

# Global TGI Top 10 Brands



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## BULGARIA

### Top 10 brands - All sectors

*(Used in past year)*

	Brand	Sector	Category	Users (m)	Users (%)
1	Coca-Cola	Non-Alcoholic Drinks	Soft Drinks: Colas	2.3	58%
2	Kraft Jacobs Suchard Svoge	Sweet & Salty Snacks	Chocolates	1.8	45%
3	Nestle	Sweet & Salty Snacks	Chocolates	1.7	43%
4	Krasi	Food	Mayonnaise	1.7	42%
5	Devin	Non-Alcoholic Drinks	Bottled Mineral Water	1.6	41%
6	Gorna banya	Non-Alcoholic Drinks	Bottled Mineral Water	1.6	41%
7	Kaliakra Klasika	Food	Margarine	1.6	40%
8	Analgin	Pharmaceutical & Chemist Products	Headache Remedies and Analgetics	1.6	40%
9	Borovec	Sweet & Salty Snacks	Wafers	1.5	38%
10	Orbit	Sweet & Salty Snacks	Chewing Gum	1.5	38%

**Base:** Total measured adult population

**Source:** Bulgaria TGI 2008