

# Global TGI Top 10 Brands



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## UAE

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

	Brand	Sector	Category	Users (M)	Users (%)
1	Nokia	Communications & Internet	Mobile phones	2.9	78%
2	Panadol	Pharmaceutical & Chemists Products	Pain relievers	2.2	58%
3	Lipton	Non-Alcoholic Drinks	Tea bags	2.1	57%
4	7-up	Non-Alcoholic Drinks	Carbonated soft drinks	2.1	56%
5	Al Marai	Food	Yoghurt	2.0	54%
6	Al Ain	Non-Alcoholic Drinks	Liquid milk	1.9	51%
7	Pepsi	Non-Alcoholic Drinks	Carbonated soft drinks	1.9	50%
8	Lux	Toiletries & Cosmetics	Toilet Soap Bars	1.9	50%
9	Colgate	Toiletries & Cosmetics	Toothpaste	1.8	49%
10	Masafi	Non-Alcoholic Drinks	Bottled and mineral water	1.7	46%

**Base:** Total measured adult population

**Source:** UAE TGI 2009