5.7%		Non-Chocolate Candy	7.1%
	Hispanic Food	4.0%		Chocolate	5.9%
	Mustard	2.7%		Frozen Appetizers	5.5%
	Packaged Red Meat	2.3%		Flavored Milk	5.1%
	Nuts	1.6%		Fruit Juice 100%	5.0%
	Meat Sauces	1.2%		Coffee	3.6%

## Top Food Conglomerates' Widespread Presence in the Grocery Store (CONTINUED)

Company	Grocery Item	Market Share	Company	Grocery Item	Market Share
<b>General Mills</b> (17 categories)	Refrigerated and Frozen Dough	60.2%	<b>Campbell Soup Co.</b> (13 categories)	Soup	43.7%
	Granola Bars	40.5%		Pasta Sauces	17.6%
	Cake/Cupcake/Pie Mixes	38.1%		Crackers	15.4%
	Wellness/Granola Bars	36.0%		Refrigerated and Frozen Bread/ Bagels/English Muffins	12.6%
	Refrigerated Yogurt	29.2%		Fresh Loaf Bread	7.2%
	Breakfast Cereal	27.8%		Cookies and Cookie Bars	6.7%
	Frozen Appetizers	25.5%		Hispanic Food	5.1%
	Soup	13.1%		Chili and Sloppy Joe Sauce	4.3%
	Tortillas	10.0%		Rolls/Buns/Croissants	3.9%
	Cereal/Snack Bars	9.3%		Baked Beans	3.6%
	Pizza, Frozen	8.5%		Fruit Drinks	3.5%
	Canned Green Beans	8.4%		Refrigerated and Frozen Dough	2.3%
	Canned and Jarred Vegetables	7.7%		Fruit Juice 100%	1.9%
	Hispanic Food	7.5%			
	Microwaveable Packaged Dinners	5.3%			
	Asian Food	3.0%			
	Refrigerated and Frozen Cakes and Pies	1.7%			