

# Supermarket Shelf Space Ranking by overall share of total shelf facings\*

Includes all child and family brands stocked in more than 5% of supermarkets in May 2009

Most

RANK	Company	Brand	% of Total Shelf Facings	% of Stores Stocking**	Average Facings Per Store
1	General Mills	Cheerios (excluding Honey Nut)	5.51%	98%	24.3
2	Kellogg	Mini-Wheats	3.90%	94%	19.3
3	Kellogg	Frosted Flakes	2.56%	98%	12.5
4	Kellogg	Rice or Cocoa Krispies	2.50%	97%	15.0
5	General Mills	Chex	2.24%	91%	13.3
6	Quaker	Cap'n Crunch	2.17%	94%	8.9
7	Quaker	Life	2.10%	96%	8.7
8	Kellogg	Froot Loops	1.94%	96%	14.4
9	General Mills	Honey Nut Cheerios	1.93%	96%	7.5
10	Post	Fruity or Cocoa Pebbles	1.58%	98%	6.0
11	General Mills	Cinnamon Toast Crunch	1.47%	95%	7.7
12	Kellogg	Corn Pops	1.43%	97%	7.6
13	General Mills	Lucky Charms	1.38%	97%	6.6
14	General Mills	Kix	1.36%	95%	7.3
15	Kellogg	Apple Jacks	1.27%	96%	4.8
16	General Mills	Cocoa Puffs	1.22%	96%	5.2
17	General Mills	Trix	0.97%	94%	3.8
18	General Mills	Cookie Crisp	0.84%	94%	4.8
19	General Mills	Golden Grahams	0.83%	92%	3.3
20	General Mills	Reese's Puffs	0.81%	93%	3.3
21	Post	Honeycomb	0.69%	92%	2.7
22	Barbara's Bakery	Puffins	0.64%	56%	4.2
23	Post	Raisin Bran	0.62%	80%	2.9
24	Nature's Path	EnviroKidz Organic	0.61%	41%	7.3
25	Kellogg	Honey Smacks	0.55%	85%	2.4
26	Annie's	Bunnies	0.25%	29%	6.6
26 (tie)	Post	Golden Crisp	0.25%	53%	1.7
28	Kashi	Honey Sunshine	0.23%	56%	1.5
29	Cascadian Farm	Honey Nut O's	0.21%	49%	1.6
30	Post	Alpha Bits	0.19%	44%	1.6
31	Kellogg	Hannah Montana	0.18%	44%	1.5
32	Cascadian Farm	Cinnamon Crunch	0.14%	35%	1.5
33	Kellogg	Cookie Crunch	0.13%	33%	1.5
34	Kellogg	Disney High School Musical	0.12%	31%	1.4
34 (tie)	Cascadian Farm	Purely O's	0.12%	31%	1.4

continued

## Supermarket Shelf Space *continued*



Least

RANK	Company	Brand	% of Total Shelf Facings	% of Stores Stocking**	Average Facings Per Store
36	Barbara's Bakery	Organic Wild Puffs	0.11%	14%	5.5
37	Kellogg	Smorz	0.10%	16%	2.2
38	Post	Waffle Crisp	0.08%	18%	1.6
39	Cascadian Farm	Clifford Crunch	0.06%	17%	1.4
39 (tie)	General Mills	Dora the Explorer	0.06%	12%	2.0
41	General Mills	Count Chocula	0.04%	11%	1.5
41 (tie)	Kellogg	Mini-Swirlz	0.04%	6%	2.7
43	Kashi	Mighty Bites	0.03%	8%	1.6

RANK	Company	% of Total Shelf Facings	% of Stores Stocking**	Average Facings Per Store
1	General Mills	18.7%	100%	69.1
2	Kellogg	14.7%	100%	54.5
3	Quaker	4.3%	100%	15.8
4	Post	3.4%	100%	12.6
5	Barbara's Bakery	0.8%	62%	6.5
6	Nature's Path	0.6%	62%	4.7
7	Cascadian Farm	0.5%	71%	3.5
8	Kashi	0.3%	98%	1.7
9	Annie's	0.3%	34%	3.1

\*From a sample of 400 supermarkets in 18 major markets

\*\*For cereal brands with more than one variety, the variety stocked in the greatest percent of stores was used