

Global TGI Top 10 Brands



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JAPAN

Top 10 brands - All sectors

(Used in past year)

	Brand	Sector	Category	Users (m)	Users (%)
1	McDonald	Sports & Leisure	Restaurants Used: Past 3 Months	25.8	64%
2	Japan Post Bank	Financial Services	Bank Saving Account	18.4	45%
3	NTT DoCoMo (FOMA)	Internet & Telecommunications	Mobile Phone (excl. PHS)	16.7	41%
4	Windows XP	Internet & Telecommunications	Personal Computers	15.3	38%
5	Mister Donut	Sports & Leisure	Restaurants Used: Past 3 Months	14.5	36%
6	JCB	Financial Services	Plastic Credit Cards	12.7	31%
7	Ito En Oi Ocha	Non-Alcoholic Drinks	Sugarless Green Tea Drinks	12.7	31%
8	VISA	Financial Services	Plastic Credit Cards	12.5	31%
9	Calbee Potato Chips	Sweet & Salty Snacks	Potato Chips / Potato Snacks	12.4	31%
10	Suntory Lemon	Non-Alcoholic Drinks	Sugarless Green Tea Drinks	11.5	28%

Base: Total measured adult population

Source: Japan ACR 2009