LINCOLN INTERNATIONAL



Q3
2026

CONSUMER HEALTH

Quarterly Perspective

2026: Q3 in Review and a Deep Dive on a Recent Mega Deal

Q3 2026 marked a meaningful acceleration in consumer health M&A activity, with several high-profile transactions underscoring renewed strategic conviction and increased capital deployment. Strategic buyers demonstrated strong appetite for scaled, differentiated platforms in high-growth wellness categories, while corporate portfolio rationalization created opportunities for financial sponsors to acquire established brands and pursue consolidation strategies.

Acquisition activity increasingly favored premium, science-backed brands with strong consumer loyalty, clinical credibility and defensible market positions, particularly across vitamins, minerals and supplements ("VMS"), preventive health and personalized wellness. A growing divergence emerged between premium, innovation-led platforms attracting significant strategic interest and mature, mainstream brands being divested as larger companies sharpened their portfolio focus. Financial sponsors also remained active in platform acquisitions and corporate carveouts, while interest in specialized manufacturing and vertically integrated supply chains continued to grow.

Evolving consumer purchasing behaviors further shaped acquisition priorities, with increasing emphasis on clinically supported efficacy, ingredient transparency and differentiated formulations. Meanwhile, AI-powered shopping tools are reshaping product discovery and brand consideration, making visibility within AI-generated recommendations an emerging competitive advantage. These trends are elevating the importance of credible product claims, strong digital discoverability and omnichannel distribution capabilities.

Overall, Q3 2026 reflected renewed strategic urgency and growing confidence in consumer health M&A, despite continued valuation discipline and macroeconomic uncertainty. Looking ahead, investment in science-backed wellness, corporate divestitures and sponsor-led consolidation are expected to sustain broader transaction momentum.

On September 1, 2026, Yellow Wood Partners announced it had entered into a definitive agreement to acquire Nestlé's Holistic Health portfolio of mainstream VMS brands for $1.0 billion. The portfolio generated approximately $1.2 billion in 2025 revenue and comprises seven established brands, including Nature's Bounty, Osteo Bi-Flex, Ester-C, Nuun, Gard, Puritan's Pride and Sisu, alongside U.S. private-label operations and dedicated manufacturing, packaging and distribution infrastructure. Nature's Bounty, the second-largest VMS brand in the U.S., anchors the portfolio with 50+ years of heritage and household penetration exceeding 20%.

The acquisition represents Yellow Wood's sixth major corporate carveout and expands its portfolio of established consumer brands into the attractive VMS category. Under Yellow Wood's ownership, Holistic Health will operate as a standalone platform, with opportunities to reinvigorate brand growth, accelerate product innovation and leverage established retailer relationships across high-growth categories including hydration, gut health and immunity. For Nestlé, the divestiture reflects a broader strategic portfolio rationalization, allowing Nestlé to concentrate resources on premium, science-led supplements, including Solgar and Pure Encapsulations.

Acquisition Multiple: ~6.5x portfolio EBITDA of ~$155 million and ~0.8x portfolio sales of ~$1.2 billion

Yellow Wood's acquisition of Holistic Health highlights the opportunity to unlock value from established consumer health brands through focused operational execution, targeted product innovation and renewed investment in brand development, leveraging the portfolio's significant scale, longstanding consumer recognition and extensive retail distribution.

IN THIS ISSUE

- Recent Consumer Health Transactions and Sector Coverage
- Update on Macroeconomic Climate
- Notable Consumer Health Transactions
- VMS and OTC Performance Trends
- Proprietary Lincoln Consumer Health Industry Insights
- Public Company Valuations
- Recent Transactions Valuations
- Top VMS & OTC Brand Insights

Significant Development in VMS

Yellow Wood PARTNERS

has acquired

Ester-C THE BETTER VITAMIN C · IBgard · THE NATURE'S BOUNTY CO. · SISU · Osteo Bi-Flex JOINT HEALTH · nuun · Puritan's Pride nourish what's inside

$1.0B

LINCOLN INTERNATIONAL

Recent Lincoln International Consumer Health Transactions

a portfolio company of
PAI
has sold
EMBELIA
to
PACK
a portfolio company of
MML

Sell-Side

Undisclosed Sale of a VMS CDMO

Sell-Side

GRANT AVENUE
has acquired
21ST CENTURY

Acquisition Financing

carbyne
has acquired the nutraceutical ingredients business
SUANNUTRA
from
SUANFARMA
a porfolio company of
ARCHIMED

Buy-Side

wellbeam
has sold
Penetrex
to
CARLIN CONSUMER HEALTH

Sell-Side

SPC
SWANDER PACE CAPITAL
has sold
Reliance
EXCELLENCE IS IN OUR NATURE
to
IMPETUS WELLNESS GROUP
AEA

Sell-Side

Tengram Capital Partners
has sold
HRB BRANDS
to
SODALIS GROUP

Sell-Side

NAVÄGE NASAL CARE
has been sold to
French Transit, Ltd.
Products you love. Safety you can trust.
a portfolio company of
JUGGERNAUT CAPITAL PARTNERS

Sell-Side

Victus
has been sold to
Megalabs

Sell-Side

LAKEVIEW EQUITY PARTNERS LLC
has sold
UASLabs
The Probiotic Company
to
CHR. HANSEN

Sell-Side

Lincoln's Broad Coverage Across Consumer Health Industry Segments and Channels

Branded Products Segments

- **VMS**
- **OTC Drugs**
- **Nutrition & Wellness**
- **Personal Care & Beauty**
- **Medical Nutrition**
- **Health Products Sold OTC** (Non-Consumables)

Channels

- **E-commerce / DTC / Retail Channels**
- **Professional / Practitioner**

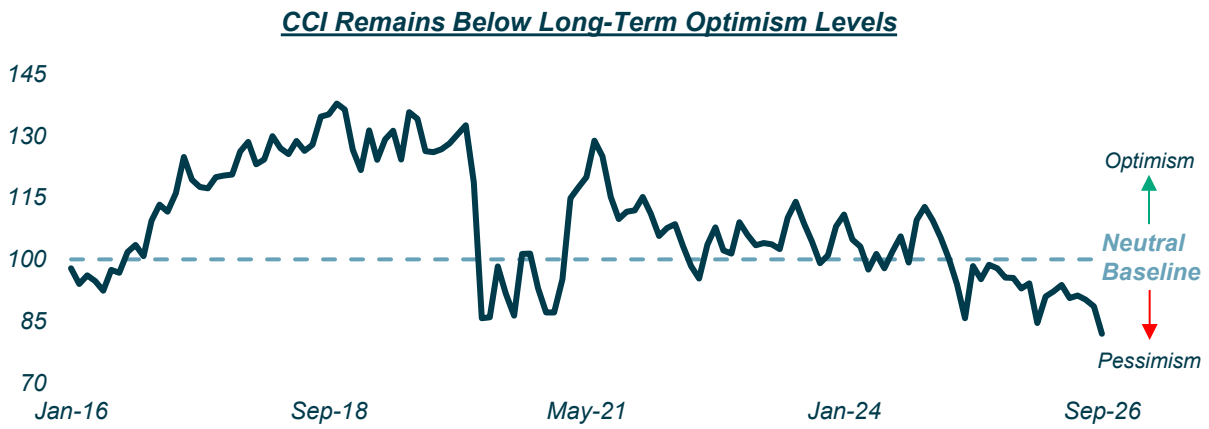
Support Services

- **CMOs** (Contract Manufacturing Organizations)
- **CDMOs** (Contract Development & Manufacturing Organizations)
- **Service Providers** (e.g., Lab Testing Businesses)

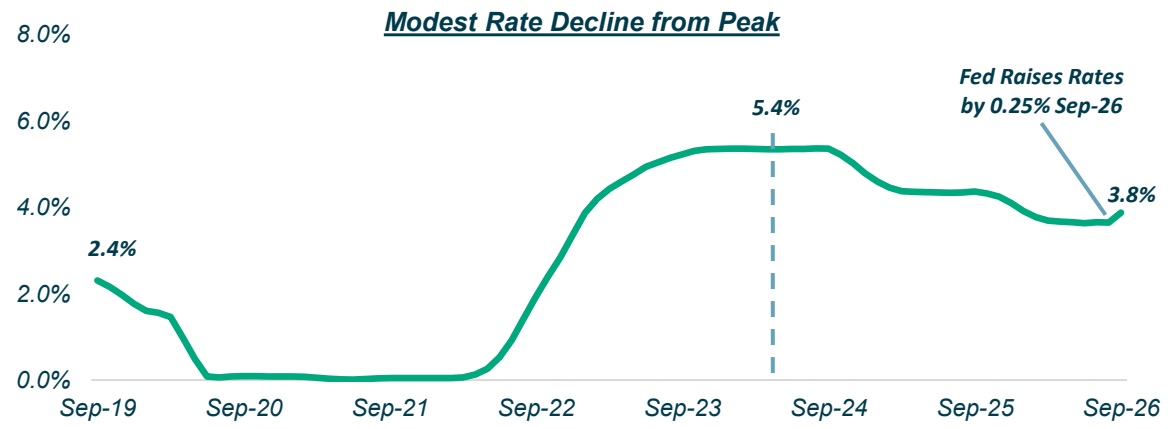
Ingredient Businesses

Update on Macroeconomic Climate

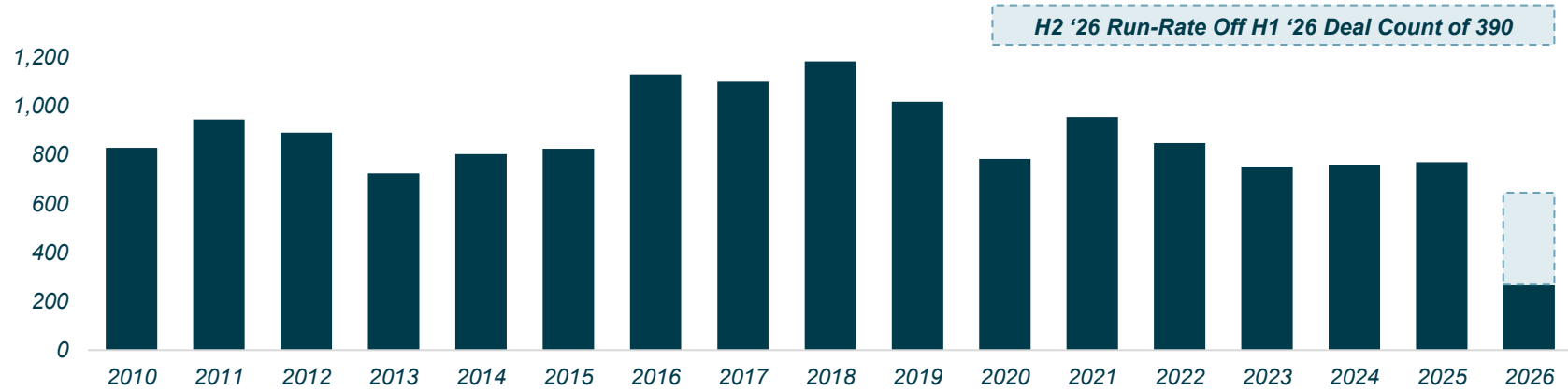
CONSUMER CONFIDENCE INDEX (CCI)[1]



