

Product	Largest Firms	Concentration Ratio (%)
Video game consoles	<b>Nintendo (Wii), Microsoft (Xbox)</b> Sony (PlayStation)	100%
Baby food	<b>Gerber Products</b> , Heinz, Beech-Nut	100
Instant breakfast	<b>Carnation</b> , Pillsbury, Dean Foods	100
Laser eye surgery	<b>VISX</b> , Summit Technology	100
Tennis balls	<b>Gen Corp (Penn)</b> , PepsiCo ( <b>Wilson</b> ), Dunlop, Spalding	100
Credit cards	<b>Visa</b> , MasterCard, American Express, Discover	99
Internet browsers	<b>Microsoft</b> , Mozilla, Apple, Google	99
Disposable diapers	<b>Procter &amp; Gamble</b> , Kimberly-Clark, Curity, Romar Tissue Mills	99
Razor blades	<b>Gillette</b> , Warner-Lambert (Schick; Wilkinson), Bic, American Safety Razor	98
Sports drinks	<b>PepsiCo</b> (Gatorade), Coca-Cola (PowerAde), Monarch (All Sport)	98
Internet search engines	<b>Google</b> , Yahoo, Microsoft (MSN), Ask.com	98
Digital music players	<b>Apple</b> , Sony, Microsoft, Real Networks	97
Scientific calculators	<b>Texas Instruments</b> , Casio, Hewlett-Packard	97
Electric razors	<b>Norelco</b> , Remington, Warner-Lambert, Sunbeam	96
Sanitary napkins	<b>Johnson &amp; Johnson</b> , Kimberly-Clark, Procter & Gamble	96
Batteries	<b>Duracell</b> , Eveready, Ray-O-Vac, Kodak	94
Web search ads	<b>Google</b> , Yahoo, Microsoft, Aol	94
Chewing gum	<b>Wm. Wrigley</b> , Pfizer, Hershey	94
Soft drinks	<b>Coca-Cola</b> , PepsiCo, Cadbury Schweppes (7-Up, Dr. Pepper, A&W), Royal Crown	93
Breakfast cereals	Kelloggs, General Mills, Ralcorp, PepsiCo (Quaker Oats)	92
Wireless phone service	<b>AT&amp;T</b> , Verizon, Sprint, T-Mobile	92
Computer printers	<b>Hewlett-Packard</b> , Epson, Canon, Lexmark	91
Toothpaste	Colgate-Palmolive, Procter & Gamble, Church & Dwight, Beecham	91
Local phone service	AT&T, Verizon, CenturyLink	90
Detergents	<b>Procter &amp; Gamble</b> , Lever Bros., Dial, Colgate-Palmolive	90
Art auctions	<b>Sotheby's, Christie's</b>	90
Cigarettes	<b>Philip Morris</b> , Reynolds American, Lorillard	89
Greeting cards	<b>Hallmark</b> , American Greetings, Gibson	88
Beer	<b>Anheuser-Busch</b> , PhilipMorris (Miller, Coors), Pabst, Yuengling	85
Canned soup	<b>Campbell</b> , Progresso	85

Sources: Data from Federal Trade Commission, *The Wall Street Journal*, *Advertising Age*, *Financial World*, *Standard & Poor's*, *Fortune*, and industry sources.

Note: Individual corporations with a market share of at least 40 percent are designated in **boldface**. Market shares based on selected years, 2005-2011.