

Global TGI Top 10 Brands



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ISRAEL

Top 10 brands - All sectors (Used in past year)

	Brand	Sector	Category	Users (M)	Users (%)
1	Superpharm	Shopping, Retail and Clothing	Pharmacies	2.9	78%
2	Tnuva	Food	Hard cheeses	2.8	74%
3	Wissotsky	Non Alcoholic Drinks	Regular tea	2.7	72%
4	Home Center	Shopping, Retail and Clothing	Buy and build Do It Yourself shops	2.5	67%
5	Beit Hashita	Food	Pickles - tinned	2.5	65%
6	Osem	Food	Noodles - Pasta or Macaroni	2.4	64%
7	Sunfrost	Food	Frozen vegetables	2.3	62%
8	Energizer	Electronics & Other Personal Items	Batteries	2.3	60%
9	Stimatzky	Shopping, Retail and Clothing	Books Stores	2.2	58%
10	Osem	Food	Ketchup	2.2	57%

Base: Total measured adult population

Source: Israel TGI 2009