3-MONTH SOFR RATE[2]



CONSUMER SECTOR M&A DEAL COUNT[3]



- Consumer M&A activity remains below historical peaks, with 2026 deal volumes tracking broadly in line with 2025. While activity has shown signs of stabilization, the recovery remains uneven amid macroeconomic uncertainty and valuation gaps
- Buyer appetite for high-quality consumer assets remains resilient, particularly for businesses demonstrating durable growth, strong margins and differentiated positioning. However, heightened selectivity and scrutiny of earnings quality and downside protection continue to drive disciplined valuations and extended diligence processes

1. S&P CapIQ.
2. Federal Reserve Bank of St. Louis.
3. Mergermarket.

Notable Consumer Health Transactions

Continued consumer health M&A activity through Q3 2026 reflects sustained strategic appetite and a growing focus on higher-growth categories

TOWERBROOK PARTNERS WITH RAEL (WOMEN'S HEALTH)

August 2026

TowerBrook's partnership with Rael provides growth capital behind a differentiated women's wellness platform with strong brand equity among younger consumers. Rael has successfully expanded beyond organic period care into adjacent intimate care, skincare and hormonal wellness categories, increasing its addressable market and customer lifetime value. TowerBrook will help accelerate omnichannel distribution, product innovation and international expansion, positioning Rael to scale into a broader global women's health brand.

Rael TOWERBROOK

ESSITY ACQUIRES KENVUE'S FEMININE CARE BUSINESS IN BRAZIL (WOMEN'S HEALTH)

August 2026

Essity's acquisition of Kenvue's feminine care business in Brazil adds a portfolio of recognized feminine care brands with established consumer loyalty and retail distribution. The combination provides greater category scale and a broader offering across price points and product formats, while creating opportunities to leverage Essity's commercial capabilities and local infrastructure. Strategically, the transaction deepens Essity's exposure to an attractive, underpenetrated market.

kenvue essity

BAIN CAPITAL TO ACQUIRE VITABIOTICS (BRANDED VMS)

July 2026

Bain Capital's acquisition of Vitabiotics creates a platform for international growth in branded vitamins, minerals and supplements. Brands including Pregnacare, Perfectil and Wellman combine consumer trust with healthcare professional credibility. The transaction includes Meyer Organics in India and operations in Africa. Bain Capital's Asia team and global resources will support innovation, e-commerce and international distribution, with growth focused on markets including India, Middle East and North Africa and China.

VITABIOTICS BainCapital

KIRIN ACQUIRES JAMIESON WELLNESS (BRANDED VMS)

August 2026

Jamieson gives Kirin immediate scale and credibility in North American consumer health, accelerating Kirin's strategic shift toward higher-growth Health Science businesses. Jamieson's trusted positioning, broad retail presence and international distribution complement Kirin's existing Blackmores and FANCL platforms. Together, the businesses create a more diversified global vitamins, minerals and supplements portfolio with opportunities to share innovation, distribution and market access, while reducing Kirin's reliance on beverage operations.

JAMIESON wellness inc. KIRIN

FRONTENAC ACQUIRES NUTRISCIENCE (NUTRACEUTICALS)

July 2026

NutriScience fits Frontenac's focus on differentiated, high-growth healthcare and consumer platforms by combining science-backed ingredients with strong customer relationships and attractive category exposure. Its proprietary portfolio benefits from demand for clinically supported solutions across healthy aging, cognition, immunity and metabolic health. Frontenac can help professionalize commercialization, accelerate new product launches and pursue complementary acquisitions, creating a broader branded ingredients platform.

NutriScience Ingredients Matter. Frontenac

VITAMIN WELL MERGES WITH EMPWR NUTRITION (VMS)

July 2026

The combination brings together Vitamin Well's fast-growing consumer brands with EMPWR's product development and manufacturing capabilities, creating a more integrated functional nutrition platform. Securing greater control over innovation, capacity and supply should support Barebells and other brands as they scale internationally, while EMPWR benefits from stronger demand visibility and commercial reach. The combination also improves supply-chain responsiveness across Europe and North America from a larger operating base.

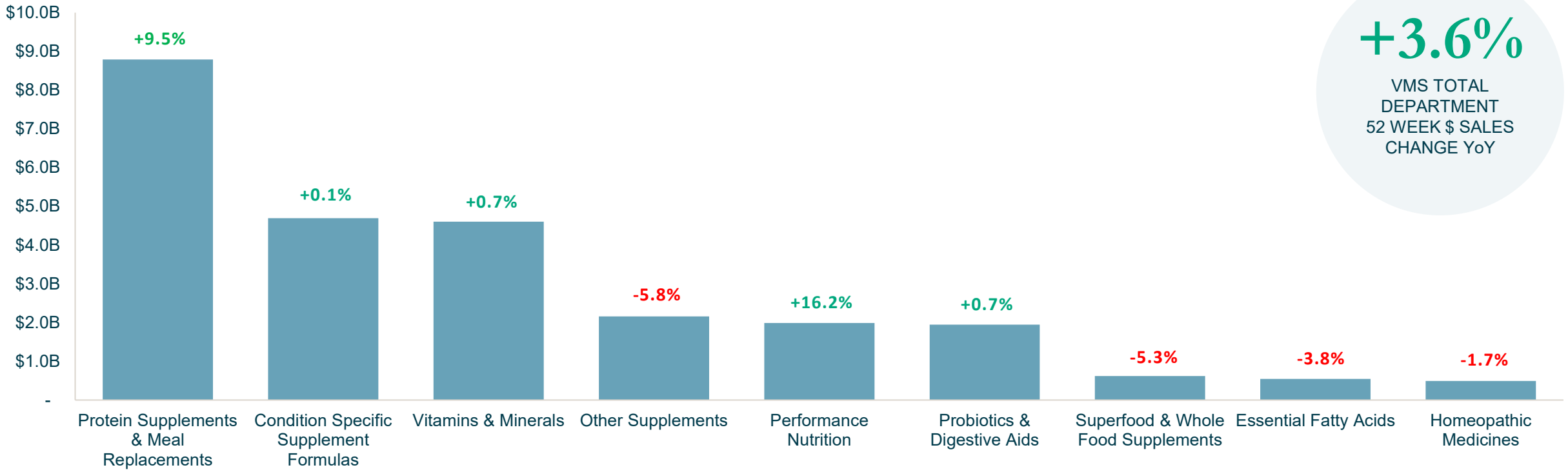
EMPWR VITAMIN WELL

Sources: Company information, PRNewswire, GlobeNewswire.

Performance Trends Across Leading VMS Categories

Consumers are increasingly prioritizing functional, outcomes-driven nutrition, fueling outsized growth in protein supplements and performance nutrition while traditional VMS categories experience more modest growth or declines

VITAMINS & SUPPLEMENTS BY CATEGORY: DOLLAR SALES, DOLLAR % CHANGE YoY



+3.6%

VMS TOTAL DEPARTMENT 52 WEEK $ SALES CHANGE YoY

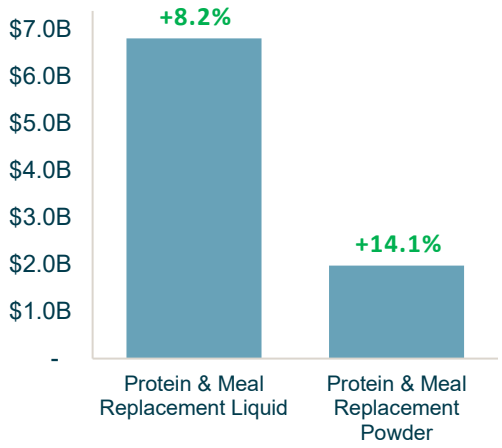
% Change in Units, YoY								
+14.1%	-2.8%	-1.6%	-8.3%	+11.7%	-0.4%	-5.3%	-4.9%	-2.9%

