Where the Gains Are

C-store sales, 52 weeks ending Dec. 29, 2019

Sales were mixed in c-stores' over-the-counter medicine sets in 2019. Pain relievers declined in unit sales across segments, with units off 3.5% overall, according to IRI. C-store sales of cold/allergy/sinus tablets and liquids grew; only gastrointestinal liquids posted gains, with tablet unit sales falling more than 4%.

In the weight-control segment, dollar and unit sales were up for liquids and powders but off for candy/tablets and refrigerated liquids and powders. The downward trend in c-store sales of energy shots worsened in 2019, with unit sales down nearly 7%, IRI data shows.

REMEDY TYPE	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Pain Relievers				
Internal analgesic tablets	$393.6	1.2%	148.1	(3.5%)
Internal analgesic liquids	$8.0	2.6%	1.0	(2.5%)
Feminine pain relievers	$5.4	(4.8%)	1.5	(5.5%)
Cold/Allergy/Sinus				
Tablets/packets	$162.6	5.3%	43.2	1.9%
Liquids	$41.2	4.5%	4.6	0.9%
Cough Remedies				
Cough drops	$115.2	2.5%	63.7	(0.7%)
Cough syrup	$6.2	3.1%	1.0	2.3%
Gastrointestinal				
Tablets	$124.9	(0.3%)	56.7	(4.2%)
Liquid	$32.1	23.8%	6.5	28.8%
Energy and Sleep Aids				
Energy shots	$674.9	(5.5%)	217.5	(6.7%)
Sleeping remedies	$22.8	58.7%	3.6	2.5%
Weight Control/Nutrition				
Liquids/powders	$328.9	1.5%	97.0	3.3%
Candy/tablets	$26.0	(11.9%)	11.8	(12.1%)
Refrigerated liquids/ powders	$7.7	(25.5%)	2.8	(30.3%)
Vitamins and Nutrition				
Mineral supplements	$144.3	28.6%	19.8	11.1%
Liquid vitamins/minerals	$110.1	28.5%	16.9	3.9%
Multivitamins	$5.5	(10.6%)	2.3	(10.2%)
Anti-Smoking Products				
Anti-smoking products	$6.4	(41.4%)	1.1	(47.1%)

Source: IRI

$393.6

C-store sales of internal analgesic tablets in 2019, according to IRI

Distributor Data: OTC Shipments

Fourth-quarter 2019

Consumers units per store per week of cough/cold/allergy products shipped by McLane to c-stores and travel centers rose nearly 4% in 2019.

SEGMENT	APSW** (CONSUMER UNITS)	APSW** GROWTH	PCYA*
Single/multidose	20.03	2.45	13.9%
Analgesics	8.29	(2.38)	(22.3%)
Total analgesics	**28.31**	**0.07**	**0.3%**
Lozenges	13.03	0.31	2.4%
Single/multidose	6.57	0.27	4.4%
Cough/cold/allergy	4.38	0.31	7.7%
Total cough/cold/allergy	**23.98**	**0.90**	**3.9%**
Stomach rolls	6.20	0.01	0.2%
Single/multidose	4.58	(0.21)	(4.5%)
Stomach remedies	2.63	0.10	4.0%
Total stomach remedies	**13.42**	**(0.10)**	**(0.8%)**
Energy/supplement shooters	25.77	(0.82)	(3.07%)
Vitamins/supplements	6.39	(0.43)	(6.26%)
Total energy/vitamins/ supplements	**32.16**	**(1.24)**	**(3.72%)**

Source: McLane Co.

Internal Analgesic Brands

C-store sales, 52 weeks ending Dec. 29, 2019

Unit and dollar sales of Advil and Lil' Drug Store Tylenol increased in 2019, per IRI.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
BC	$47.5	0.1%	26.0	(3.1%)
Goody's	$45.2	(4.4%)	23.5	(8.2%)
Advil	$39.8	3.0%	6.7	2.0%
Tylenol	$27.3	7.4%	6.0	(0.1%)
Aleve	$21.2	4.4%	3.4	(0.4%)
Private label	$20.0	(4.7%)	6.8	(0.8%)
Lil' Drug Store Tylenol	$19.1	4.5%	7.9	1.5%
Lil' Drug Store Advil	$18.9	2.9%	8.4	(0.6%)
Convenience Valet Advil	$15.2	(3.2%)	6.5	(8.7%)
Lil' Drug Store Aleve	$12.4	(1.3%)	5.4	(5.5%)
Total †	**$406.9**	**1.1%**	**150.7**	**(3.5%)**

Source: IRI

Energy Shot Brands

C-store sales, 52 weeks ending Dec. 29, 2019

Sales of energy shots fell more than 5% in 2019, according to IRI.

