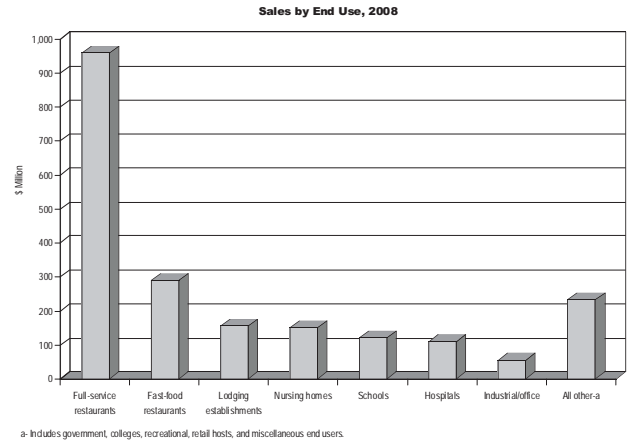


Food Service Cleaning Products 2008: U.S. Market Analysis and Opportunities

2008 Fact Sheet

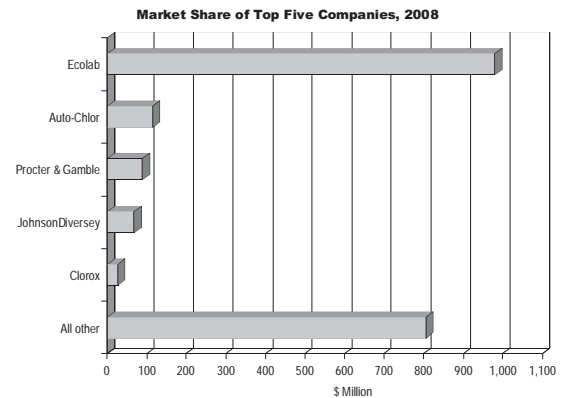
The Market

Consumption of food service cleaning products by commercial and institutional kitchens reaches an estimated \$2,079 million at the end-user level in 2008, representing an average annual increase of 5.3% from \$1,688 million in 2004. A significant proportion of gains during the past several years are attributable to significant price increases, which have been precipitated by an unprecedented spike in raw material costs.



Companies

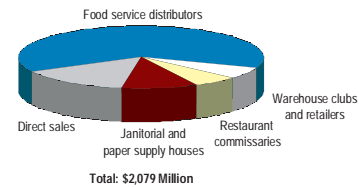
Ecolab is the clear market leader with estimated sales of \$978 million of food service cleaners or 47% of the total market in 2008. Auto-Chlor, which was recently sold by JohnsonDiversey, ranks second, with an estimated \$115 million. Procter & Gamble ranks third with an estimated \$81 million. JohnsonDiversey, which has devolved in the U.S. market, ranks fourth. Overall, the top 10 suppliers account for an estimated 65% of the market.



Channels of Distribution

An estimated \$1,775 million or 85% of food service cleaning products are sold through distributors. Food service distributors are the primary intermediaries in the marketing channel for food service cleaning products, accounting for an estimated 63% of the total dollar flow. In contrast, janitorial and paper supply houses play a secondary role in the marketing channel.

Sales by Distribution Channel, 2008



Future Outlook

Assuming an annual inflation rate of 4.0%, consumption of food service cleaning products is projected to reach an estimated \$2,762 million at the consumers' level in 2013. Among the largest end-use segments, schools, fast-food restaurants, hospitals and nursing homes are projected to exhibit the strongest growth during the next five years.

FutureView Scenario Forecasts to the Total U.S. Market, 2008 to 2013