Sources: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

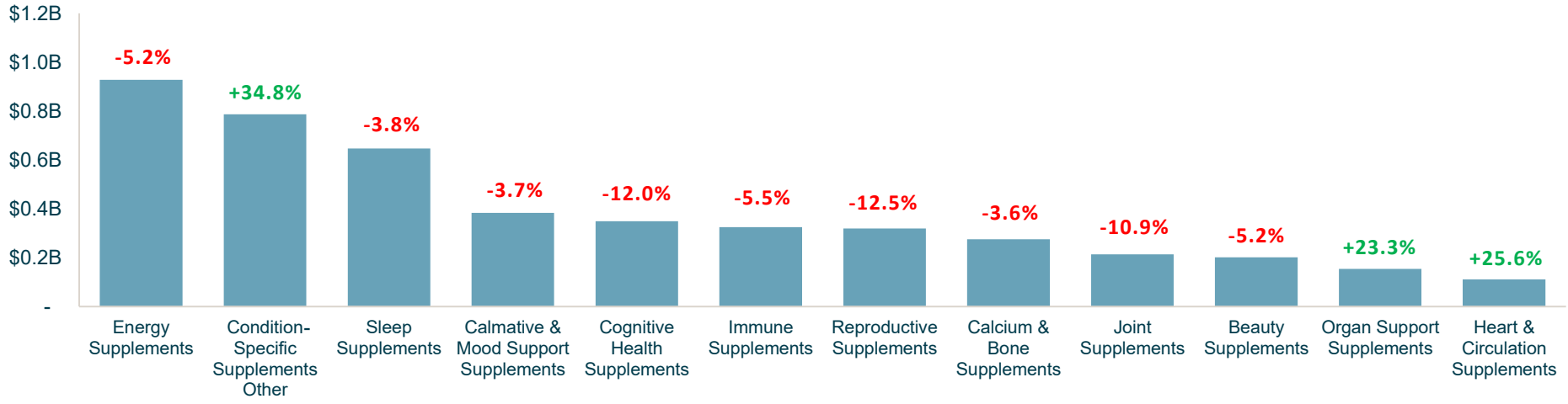
Performance Trends Across Leading VMS Subcategories

Vitamins & Supplements By Subcategory: Dollar Sales, Dollar % Change YoY

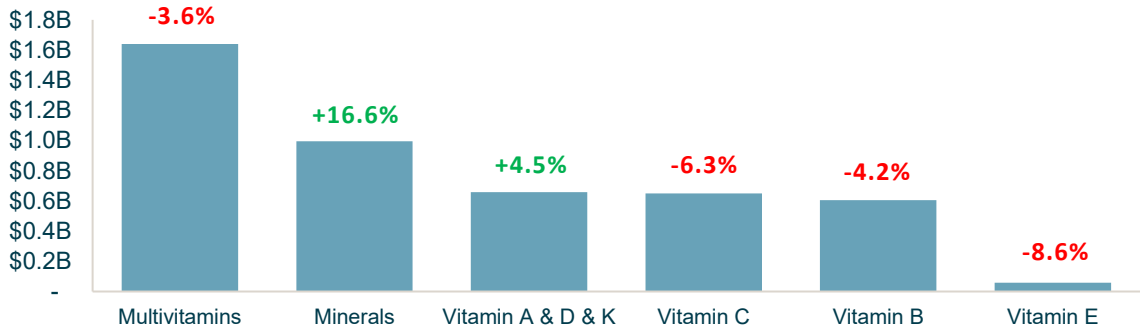
PROTEIN SUPPLEMENTS & MEAL REPLACEMENTS



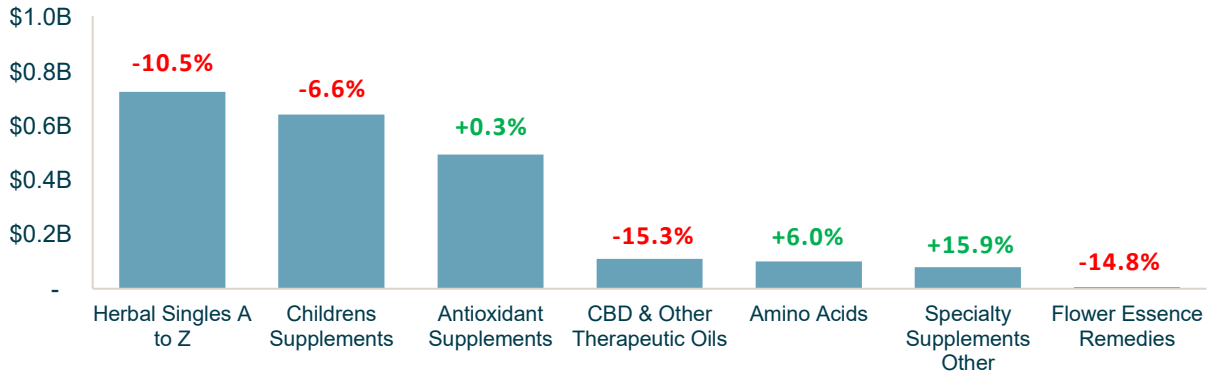
CONDITION-SPECIFIC SUPPLEMENT FORMULAS



VITAMINS & MINERALS



OTHER SUPPLEMENTS

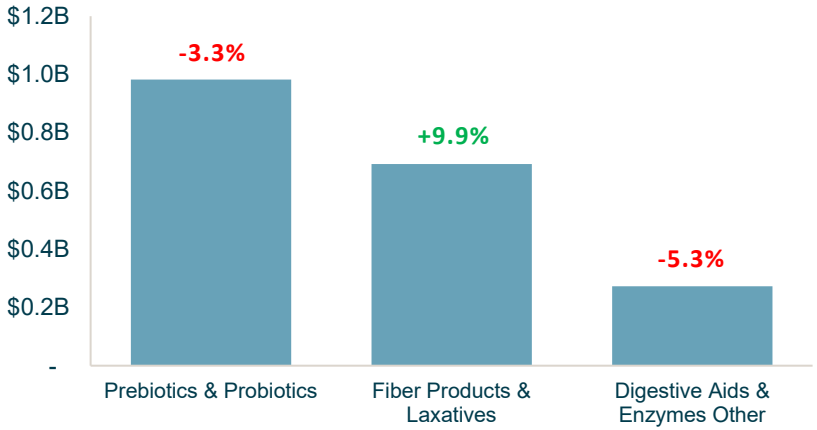


Sources: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

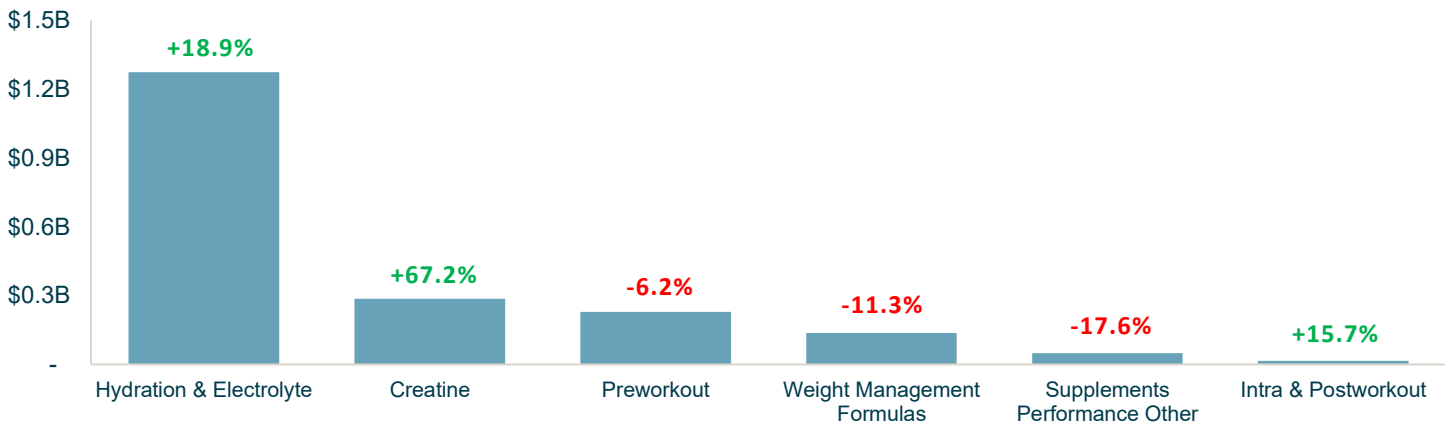
Performance Trends Across Leading VMS Subcategories (cont.)