5-hour Energy	$618.6	(6.0%)	182.5	(7.7%)
Tweaker	$20.4	2.2%	18.5	2.6%
VPX Redline Xtreme	$5.8	18.1%	1.7	11.7%
Rhino Rush	$5.2	(34.5%)	1.5	(34.1%)
Private label	$5.1	(18.6%)	2.3	(21.4%)
Total †	**$674.9**	**(5.5%)**	**217.5**	**(6.7%)**

Source: IRI

* Percent change from a year ago | ** Average shipments per store per week | † Including UPCs/brands/families not shown

Cold/Allergy/Sinus Brands

C-store sales, 52 weeks ending Dec. 29, 2019

According to IRI, c-store sales of cold/allergy/sinus products rose by more than 5% in 2019.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Lil' Drug Store Vicks DayQuil	$12.0	5.6%	3.7	1.2%
Private label	$11.7	(1.7%)	3.8	0.5%
Convenience Valet Vicks DayQuil	$9.2	4.0%	3.0	(2.5%)
Lil' Drug Store	$8.4	(18.2%)	2.6	(25.5%)
Vicks Dayquil	$8.2	13.4%	0.9	8.8%
Total †	**$162.6**	**5.3%**	**43.2**	**1.9%**

Weight Control Candy/Tablet Brands

C-store sales, 52 weeks ending Dec. 29, 2019

C-store sales of weight control candy and tablets fell by double digits in 2019, according to IRI.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Stacker 3 XPLC	$4.0	(11.9%)	2.0	(10.4%)
Stacker 2	$4.0	(12.7%)	2.0	(12.9%)
Swarm	$3.8	(9.7%)	1.9	(10.0%)
Stacker 3	$3.3	(11.5%)	1.6	(12.1%)
Rapid Action	$2.9	(19.4%)	0.7	(19.9%)
Total †	**$26.0**	**(11.9%)**	**11.8**	**(12.1%)**

Weight Control/Nutritional Liquid Brands

C-store sales, 52 weeks ending Dec. 29, 2019

More than half of weight control/nutritional liquid sales in c-stores came from the top two brands in 2019: Cytosport Inc.'s Muscle Milk and Muscle Milk Pro.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Muscle Milk	$104.7	(13.8%)	29.3	(14.3%)
Muscle Milk Pro Series 40	$69.9	1.7%	15.9	1.6%
Core Power	$53.5	37.4%	17.5	37.2%
Core Power Elite	$32.1	23.3%	8.5	24.6%
Celsius	$31.7	43.8%	14.2	42.5%
Total †	**$328.9**	**1.5%**	**97.0**	**3.3%**

Mineral Supplement Brands

C-store sales, 52 weeks ending Dec. 29, 2019

A few brands in the mineral supplement segment saw explosive growth in c-stores in 2019, including Hemp Bombs, a CBD product.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Hemp Bombs	$20.1	146.6%	2.0	133.7%
OPMS Gold	$13.6	140.9%	0.5	98.7%
Red Dawn Sleep Walker	$6.9	42.8%	1.0	14.8%
Kratom Kaps	$5.8	3.2%	0.2	(3.7%)
Magnum	$5.2	152.6%	0.6	159.9%
Total †	**$144.3**	**28.6%**	**19.8**	**11.1%**

Liquid Vitamin/Mineral Brands

C-store sales, 52 weeks ending Dec. 29, 2019

C-store sales of liquid vitamins and minerals rose on strong sales of kratom and CBD products in 2019, IRI data shows.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
OPMS Kratom	$22.0	40.9%	1.1	41.8%
Vivazen	$12.8	26.9%	1.9	24.6%
Red Dawn Sleep Walker	$7.2	66.6%	1.3	69.7%
K Shot	$7.0	15.8%	0.4	17.3%
Hemp Bombs	$6.8	314.1%	0.4	261.5%
Total †	**$110.1**	**28.5%**	**16.9**	**3.9%**

