

Helping Patrons' Journey To Better Health



Berry

The Defense Commissary Agency (DeCA) continues to play an important role in encouraging sustainable healthy lifestyles among the military community. That effort, said Janet Berry — one of the agency's two buyers between whom Health and Beauty Care (HBC) category duties are divided — involves several promotions tied to healthy eating initiatives, as well as working alongside programs such as the Healthy Base Initiative (HBI) and Operation Live Well, which are designed to improve the health and wellness of servicemembers and their families.

“As part of that community, we are personally charged with serving our patrons by ensuring their commissary benefit includes an abundance of fruits and vegetables, tasty whole-grain choices, lean sources of protein including meat, poultry, fish and seafood, low-fat and fat-free dairy, plus diet, sugar-free, gluten-free and organic versions of most major foods,” Berry said. “By doing that,



In-store specials and in-store displays, such as this one at the Fort Myer, Va., Commissary, have proven effective in getting patrons to the shelves, and increasing the chances of a sale.

DeCA CONUS Top 10 Growth Segments

Vitamins/Minerals/Supplements

GENERAL HEALTH

Adult Senior Women's Multivitamins (+6.2%)
Adult Non-Senior Unisex Multivitamins (+2.9%)
Adult Senior Men's Multivitamins (+6.2%)

IMMUNE HEALTH/ENERGY

Vitamin C Combos/Effervescents (+39.0%)
Elderberry (+83.8%)

HAIR/SKIN/NAILS HEALTH/BEAUTY

Biotin (+53.0%)

BONE HEALTH/IMMUNE HEALTH

Vitamin D (+8.2%)

SLEEP HEALTH/IMMUNE HEALTH

Melatonin (+13.5%)

DIABETIC HEALTH/METABOLIZING SUGAR

Cinnamon (+22.0%)

ANTIOXIDANT HEALTH/METABOLISM HEALTH

Green Tea (+153.3%)

Source: DeCA

we help our patrons' journey to better health.”

As a member of HBI's core working group, DeCA will be working with other core members such as the Department of Defense Education Activity (DoDEA), the exchanges, health affairs and DoD's Military Community & Family Policy's (MCFP) Office of Military Community Outreach and Resale Activities and Nonappropriated Fund Policy Office to support HBI's ultimate goal of creating an environment in the military community that encourages sustainable healthy lifestyles.

DeCA has several promotions with healthy eating themes. During the Family Fun Fitness Festival theme in May, for example, DeCA offered Nature Made Vitamins and Centrum Vitamins as a part of its primary promotion. Atkins shakes and bars and Special K shakes and bars were also promoted.

During the Farmer's Market theme scheduled for June and July, Nature Made Vitamins will be promoted as a Manager's Special and Centrum Vitamins will have an endcap devoted to its prod-

ucts, offering them at significant savings. “Also during this time, there will be promotional pricing on Special K shakes and bars, Snickers Marathon energy bars and General Mills Larabars,” Berry said.

SALES

Year-to-date March 2013, worldwide DeCA sales of vitamins and supplements are down 4.2 percent in sales and 4.5 percent in units compared with the year-ago period. The largest declines came from CONUS (down 4.6 percent in sales and 4.9 percent in units) with the Midwest, Southwest, Northeast, and Central areas making up 80 percent of CONUS's dollar losses versus a year ago, Berry said.

Declines are predominantly being seen in the Calcium (-14 percent), Glucosamine/Chondroitin (-8.1 percent) and Fish Oil (-10.6 percent) segments, according to Berry. She noted that DeCA's stores in the Far East have increased dollar sales by 3.4 percent and unit sales by 2.0 percent versus

DeCA Vitamins and Supplements

a year ago.

The total Sports Nutrition Bar category is up 0.6 percent year-to-date compared with the same period last year. The Sports Nutrition Energy Bar segment is up 4.4 percent while the “strength” bar segment is down 4 percent.

Berry said DeCA is putting into action several initiatives intended to reverse the negative sales trends — ensuring stock selection includes the best-selling items by replacing items declining in sales; working with industry to increase patron savings; developing annual promotion plans to increase sales and savings; and promoting Bonus/Club Pack sizes.

Berry told *E and C News* that immune health, sleep health, metabolic health, and beauty, are all key health platforms that continue to attract consumers. She also noted that alternative vitamin and supplement delivery formats are bringing in new consumers to the category, and that effervescent powders and gummies make the vitamin experience enjoyable and increase daily compliance among patrons in taking their supplements.