Vitamins & Supplements By Subcategory: Dollar Sales, Dollar % Change YoY

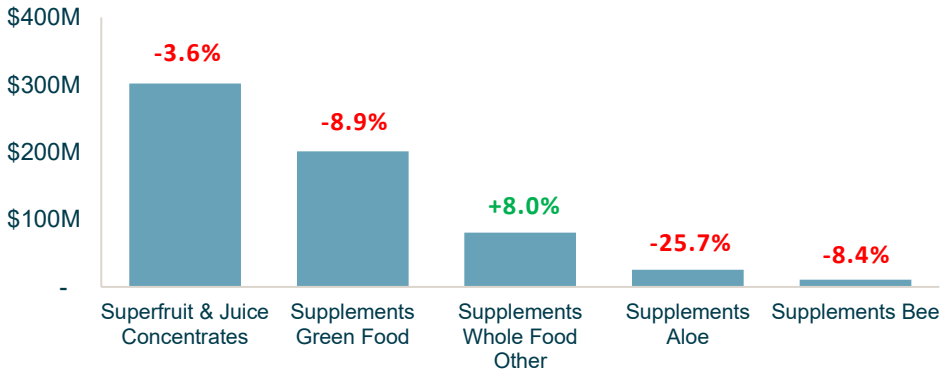
PROBIOTICS & DIGESTIVE AIDS



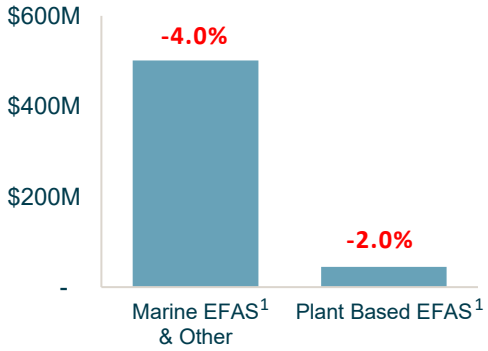
PERFORMANCE NUTRITION



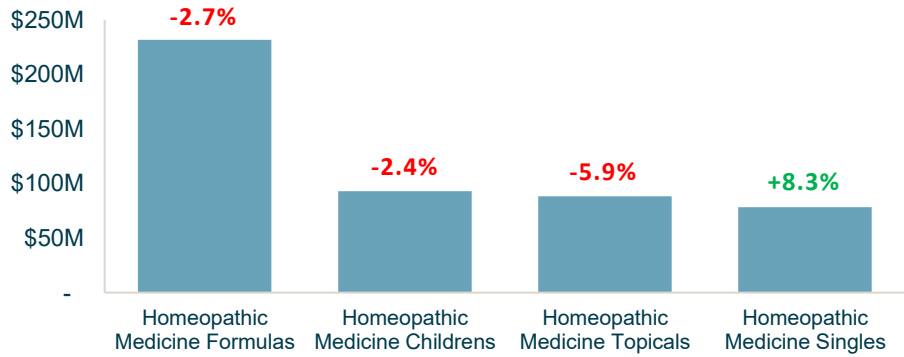
SUPERFOOD & WHOLE FOOD SUPPLEMENTS



ESSENTIAL FATTY ACIDS



HOMEOPATHIC MEDICINES

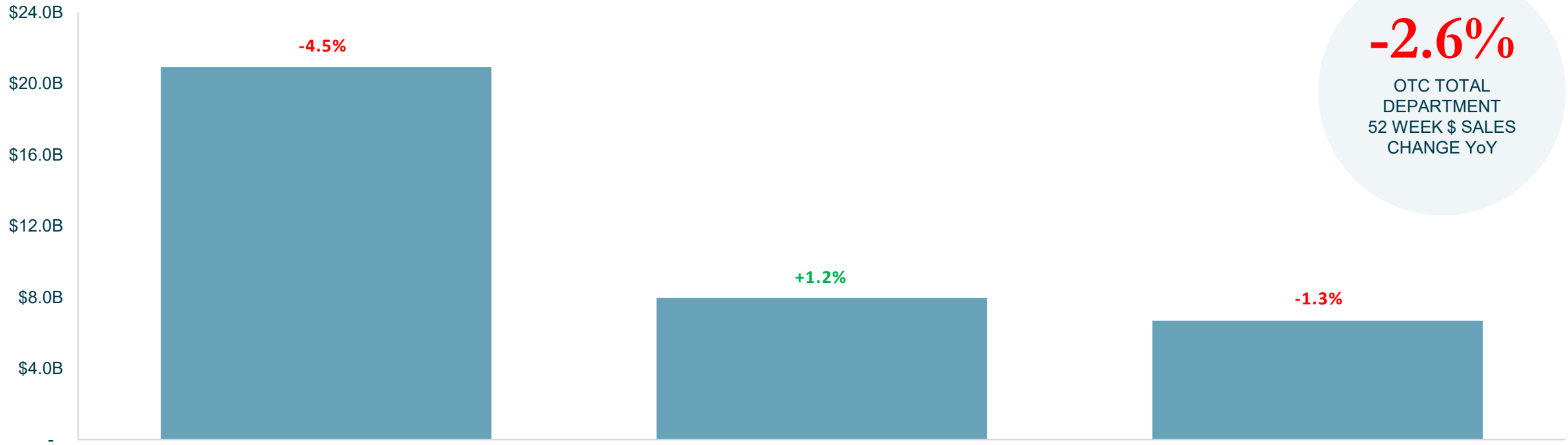


Sources: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.
1. EFAS = Essential fatty acids.

Performance Trends Across Leading OTC Categories

Over-the-counter (OTC) remains pressured as consumers increasingly prioritize value and more targeted self-care solutions, with declines in internal medicines driving broader category contraction while topical treatments demonstrate relative resilience

OTC BY CATEGORY: DOLLAR SALES, DOLLAR % CHANGE YoY



-2.6%

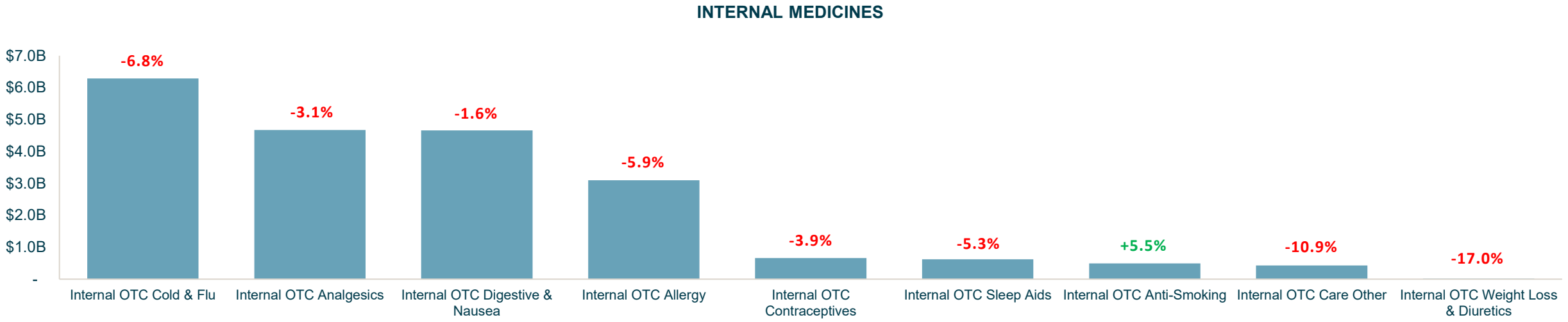
OTC TOTAL DEPARTMENT 52 WEEK $ SALES CHANGE YoY

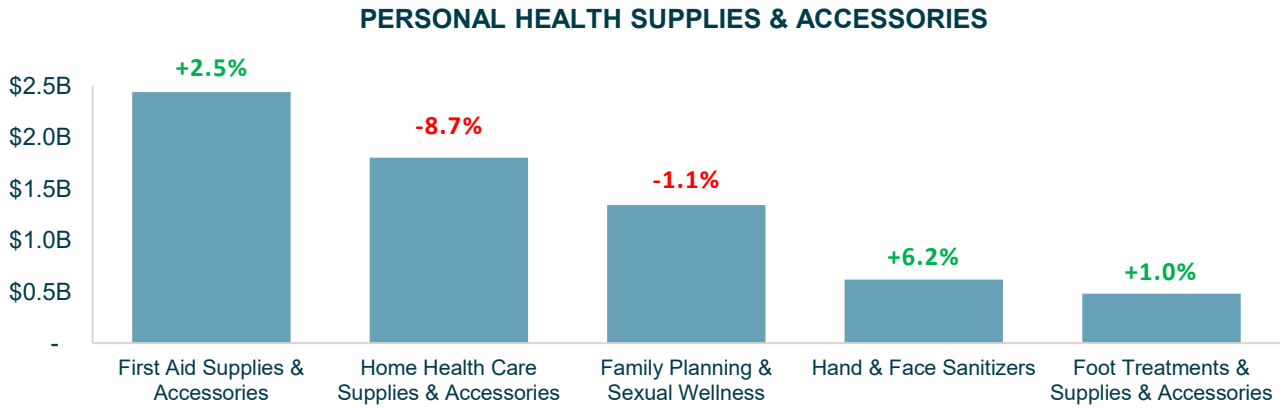
	% Change in Units, YoY	
-4.6%	-0.4%	-0.9%

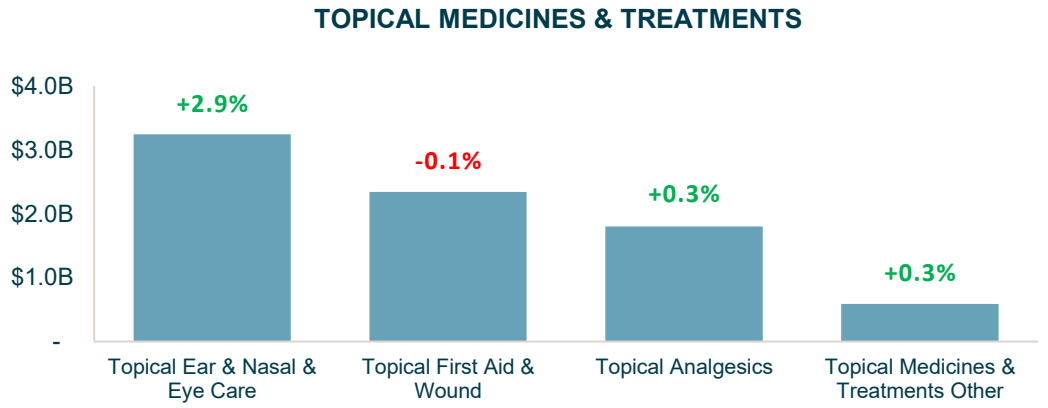
Sources: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: OTC, 52 Weeks Ending 10/4/26.