Increase in c-store sales of mineral supplements in 2019, according to IRI

28.6%

Source for all charts on this page: IRI | * Percent change from a year ago | † Including UPCs/brands/families not shown

Where the Gains Are

C-store sales, 52 weeks ending Dec. 29, 2019

According to IRI, c-store dollar sales of sexual-health items—a category that includes condoms—rose about 3% in 2019, but units were down about the same amount. Growth areas in the personal-care aisle included deodorant, soap and first aid.

Personal Care

SEGMENT	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Sexual health	$144.2	2.9%	31.7	(3.0%)
Lip treatment	$94.0	(0.6%)	39.5	(3.8%)
Eye/contact-lens care	$80.3	(0.9%)	19.5	(2.1%)
Sanitary napkins/tampons	$49.2	(1.1%)	11.2	(2.8%)
Toothbrush/dental accessories	$30.6	0.7%	10.1	(3.8%)
Laundry detergent	$24.9	1.0%	4.5	(1.8%)
Deodorant	$24.9	4.7%	7.0	1.4%
Soap	$24.4	4.5%	10.0	1.7%
Suntan products	$15.9	(1.1%)	2.0	(2.2%)
Toothpaste	$15.7	0.9%	5.0	(1.2%)
First-aid accessories	$14.8	5.4%	6.9	7.7%
Mouthwash	$13.3	2.6%	4.2	0.9%
Hand and body lotion	$10.2	2.3%	3.9	0.9%
Blades	$9.3	3.3%	2.9	(4.6%)
Shaving lotion/men's fragrance	$7.6	11.7%	1.4	6.1%
Nail cosmetics	$6.9	1.6%	3.6	(3.3%)
Hair accessories	$6.1	(0.3%)	2.6	(3.7%)
Shampoo	$4.1	2.5%	1.1	(9.3%)

Source: IRI

Distributor Data: HBC Shipments

Calendar year 2019

Consumer units per store per week of external-care items from McLane rose nearly 10% in 2019.

SEGMENT	APSW** (CONSUMER UNITS)	APSW** GROWTH	PCYA*
Grooming aids	12.47	0.32	2.6%
External care	11.14	1.00	9.9%
Family planning	6.93	0.12	1.8%
Feminine hygiene	2.61	0.09	3.4%
Children's/baby	1.35	0.00	(0.1%)

Source: McLane Co.

Condom Manufacturers

C-store sales, 52 weeks ending Dec. 29, 2019

C-store sales of male contraceptives rose 3% in 2019 but unit sales fell nearly 3%. The top three manufacturers all saw unit sales declines, according to IRI.

MANUFACTURER	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Church & Dwight Co. Inc.	$123.2	4.7%	27.0	(2.2%)
LifeStyles Healthcare	$11.8	(8.8%)	2.5	(9.0%)
Reckitt Benckiser Inc.	$8.5	(3.7%)	1.8	(7.2%)
Total †	**$144.0**	**2.9%**	**31.6**	**(2.9%)**

Source: IRI

Distributor Data: Family Planning by UPC

Calendar year 2019

The most shipped family-planning UPC from McLane to c-stores in 2019 was the three-count Trojan Magnum.

UPC	PCYA*
Trojan Magnum (3-count)	7.3%
Trojan Ultra-Thin Lubricated (3-count)	7.8%
Trojan Mangum Ultra-Thin (3-count)	8.4%
Trojan Ribbed (3-count)	6.0%
Trojan Bareskin (3-count)	18.8%

Source: McLane Co.

Distributor Data: Grooming Items by UPC

Calendar year 2019

Old Spice deodorant was the top grooming item shipped by McLane to c-stores in 2019.

UPC	PCYA*
Old Spice deodorant (2.25-oz.)	22.1%
Oral-B Indicator 40 toothbrush (soft)	(17.0%)
Dove white bar soap (3.15-oz.)	4.9%
Colgate Extra Clean toothbrush	1.7%
Irish Spring bar soap (4-oz.)	(6.5%)

Source: McLane Co.

