

# Global TGI Top 10 Brands



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## SOUTH KOREA

### Top 10 brands - All sectors

	Brand	Sector	Category	Users (M)	Users (%)
1	Nongshim Shinramyun	Food	Instant noodles	17.3	57%
2	Coca-Cola	Non-Alcoholic Drinks	Colas	17.1	57%
3	Naver	Communications & Internet	Major Internet portal site	16.4	54%
4	Dongwon	Food	Canned tuna	16.2	53%
5	Samsung Anycall	Communications & Internet	Mobile phone owned	16.0	53%
6	Cuckoo	Household Goods	Electric rice cooker	16.0	53%
7	Diet Coke	Non-Alcoholic Drinks	Colas	16.0	53%
8	Chilsung Cider	Non-Alcoholic Drinks	Sodas	15.4	51%
9	E Mart	Shopping, Retail & Clothing	Large discount stores	14.9	49%
10	Samsung	Communications & Internet	TV owned	14.6	48%

**Base:** Total measured adult population

**Source:** Korea Media Index 2008