Performance Trends Across Leading OTC Subcategories

OTC By Subcategory: Dollar Sales, Dollar % Change YoY

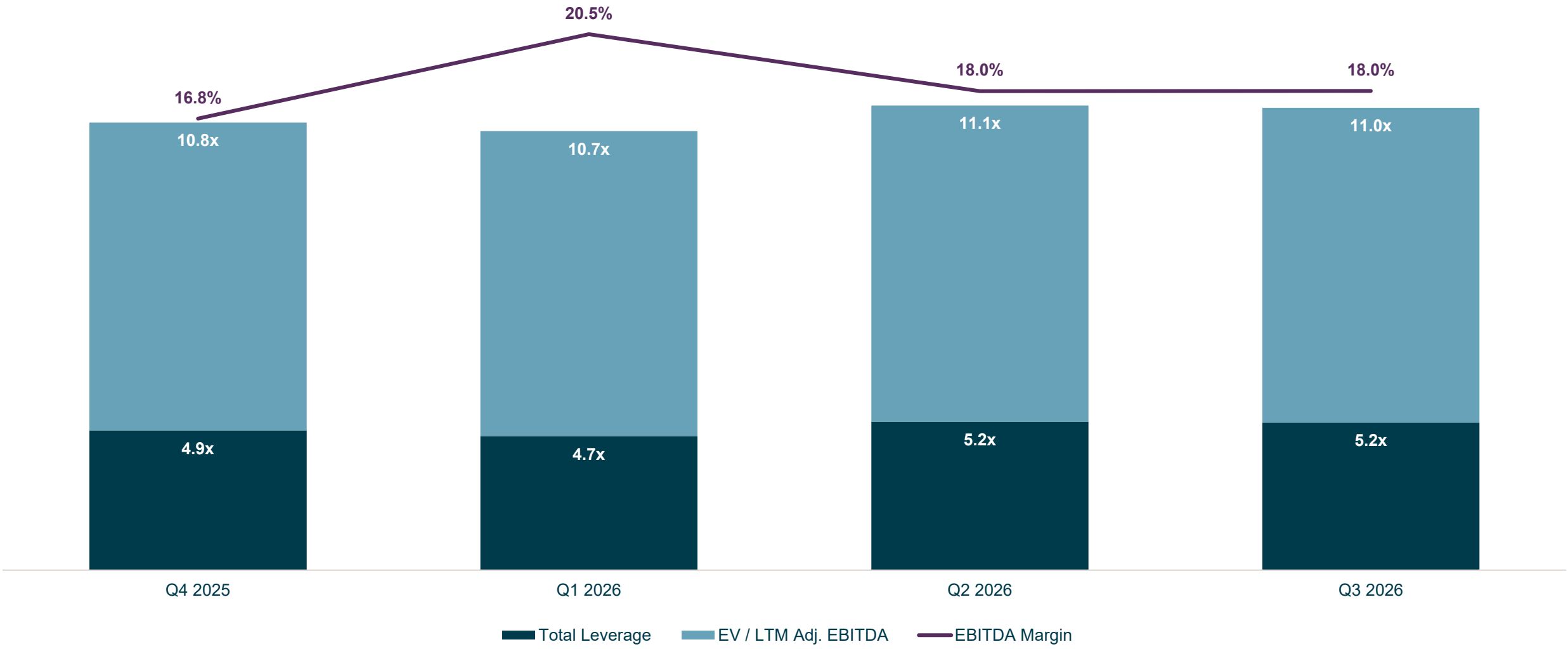






Sources: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: OTC, 52 Weeks Ending 10/4/26.

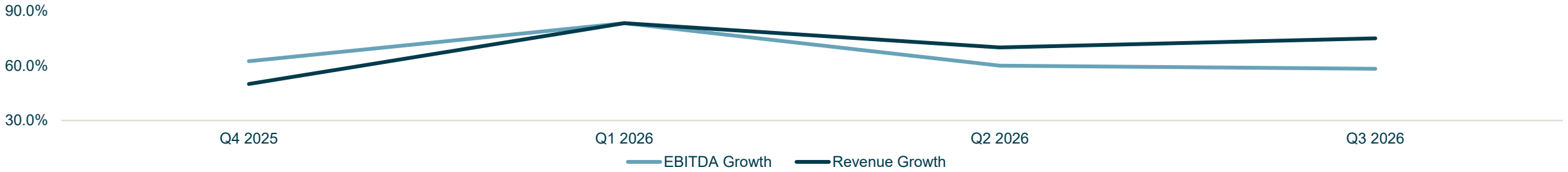
Lincoln's Proprietary Private Market Database: Insights into the Latest Consumer Health Leverage and Valuation Levels



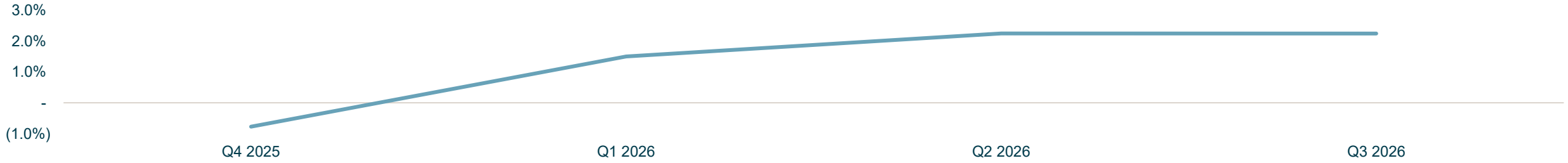
Source: Lincoln VOG Proprietary Private Market Database – Private Capital Market Vitamins, Minerals and Supplements Performance Index.

Lincoln's Proprietary Private Market Database: Insights into the Consumer Health Industry's Performance