2.9%

Decline in c-store unit sales of male contraceptives in 2019, according to IRI

* Percent change from a year ago | ** Average shipments per store per week | † Including UPCs/brands/families not shown

Distributor Data: Automotive Products

Fourth-quarter 2019

Consumer units of automotive accessories, additives and window solvent shipped by McLane to c-stores and travel centers rose in fourth-quarter 2019.

SEGMENT	APSW** (CONSUMER UNITS)	APSW** GROWTH	PCYA*
Motor oil	12.03	(0.57)	(4.6%)
Accessories	8.65	0.04	0.5%
Additives	6.91	0.27	4.1%
Window solvent	5.89	0.39	7.1%
Antifreeze	2.70	(0.11)	(3.9%)
Transmission	0.95	(0.06)	(5.7%)

Source: McLane Co.

Motor Oil Brands

C-store sales, 52 weeks ending Dec. 29, 2019

In 2019, c-store sales of motor oil dropped nearly 5% to settle at $507.1 million, with units off more than 7%, according to IRI.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Pennzoil	$85.9	(7.4%)	12.8	(10.3%)
Private label	$55.8	0.0%	10.4	(2.9%)
Formula Shell	$29.0	(11.6%)	4.9	(15.1%)
Mobil 1	$28.8	2.9%	2.6	2.5%
Shell Rotella T4	$24.1	(0.2%)	1.3	(3.5%)
Chevron Havoline	$20.3	(6.4%)	3.5	(10.1%)
Castrol GTX	$18.6	6.3%	2.8	1.6%
Pennzoil Platinum	$14.5	5.0%	1.6	1.2%
Mag 1	$14.1	8.4%	3.7	3.8%
Total †	**$507.1**	**(4.7%)**	**84.2**	**(7.1%)**

Source: IRI

$507.1 MILLION

C-store sales of motor oil in 2019, according to IRI

Automotive Treatment Brands

C-store sales, 52 weeks ending Dec. 29, 2019

More than one-fifth of c-store dollar sales of automotive treatments in 2019 came from Old World Industries' Peak BlueDEF, according to IRI.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Peak BlueDEF	$89.4	16.7%	6.0	10.1%
STP	$62.2	(1.5%)	14.5	(3.9%)
Power Service	$30.3	22.4%	2.1	10.9%
Midwest Can	$28.8	(27.6%)	2.0	(37.0%)
Howes Lubricator	$24.2	11.7%	1.2	6.5%
Total †	**$418.8**	**2.7%**	**56.2**	**(3.0%)**

Source: IRI

Antifreeze Brands

C-store sales, 52 weeks ending Dec. 29, 2019

Antifreeze unit sales fell more than 5% in c-stores in 2019, according to IRI.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Peak	$68.6	(5.5%)	5.1	(10.2%)
Peak Final Charge Global	$19.0	6.4%	1.0	(2.5%)
Pride	$8.4	8.8%	0.7	8.8%
Polar	$5.9	(4.0%)	0.5	(6.6%)
Racepro	$5.4	(0.1%)	0.4	(2.3%)
Total †	**$165.9**	**(1.4%)**	**12.4**	**(5.5%)**

Source: IRI

All Other Auto-Fluid Brands

C-store sales, 52 weeks ending Dec. 29, 2019

C-store sales of all other auto fluids—a category that includes windshield washer fluid—were largely flat in 2019, IRI figures show.

BRAND	C-STORE SALES ($ MILLIONS)	PCYA*	UNIT SALES (MILLIONS)	PCYA*
Peak	$31.2	3.8%	8.5	1.9%
Splash	$16.0	(11.8%)	4.4	(12.7%)
Camco Xtreme Blue	$9.8	4.0%	2.6	1.3%
Private label	$9.7	12.8%	2.9	10.5%
Zecol	$5.8	(6.1%)	1.6	(8.6%)
Total †	**$118.7**	**0.6%**	**30.8**	**(1.7%)**

Source: IRI

* Percent change from a year ago | ** Average shipments per store per week | † Including UPCs/brands/families not shown