

Top 200 OTC/HBC brands in 2004

Here are the top 200 over-the-counter and health and beauty care brands, as ranked by dollar sales, in 2004. The data were provided courtesy of Information Resources Inc., Chicago, which tracked a cross section of drugstores, supermarkets, and mass-merchandisers.

Rank	Brand	Dollar sales	Change from year ago in %	Rank	Brand	Dollar sales	Change from year ago in %
1	Private-label internal analgesic tablets	\$420,172,400	-6.2%	51	Trojan male contraceptives	\$58,634,780	-2.7%
2	Private-label cold/allergy/sinus tablets/packets	419,883,200	14.5	52	Metamucil laxative/stimulant liq/pwdr/oil	58,471,620	-9.4
3	Private-label mineral supplements	354,287,000	0.0	53	Osteo Bi Flex mineral supplements	58,238,280	-2.0
4	Advil internal analgesic tablets	273,349,000	-3.5	54	Boost weight control/nutrionals liq/pwd	57,140,110	0.5
5	Tylenol internal analgesic tablets	258,011,600	-9.5	55	Private-label weight control/nutrionals liq/pwd	57,064,180	-4.7
6	Prilosec OTC antacid tablets	242,820,500	236.6	56	Private-label cough syrup	56,868,540	-13.6
7	Depend adult incontinence products	183,440,500	3.5	57	Tums EX antacid tablets	56,863,690	-6.3
8	Nicorette anti-smoking gum	179,697,300	-4.4	58	Ensure Plus weight control/nutrionals liq/pwd	56,066,340	-15.3
9	Private-label one- and two-letter vitamins	174,907,700	-6.6	59	Private-label nasal spray/drops/inhaler	55,716,080	-0.4
10	Private-label adult incontinence products	162,171,500	2.4	60	Atkins Advantage weight control/nutrionals liq/pwd	55,622,940	22.6
11	Private-label multivitamins	157,238,900	-0.1	61	Tylenol Arthritis internal analgesic tablets	54,946,920	5.3
12	Aleve internal analgesic tablets	151,996,200	2.7	62	Alavert cold/allergy/sinus tablets/packets	54,429,330	-7.7
13	Private-label first aid ointments/antiseptics	143,318,300	4.7	63	Mucinex cold/allergy/sinus tablets/packets	54,237,180	468.6
14	Ensure weight control/nutrionals liq/pwd	142,644,800	10.9	64	Tylenol Sinus cold/allergy/sinus tablets/packets	53,995,810	1.4
15	Private-label laxative tablets	134,895,400	0.7	65	Sudafed cold/allergy/sinus tablets/packets	53,619,950	-1.3
16	Private-label antacid tablets	126,193,000	-6.4	66	Abreva lip balm/cold sore medication	52,996,780	4.7
17	Slim Fast meal options weight control/nutrionals liq/pwd	126,071,000	-46.1	67	Imodium AD diarrhea tablets	52,958,700	-4.5
18	Depend Poise adult incontinence products	118,500,900	6.7	68	Private-label vaginal treatments	52,934,710	4.1
19	Claritin D cold/allergy/sinus tablets/packets	117,573,600	5.0	69	Private-label pregnancy test kits	52,577,040	-9.0
20	Private-label cold/allergy/sinus liquid/powder	116,611,600	-8.7	70	Commit anti-smoking tablets	52,256,550	22.5
21	Benadryl cold/allergy/sinus tablets/packets	113,692,900	-3.7	71	Tylenol internal analgesic liquids	51,884,710	-21.4
22	Claritin cold/allergy/sinus tablets/packets	113,118,600	-31.4	72	Imodium Advanced diarrhea tablets	50,445,050	1.5
23	Bayer internal analgesic tablets	108,112,500	-0.6	73	Children's Motrin internal analgesic liquids	50,275,560	-22.2