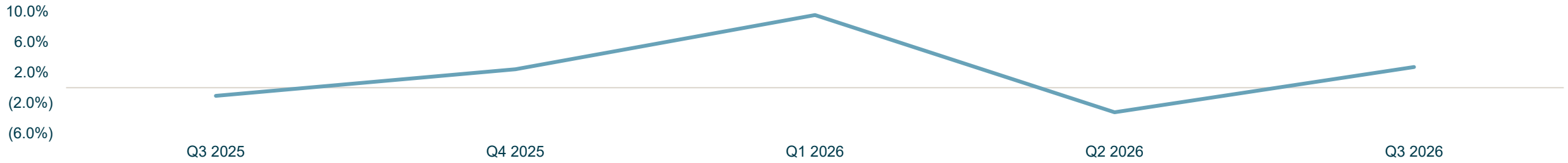
PERCENTAGE OF CONSUMER HEALTH COMPANIES GENERATING GROWTH



CONSUMER HEALTH INDUSTRY REVENUE GROWTH (YoY) – INCLUDES ORGANIC AND M&A GROWTH



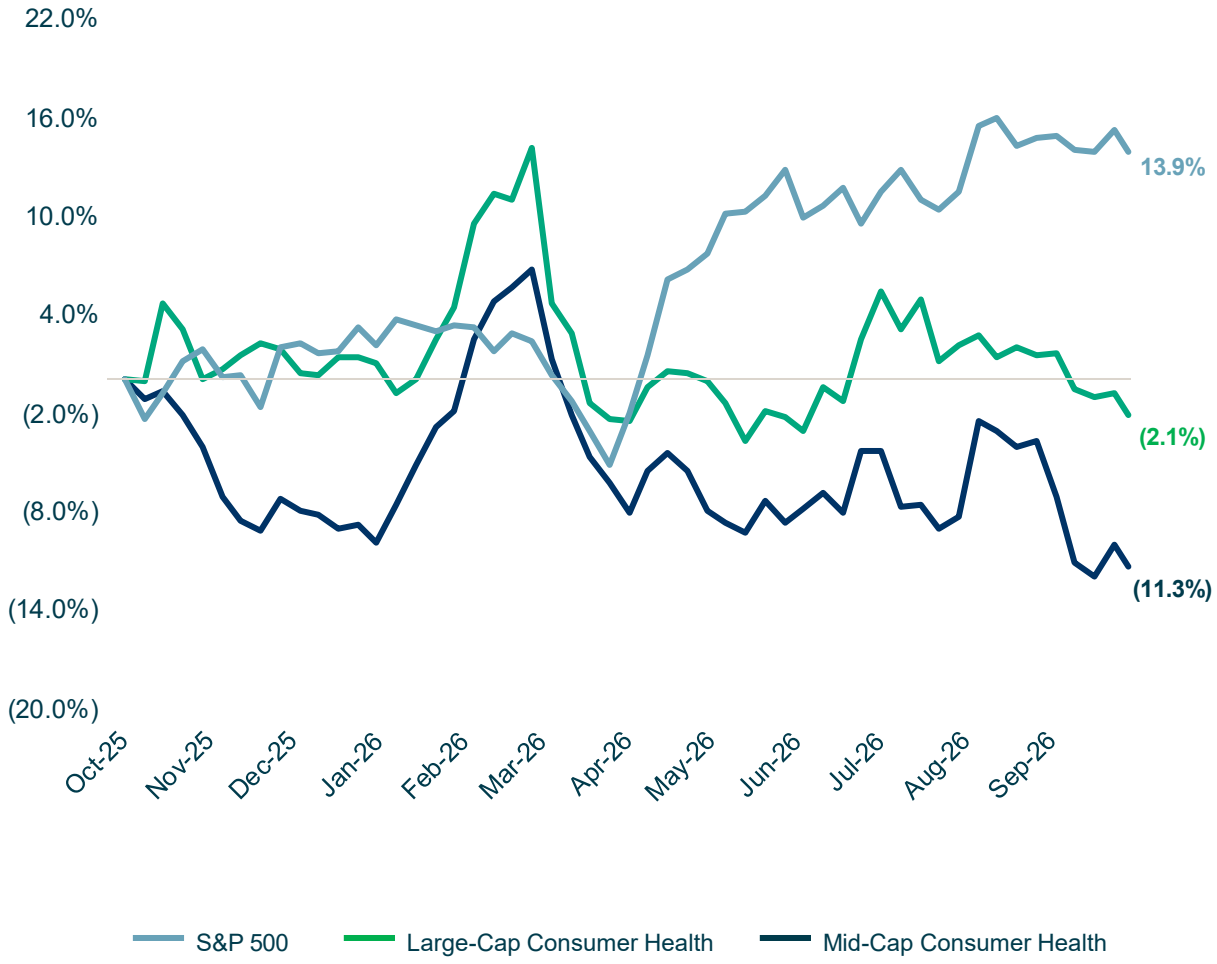
CONSUMER HEALTH INDUSTRY EBITDA GROWTH



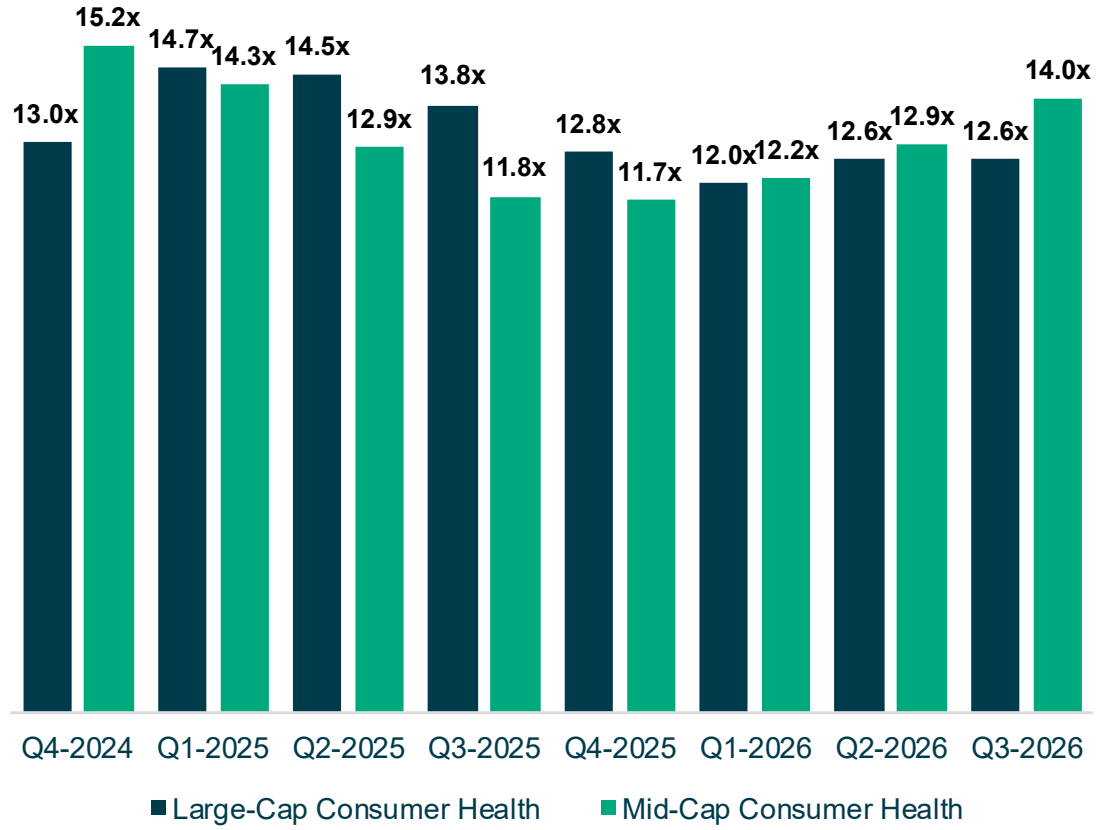
Source: Lincoln VOG Proprietary Private Market Database – Private Capital Market Vitamins, Minerals and Supplements Performance Index.

Consumer Health Valuations

LAST 12 MONTH RELATIVE STOCK PRICE PERFORMANCE[1]

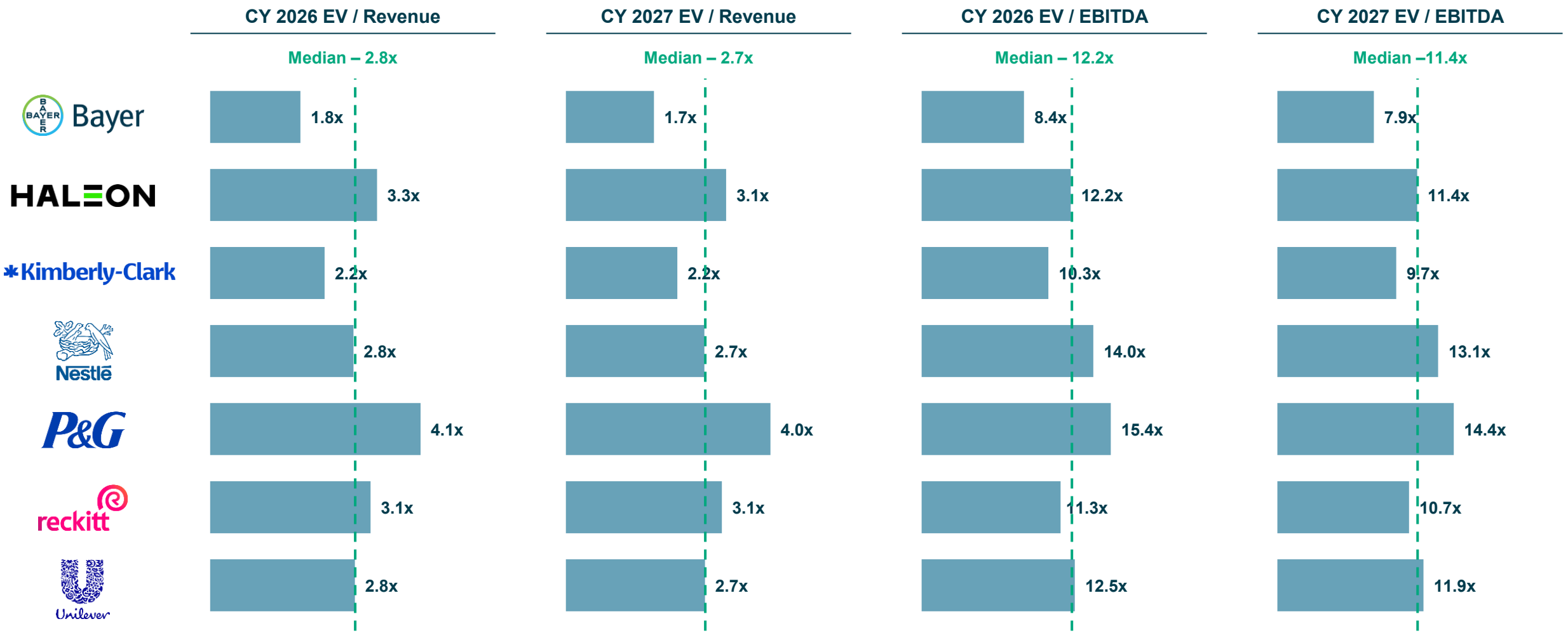


HISTORICAL ENTERPRISE VALUE / EBITDA VALUATION PERFORMANCE[1]



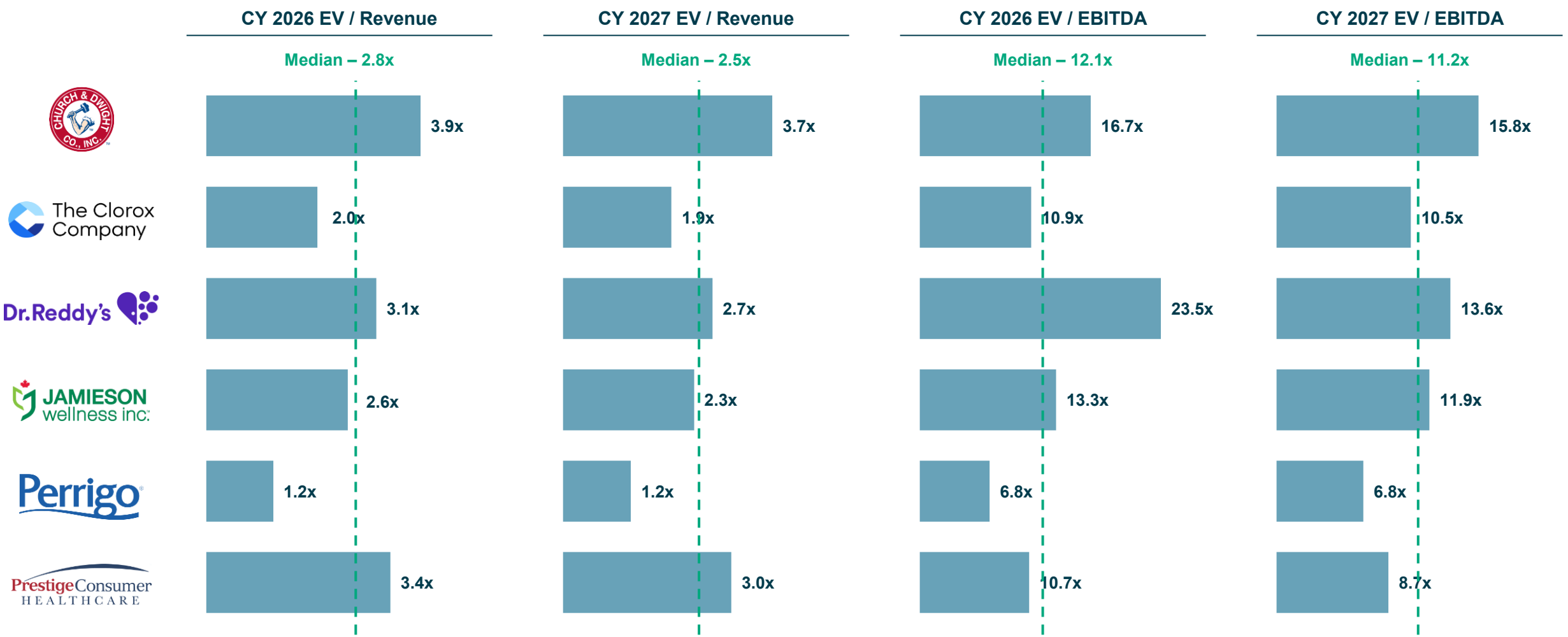
Sources: Lincoln proprietary data, S&P CapIQ as of 9/30/2026.
1. Large-Cap and Mid-Cap Consumer Health include the publicly traded companies listed on pages 15-16.

Consumer Health Valuation Metrics: Large-Cap



Source: S&P CapIQ as of 9/30/2026.