SALES DRIVERS

Berry said VitaCraves is among the top-25 unit movers, and that Nature Made has launched a line of adult gummies including a multivitamin, letter vitamins, fish oil, and CoQ10. Probiotics are slowly gaining interest at DeCA as well.

“Over the past year, major supplement manufacturers have helped consumers understand that the good bacteria in probiotics can help boost immune health and provide added benefits of solving some common stomach or digestive issues,” Berry said. “Higher strengths in letter vitamins (vitamin D, vitamin B-12, and biotin) and melatonin are providing dollar growth for the category.

“The primary demographic segment has been with head of household 45-plus year-old male and female; however, new forms are attracting a younger consumer. Also, consumers are becoming more aware of the benefits of supplementation for added quality of life in terms of skin health, quality of sleep, immune health protection, and providing energy or fighting fatigue.”

Powerbar brand bars are driving growth with Protein Triple Threat (Strength subcategory), and Protein Recovery (Strength subcategory), due to increased customer focus on the importance of protein as a part of their complete fitness/recovery routines, specifically among DeCA patrons. Protein Plus 20g bars, Performance Energy bars and Harvest Energy bars are also driving sales volume, Berry said.

PROMOTIONS

Berry said DeCA vitamins and supplements suppliers have supported the category through promotions and advertising. Pharmavite Nature Made vitamins and supplements, for example, participates in Money Saver and Maxi Saver promotional vehicles, plus Commissary Specials. “Typically, there are 15-20 items on sale for 25 percent off every week,” she said. “Centrum, One-A-Day and Flintstones Children’s Vitamins advertise in the same publications and offer comparable discounts and patron savings regularly throughout the year. Also, there are in-store specials and in-store displays. Displays are an effective way to get the attention of consumers who may have not intended to purchase vitamins and need to learn more about what’s new or hot in vitamins.”

Store managers, distributors and brokers review the published display packages to ensure that sufficient quantities are ordered and maintained. DeCA also relies on its industry partners to ensure that the stores are receiving adequate assistance during these high-traffic periods. As far as replenishment is concerned, Berry said that “DeCA’s Computer Assisted Ordering (CAO) system and Frequent Delivery System (FDS) ensure that orders are sufficient to keep the shelves full for everyday sales, as well as for upcoming promotions and peak sales periods,” Berry said.

—E and C NEWS

Top 10 Sellers By Unit Volume

BERRY MULTIVITAMINS

Centrum Silver Ultra Men (100-count)
Centrum Silver Ultra Women (100-count)
One A Day Women (100-count)
One A Day Men (100-count)
Centrum Silver (125-count)
One A Day Women’s 50+ (65-count)
One A Day Men’s 50+ (65-count)
Flintstones Complete Chewable (60-count)
Centrum Silver (150-count)
VitaCraves Adult Gummies (100-count)

SUPPLEMENTS

Nature Made Magnesium (250mg, 100-count)
Nature Made Fish Oil (1,200mg, 100-count)
Nature Made Flaxseed Oil (1,000mg, 100-count)
Sundown Fish Oil Xtra (200-count)
Sundown Fish Oil (1,200mg, 90-count)
Nature Made Odorless Fish Oil (1,200mg, 60-count)
Nature Made Fish Oil (1,200mg, 18-count)
Sundown CoQ10 (100mg, 30-count)
Schiff Mega Red Krill Oil (300mg, 60-count)
Osteo Bi-Flex Triple Strength (120-count)

GENERAL LETTER VITAMINS

Nature Made Vitamin D 1000iu (100-count)
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Sundown B-12 500mcg Time-Release (60-count)
Nature Made B-12 500mcg (100-count)
Nature Made Vitamin C (1,000mg, 100-count)
Nature Made Vitamin D 400iu (100-count)
Sundown Vitamin D 1000iu (100-count)
Nature Made Vitamin C Chewable (500mg, 60-count)
Sundown B-Complex Liquid (2-oz.)
Nature Made B-12 1000mcg Time Release (75-count)

ENERGY/EFFERVESCENT POWDERS/ENERGY SHOTS

5-Hour Energy Berry Sport (6-pack)
5-Hour Energy Grape Extra Strength (6-pack)
5-Hour Energy Berry Sport (2-pack)
Emergen C Super Orange
5-Hour Energy Extra Strength (2-pack)
Emergen-C Raspberry
Emergen-C Tangerine
Emergen-C Immune+ Blueberry Acai

Source: DeCA