

**Table 2: 20 Top-Selling Herbal Dietary Supplements in the Food, Drug, and Mass Market Channel in the United States for 2008 (per IRI)\***

<b>Common Name</b>	<b>Latin Name</b>	<b>\$2008 Sales (USD)</b>	<b>% Change 2007</b>
1. Cranberry	<i>Vaccinium macrocarpon</i>	25,225,310	5.29
2. Soy	<i>Glycine max</i>	22,199,090	-12.94
3. Garlic	<i>Allium sativum</i>	19,343,150	-5.73
4. Saw Palmetto	<i>Serenoa repens</i>	17,492,010	3.21
5. Ginkgo	<i>Ginkgo biloba</i>	17,418,460	-2.55
6. Echinacea	<i>Echinacea</i> spp.	15,137,210	4.45
7. Milk Thistle	<i>Silybum marianum</i>	9,286,905	7.94
8. St. John's wort	<i>Hypericum perforatum</i>	8,264,811	1.54
9. Ginseng†	<i>Panax ginseng</i>	8,141,222	-3.67
10. Black Cohosh	<i>Actaea racemosa</i> ‡	8,122,758	-7.07
11. Green Tea	<i>Camellia sinensis</i>	5,510,541	5.28
12. Evening Primrose	<i>Oenothera biennis</i>	3,901,131	-7.03
13. Valerian	<i>Valeriana officinalis</i>	3,313,504	11.29
14. Horny Goat Weed	<i>Epimedium</i> spp.	2,411,335	8.74
15. Grape Seed	<i>Vitis vinifera</i>	1,852,095	7.13
16. Elderberry	<i>Sambucus nigra</i>	1,843,422	123.61
17. Bilberry	<i>Vaccinium myrtillus</i>	1,841,200	1.92
18. Ginger	<i>Zingiber officinalis</i>	947,627	41.79
19. Horse chestnut seed	<i>Aesculus hippocastanum</i>	783,805	-19.84
20. Yohimbe	<i>Pausinystalia johimbe</i>	673,467	-43.06

**Total All Herb Sales (including herbs not shown)                      \$289,248,200                      7.16**

\*Source: Information Resources Inc. ([www.us.ifofores.com](http://www.us.ifofores.com))

†It is not clear from the IRI data whether this figure also includes the sales of American ginseng root products (made from *Panax quinquefolius*), the sales of which are not as high as sales from supplements made from Asian ginseng (*P. ginseng*).

‡The commonly used synonym and previously accepted binomial is *Cimicifuga racemosa*.