Consumer Health Valuation Metrics: Mid-Cap

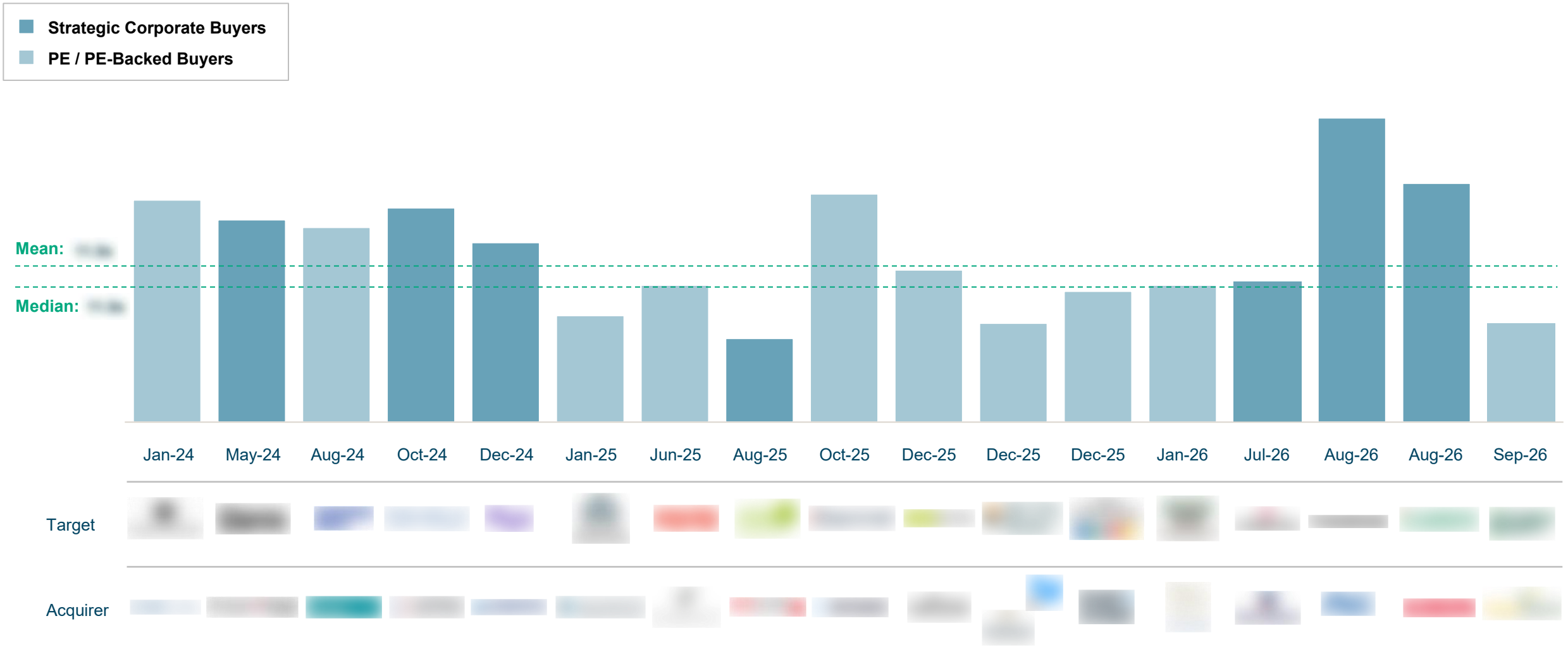


Source: S&P CapIQ as of 9/30/2026.

Recent Branded VMS Transactions

To view the full transactions list, please contact GFerguson@lincolninternational.com

Selected recent relevant branded VMS transactions (TEV / EBITDA)

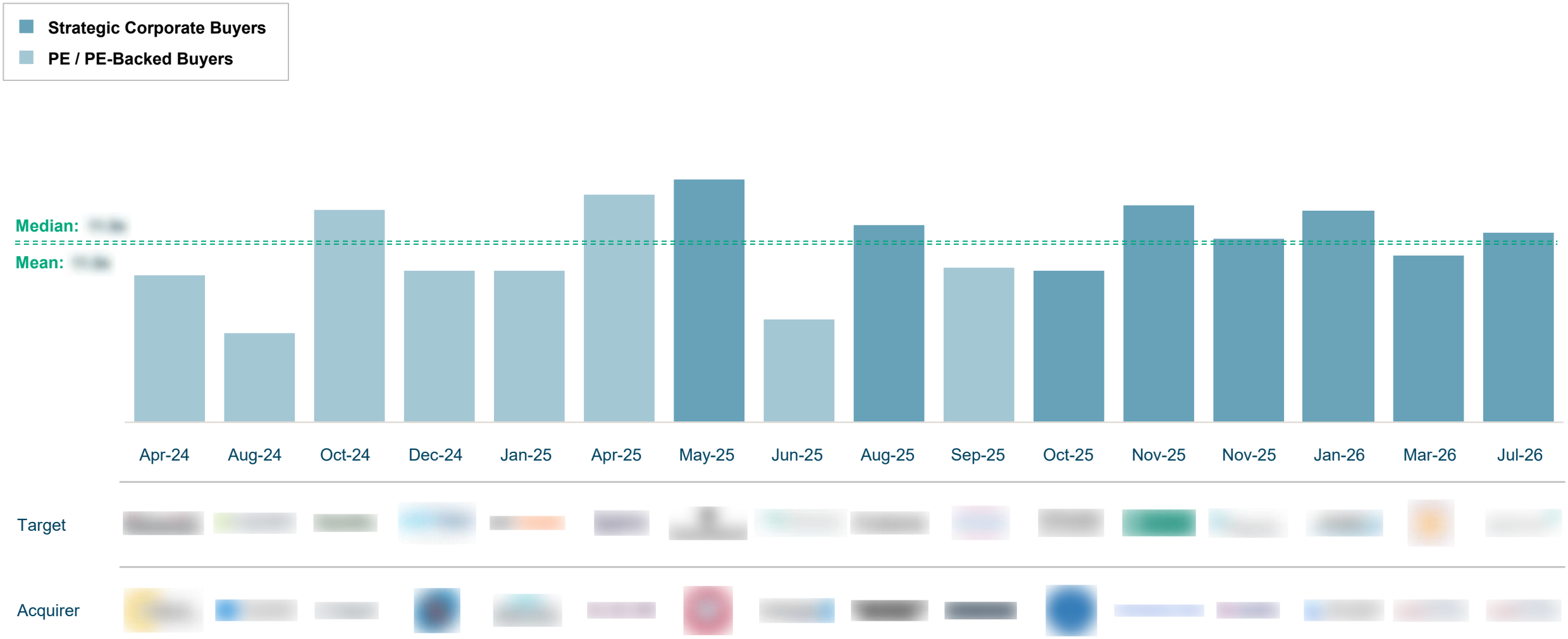


Sources: Lincoln International proprietary research, company filings, press news.

Recent Branded OTC Transactions

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Selected recent relevant branded VMS transactions (TEV / EBITDA)

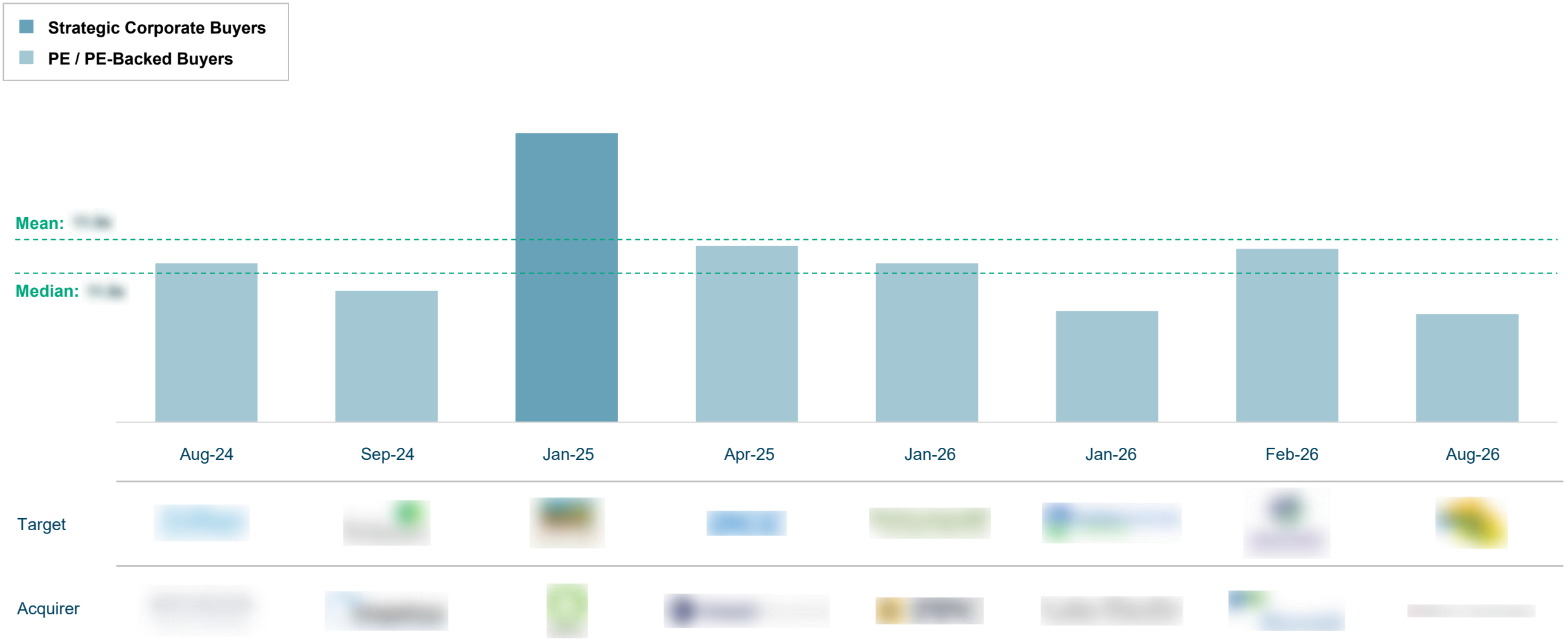


Sources: Lincoln International proprietary research, company filings, press news.

