

Global TGI Top 10 Brands



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South Africa

Top 10 brands - All sectors

(Used in past year)

| | Brand | Sector | Category | Users (M) | Users (%) |
|----|----------------------|----------------------|-------------------|------------------|------------------|
| 1 | All Gold | Food | Tomato sauce | 13.5 | 78% |
| 2 | Koo | Food | Baked beans | 12.5 | 72% |
| 3 | Hulett's | Food | Sugar | 11.9 | 69% |
| 4 | Albany | Food | Bread | 10.2 | 59% |
| 5 | Sunlight | Household products | Washing up liquid | 10.1 | 59% |
| 6 | Coca Cola | Non-alcoholic drinks | Colas | 10 | 58% |
| 7 | Crosse and Blackwell | Food | Mayonnaise | 9.7 | 56% |
| 8 | Simba | Sweet & Salty Snacks | Potato crisps | 9.5 | 55% |
| 9 | Black Cat | Food | Peanut Butter | 9.5 | 55% |
| 10 | Rama | Food | Margarine | 9.4 | 54% |

Base: Total measured adult population

Source: South Africa TGI 2009