24	Tylenol PM internal analgesic tablets	105,216,700	-4.1	74	Neosporin Plus first aid ointments/antiseptics	50,092,320	8.0
25	Nature Made one- and two-letter vitamins	104,711,400	-0.0	75	Tylenol Cold cold/allergy/sinus tablets/packets	49,674,330	-18.2
26	Centrum Silver multivitamins	100,158,500	3.8	76	Private-label laxative/stimulant liq/pwdr/oil	49,476,590	-6.1
27	PediaSure weight control/nutrionals liq/pwd	99,313,680	1.8	77	Futuro muscle/body support devices	49,359,130	4.5
28	Private-label anti-smoking gum	97,996,180	14.6	78	Monistat 3 vaginal treatments	49,053,150	-5.0
29	Private-label first aid - tape/bandage/gauze/cotton	97,887,580	4.8	79	E P T pregnancy test kits	48,465,740	-19.2
30	Halls cough/sore throat drop	93,820,740	-4.5	80	Icy Hot external analgesics rubs	48,314,950	38.6
31	Private-label eye/lens care solutions	92,244,900	5.5	81	Tylenol Plus cold/allergy/sinus liquid/powder	48,158,770	21.7
32	Pepcid AC antacid tablets	86,610,640	8.4	82	Dulcolax laxative tablets	47,613,700	15.6
33	Nicoderm CQ anti-smoking patch	85,395,210	-4.5	83	Theraflu cold/allergy/sinus tablets/packets	47,611,270	-23.7
34	Band-Aid first aid - tape/bandage/gauze/cotton	84,757,660	2.7	84	Private-label anti-smoking patch	47,235,420	3.1
35	Dr. Scholl's foot care devices	84,672,780	3.0	85	Alka-Seltzer plus cold/allergy/sinus tablets/packets	47,148,550	-22.5
36	Centrum multivitamins	84,146,230	-9.5	86	Breathe Right nasal strips	46,570,180	6.2
37	Vicks Nyquil cold/allergy/sinus liquid/powder	80,979,830	-11.8	87	Bengay external analgesics rubs	46,479,180	35.7
38	Nature Made mineral supplements	79,554,210	5.9	88	Primatene Mist nasal spray/drops/inhaler	45,618,190	11.7
39	Motrin IB internal analgesic tablets	77,067,860	-6.5	89	Pepcid Complete antacid tablets	45,099,970	-3.6
40	Bausch & Lomb ReNu Multiplus eye/lens care solutions	73,313,610	2.9	90	Preparation H hemorrhoidal cream/ointment/spray	43,232,340	1.5
41	Alcon Opti Free Express eye/lens care solutions	71,682,200	-0.9	91	Ensure Glucerna weight control/nutrionals liq/pwd	41,870,510	40.3
42	Johnson & Johnson first aid - tape/bandage/gauze/cotton	67,804,410	-0.2	92	Private-label cough/sore throat drop	41,824,210	-4.6
43	Zantac 75 antacid tablets	67,506,940	-10.2	93	Zicam nasal spray/drops/inhaler	41,775,830	-0.0
44	Nature's Bounty mineral supplements	66,312,700	22.3	94	Trim Spa weight control candy/tablets	41,637,050	169.2
45	Ace muscle/body support devices	64,690,270	2.9	95	First Response pregnancy test kits	41,313,820	27.4
46	Robitussin DM cough syrup	63,774,950	-12.8	96	Excedrin Migraine internal analgesic tablets	41,133,100	-9.2
47	ThermaCare heat/ice packs	61,287,270	6.8	97	Neosporin first aid ointments/antiseptics	40,915,730	7.2
48	Private-label anti-itch treatments (inc. calamine)	60,772,700	0.1	98	Advil cold & sinus cold/allergy/sinus tablets/packets	40,533,960	-12.2
49	Pepto-Bismol stomach remedy liquid/powder	59,535,700	-0.6	99	St. Joseph internal analgesic tablets	39,427,320	37.7
50	Excedrin internal analgesic tablets	59,514,340	-10.7	100	Sundown mineral supplements	39,339,460	-14.8

Top 200 OTC/HBC brands in 2004 (cont.)

