

Global TGI Top 10 Brands



www.globaltgi.com

Global TGI is the world's leading provider of single-source consumer information, with data from over 65 countries covering products & services, demographics, media and attitudes.

CHINA

Top 10 brands - All sectors

(Used in past year/half year)

	Brand	Sector	Category	Users (m):	Users (%):
1	Safeguard	Toiletries & Cosmetics	Toilet Soap(Not including laundry soap)	67.6	67%
2	Arawana Brand	Food	Cooking Oil	64.1	64%
3	MR.KON	Food	Instant Noodle	51.6	51%
4	Rejoice	Toiletries & Cosmetics	Shampoo	51.0	51%
5	Coca Cola	Non - Alcoholic Drinks	Cola/Fizzy Drink	46.9	47%
6	Meng Niu	Food	Ice Cream	45.8	46%
7	Diao Laundry Powder	Household products	Washing Powder/Liquid/Soap Powder	45.7	46%
8	Wrigley's Doublemint	Sweet & Salty Snacks	Chewing/Bubble Gum	45.4	45%
9	Pepsi	Non - Alcoholic Drinks	Cola/Fizzy Drink	44.9	45%
10	Meng Niu	Non - Alcoholic Drinks	Fresh milk	44.9	45%

Base: Total measured population – 15+

Source: TGI China - CNRS 2008