Recent Contract Manufacturer Transactions

To view the full transactions list, please contact GFerguson@lincolninternational.com

Selected recent relevant branded VMS transactions (TEV / EBITDA)



Sources: Lincoln International proprietary research, company filings, press news.

Top VMS Brand Insights

PROTEIN SUPPLEMENTS & MEAL REPLACEMENTS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Premier Protein**	**$1,493.2M**	**+4.9%**	**+10.4%**	**17.0%**	**78.1%**
2	Core Power	$1,415.4M	+13.0%	+7.5%	16.1%	89.5%
3	Ensure	$777.7M	-6.1%	+1.7%	8.8%	80.7%
4	Boost	$409.8M	-4.1%	-3.9%	4.7%	79.5%
5	Fairlife	$387.3M	+9.6%	-1.2%	4.4%	6.7%

CONDITION SPECIFIC SUPPLEMENT FORMULAS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**5-Hour Energy**	**$645.6M**	**-7.6%**	**-8.9%**	**13.8%**	**90.9%**
2	Natrol	$210.4M	-4.4%	-8.3%	4.5%	73.8%
3	Prevagen	$196.4M	-16.8%	-17.6%	4.2%	46.6%
4	Olly	$192.7M	-10.9%	-7.5%	4.1%	57.4%
5	Botanic Tonics	$175.6M	-2.0%	-4.7%	3.7%	1.6%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top VMS Brand Insights (cont.)

VITAMINS & MINERALS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Nature Made**	**$1,125.9M**	**+9.0%**	**+8.5%**	**24.4%**	**74.5%**
2	Nature's Bounty	$378.0M	+16.6%	+14.6%	8.2%	53.8%
3	Centrum	$262.9M	-0.8%	-0.1%	5.7%	78.3%
4	Emergen-C	$258.9M	-5.9%	-5.0%	5.6%	79.8%
5	One A Day	$224.8M	-13.6%	-11.7%	4.9%	77.3%

OTHER SUPPLEMENTS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Bausch & Lomb**	**$124.9M**	**-8.4%**	**-7.8%**	**5.8%**	**57.6%**
2	Qunol	$118.3M	-5.9%	-6.5%	5.5%	48.6%
3	Nature's Bounty	$104.5M	+6.5%	+9.0%	4.8%	36.3%
4	Olly	$104.2M	-8.5%	-7.2%	4.8%	64.8%
5	Nature Made	$102.9M	+0.3%	-2.3%	4.8%	29.2%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top VMS Brand Insights (cont.)

PROBIOTICS & DIGESTIVE AIDS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Metagenics**	**$359.5M**	**+11.4%**	**+7.1%**	**18.5%**	**77.1%**
2	Align	$121.4M	-0.7%	-0.5%	6.2%	61.9%
3	Garden of Life	$98.7M	-7.5%	-4.8%	5.1%	52.2%
4	Culturelle	$82.8M	-4.7%	-4.3%	4.3%	59.2%
5	Benefiber	$68.1M	+3.2%	+6.4%	3.5%	55.9%

PERFORMANCE NUTRITION

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Liquid I.V.**	**$676.7M**	**+4.7%**	**+6.8%**	**34.0%**	**83.9%**
2	LMNT	$132.9M	+185.8%	+160.1%	6.7%	31.4%
3	Propel	$117.9M	-13.1%	-23.0%	5.9%	66.1%
4	Optimum Nutrition	$79.0M	+50.9%	+62.8%	4.0%	37.9%
5	Bucked Up	$76.2M	+21.4%	+21.7%	3.8%	35.1%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top VMS Brand Insights (cont.)

SUPERFOOD & WHOLE FOOD SUPPLEMENTS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Force Factor**	**$111.6M**	**+4.0%**	**+0.2%**	**18.0%**	**46.6%**
2	Grüns	$66.9M	+341.1%	+389.5%	10.8%	36.6%
3	Goli Nutrition	$42.7M	-0.9%	-3.5%	6.9%	46.4%
4	Bloom	$41.0M	-45.6%	-33.9%	6.6%	41.3%
5	AZO	$38.7M	-12.6%	-14.0%	6.2%	51.1%

ESSENTIAL FATTY ACIDS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Nature Made**	**$184.9M**	**+1.7%**	**+2.8%**	**33.9%**	**69.3%**
2	Nordic Naturals	$73.6M	+12.3%	+9.4%	13.5%	50.8%
3	Nature's Bounty	$38.5M	-8.9%	-15.3%	7.1%	18.6%
4	Schiff	$18.6M	-12.5%	-11.9%	3.4%	29.6%
5	Carlson	$12.6M	-2.0%	-9.9%	2.3%	40.7%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top VMS Brand Insights (cont.)

HOMEOPATHIC MEDICINES

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Boiron**	**$155.9M**	**+10.7%**	**+6.6%**	**31.8%**	**42.0%**
2	Hyland's Naturals	$115.9M	-7.3%	-7.8%	23.6%	50.1%
3	Zicam	$100.3M	-6.0%	-3.5%	20.4%	64.5%
4	MagniLife	$14.0M	+10.9%	+2.9%	2.8%	18.6%
5	Theraworx Relief	$13.2M	-13.7%	-13.9%	2.7%	24.6%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top VMS Brand Insights (cont.)

BIGGEST MOVERS – FASTEST-GROWING BRANDS ACROSS ALL CATEGORIES

Rank	Brand	Category	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*
1	**Grüns**	**Superfood & Whole Food Supplements**	**$66.9M**	**+341.1%**	**+389.5%**
2	LMNT	Performance Nutrition	$132.9M	+185.8%	+160.1%
3	Optimum Nutrition	Performance Nutrition	$79.0M	+50.9%	+62.8%
4	Bucked Up	Performance Nutrition	$76.2M	+21.4%	+21.7%
5	Nature's Bounty	Vitamins & Minerals	$378.0M	+16.6%	+14.6%
6	Core Power	Protein Supplements & Meal Replacements	$1,415.4M	+13.0%	+7.5%
7	Nordic Naturals	Essential Fatty Acids	$73.6M	+12.3%	+9.4%
8	Metagenics	Probiotics & Digestive Aids	$359.5M	+11.4%	+7.1%
9	MagniLife	Homeopathic Medicines	$14.0M	+10.9%	+2.9%
10	Boiron	Homeopathic Medicines	$155.9M	+10.7%	+6.6%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: Vitamins & Supplements, 52 Weeks Ending 10/4/26.

Top OTC Brand Insights

INTERNAL MEDICINES

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Vicks**	**$1,474.3M**	**-1.1%**	**-5.0%**	**7.0%**	**89.4%**
2	Tylenol	$1,324.4M	-3.4%	-2.6%	6.3%	88.8%
3	Mucinex	$1,007.3M	-11.4%	-12.2%	4.8%	82.8%
4	Advil	$696.5M	-3.3%	-3.2%	3.3%	84.8%
5	Zyrtec	$601.8M	+1.3%	+1.7%	2.9%	81.2%

TOPICAL MEDICINES & TREATMENTS

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Alcon**	**$645.6M**	**+1.1%**	**0.0%**	**8.1%**	**81.5%**
2	Bausch & Lomb	$435.0M	+8.6%	+10.7%	5.5%	81.1%
3	Refresh	$331.4M	+6.6%	+8.1%	4.2%	75.5%
4	Vicks	$287.0M	+0.3%	-3.3%	3.6%	65.3%
5	Aquaphor	$243.9M	+4.4%	+3.9%	3.1%	73.5%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: OTC, 52 Weeks Ending 10/4/26.

Top OTC Brand Insights (cont.)

PERSONAL HEALTH SUPPLIES & ACCESSORIES

Rank	Brand	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*	Category Share	Avg. % ACV
1	**Band-Aid**	**$419.6M**	**+6.1%**	**+0.5%**	**6.3%**	**86.3%**
2	Trojan	$389.7M	-1.1%	-6.4%	5.8%	80.0%
3	Clearblue	$180.0M	-1.0%	-0.1%	2.7%	66.3%
4	Purell	$126.2M	+0.1%	-3.9%	1.9%	75.6%
5	Flowflex	$107.8M	-17.0%	-27.8%	1.6%	48.8%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: OTC, 52 Weeks Ending 10/4/26.

Top OTC Brand Insights (cont.)

BIGGEST MOVERS – FASTEST-GROWING BRANDS ACROSS ALL CATEGORIES

Rank	Brand	Category	L52W Sales	$ Growth *(YoY)*	Unit Growth *(YoY)*
1	**Bausch & Lomb**	**Topical Medicines & Treatments**	**$435.0M**	**+8.6%**	**+10.7%**
2	Refresh	Topical Medicines & Treatments	$331.4M	+6.6%	+8.1%
3	Band-Aid	Personal Health Supplies & Accessories	$419.6M	+6.1%	+0.5%
4	Aquaphor	Topical Medicines & Treatments	$243.9M	+4.4%	+3.9%
5	Zyrtec	Internal Medicines	$601.8M	+1.3%	+1.7%
6	Alcon	Topical Medicines & Treatments	$645.6M	+1.1%	0.0%
7	Vicks	Topical Medicines & Treatments	$287.0M	+0.3%	-3.3%
8	Purell	Personal Health Supplies & Accessories	$126.2M	+0.1%	-3.9%

Source: SPINS Natural Channel, Convenience & Multi-Outlet (MULO) (Powered by Circana); Dept: OTC, 52 Weeks Ending 10/4/26.

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