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101	Gas X antacid tablets	\$39,167,310	5.5%	151	Mylanta antacid liquid/powder	\$26,981,960	-12.9%
102	Tylenol 8 Hour internal analgesic tablets	38,732,280	52.1	152	Monistat 7 vaginal treatments	26,874,070	-11.2
103	Rolaids antacid tablets	38,561,340	7.7	153	Rid lice treatments	25,973,630	-1.2
104	One-A-Day multivitamins	38,334,540	1.1	154	Nature's Bounty one- and two-letter vitamins	25,640,200	32.0
105	Monistat 1 vaginal treatments	37,856,990	0.6	155	Cortizone 10 anti-itch treatments (inc. calamine)	25,611,300	-8.2
106	Trojan Enz male contraceptives	37,830,700	-3.3	156	Private-label hair growth products	25,584,030	-1.4
107	Tylenol allergy sinus cold/allergy/sinus tablets/packets	37,467,200	-2.0	157	Private-label Epsom salts	25,025,040	-0.3
108	Vicks Dayquil cold/allergy/sinus tablets/packets	37,335,000	-5.0	158	Flintstones multivitamins	24,965,820	-6.6
109	Private-label internal analgesic liquids	37,177,620	-15.9	159	Halls Fruit Breezers cough/sore throat drop	24,937,100	-2.1
110	Afrin nasal spray/drops/inhaler	37,175,300	-5.4	160	Tums Ultra antacid tablets	24,675,440	-3.2
111	Lamisil AT foot care/athletes foot medication	36,871,460	-5.3	161	Citrucel laxative/stimulant liq/pwdr/oil	24,453,380	-16.5
112	Vicks VapoRub chest rubs	36,586,800	-8.0	162	3M Nexcare first aid - tape/bandage/gauze/cotton	24,218,670	30.3
113	Alka-Seltzer antacid/analgesic combo	36,294,130	-5.2	163	Infants' Motrin internal analgesic liquids	23,304,070	5.6
114	Phillips stomach remedy liquid/powder	35,766,450	-4.6	164	Allergan Refresh Tears eye/lens care solutions	23,052,200	0.9
115	ChapStick lip balm/cold sore medication	35,647,900	-7.3	165	Blistex lip balm/cold sore medication	22,967,550	-3.0
116	Serenity adult incontinence products	34,290,290	-11.8	166	Centrum Performance multivitamins	22,905,530	-15.1
117	Ricola cough/sore throat drop	34,189,000	-3.0	167	Ultra Slim-Fast weight control/nutrionals liq/pwd	22,870,900	-52.2
118	Metamucil laxative tablets	33,631,490	-0.9	168	Zantrex 3 weight control candy/tablets	22,594,180	254.2
119	Private-label sleeping aid tablets	33,588,800	-0.6	169	Pepto-Bismol stomach remedy tablets	22,002,250	1.0
120	Triaminic cold/allergy/sinus liquid/powder	33,208,750	-19.0	170	Natrol mineral supplements	21,918,320	0.7
121	Rogaine hair growth products	33,165,760	-16.4	171	Estroven mineral supplements	21,852,130	18.0
122	Nature's Resource mineral supplements	32,783,850	-4.6	172	TylenoL Flu cold/allergy/sinus tablets/packets	21,686,040	-14.9
123	Delsym cough syrup	32,395,710	-3.0	173	Excedrin Tension Headache internal analgesic tablets	21,518,400	46.8
124	Robitussin cough syrup	32,353,390	-12.9	174	Clearblue Easy pregnancy test kits	21,468,720	39.4
125	Private-label foot care/athletes foot medication	32,271,930	1.7	175	Vicks Dayquil cold/allergy/sinus liquid/powder	21,304,630	-14.9
126	Ex Lax laxative tablets	32,145,450	-5.7	176	Robitussin cold/allergy/sinus liquid/powder	21,077,440	-11.0
127	Private-label diarrhea tablets	31,985,900	-3.1	177	Xenadrine EFX weight control candy/tablets	20,975,740	-24.1
128	Benadryl cold/allergy/sinus liquid/powder	31,982,380	-1.6	178	Lifestyles male contraceptives	20,960,210	-4.6
129	Viactiv mineral supplements	31,229,020	12.1	179	Hydroxycut weight control candy/tablets	20,923,170	-6.8
130	Lotrimin A F foot care/athletes foot medication	31,203,870	-3.3	180	Halls Defense cough/sore throat drop	20,919,930	-7.5
131	Midol feminine pain relievers	31,130,370	7.5	181	Private-label lice treatments	20,888,930	7.8
132	Vicks Nyquil cold/allergy/sinus tablets/packets	30,329,910	-7.5	182	Boost Plus weight control/nutrionals liq/pwd	20,825,920	12.9
133	Ecotrin internal analgesic tablets	30,121,370	-4.7	183	Ludens cough/sore throat drop	20,788,490	-16.2
134	Claritin Reditabs cold/allergy/sinus tablets/packets	29,964,710	-20.3	184	Tums antacid tablets	20,781,060	-15.0
135	Dimetapp cold/allergy/sinus liquid/powder	29,922,680	-17.7	185	Excedrin PM internal analgesic tablets	20,727,390	-6.1
136	Robitussin CF cold/allergy/sinus liquid/powder	29,586,380	-11.9	186	Sudafed Sinus cold/allergy/sinus tablets/packets	20,679,260	-4.9
137	Sundown one- and two-letter vitamins	29,248,840	-8.5	187	Maalox Max antacid liquid/powder	20,555,060	-7.9
138	Preparation H hemorrhoidal remedies	29,191,320	-2.5	188	Summers Eve all other fem. hygiene/med. treatments	20,452,750	-0.5
139	Private-label foot care devices	28,782,360	15.5	189	K Y Warming Liquid personal lubricants	20,293,720	56.9
140	Tinactin foot care/athletes foot medication	28,685,000	-3.3	190	Motrin cold/allergy/sinus liquid/powder	20,141,270	-19.0
141	Caltrate 600 mineral supplements	28,071,910	-1.0	191	Visine eye/lens care solutions	19,962,870	6.9
142	Citracal mineral supplements	28,004,320	-4.7	192	Chloraseptic sore throat remedy liquids	19,852,710	-12.5
143	Benadryl anti-itch treatments (inc. calamine)	27,666,950	-8.4	193	EAS Carb Control weight control/nutrionals liq/pwd	19,805,660	20.1
144	Os Cal mineral supplements	27,600,050	-11.2	194	Mederma first aid ointments/antiseptics	19,752,100	-7.3
145	Private-label stomach remedy liquid/powder	27,510,530	-6.0	195	Metabolife Ultra weight control candy/tablets	19,712,450	88.4
146	Bausch & Lomb ReNu eye/lens care solutions	27,462,500	-14.8	196	Vicks Sinex nasal spray/drops/inhaler	19,658,460	-2.9
147	Coricidin HBP cold/allergy/sinus tablets/packets	27,392,630	12.1	197	Benefiber laxative/stimulant liq/pwdr/oil	19,636,970	4.6
148	Pediacare cold/allergy/sinus liquid/powder	27,318,890	-6.9	198	AMO Complete Moisture Plus eye/lens care solutions	19,596,280	363.4
149	One-A-Day Weight Smart multivitamins	27,272,710	-25.0	199	Slim Fast Optima weight control/nutrionals liq/pwd	19,556,560	NA
150	Cold Eeze cough/sore throat drop	27,026,350	2.1	200	Bausch & Lomb Ocuville Presr Visn multivitamins	19,416,960	13.3