

# Global TGI Top 10 Brands



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[www.tgisurveys.com](http://www.tgisurveys.com)

## CHINA

### Top 10 brands - All sectors

(Used in past year)

	Brand	Sector	Category	Users (m):	Users (%):
1	Safeguard	Toiletries & Cosmetics	Soap	45.5	67%
2	Colgate	Toiletries & Cosmetics	Toothpaste	40.4	60%
3	Coca Cola	Non-Alcoholic Drinks	Soft Drinks: Colas	37.9	56%
4	Crest	Toiletries & Cosmetics	Toothpaste	37.6	56%
5	Pepsi	Non-Alcoholic Drinks	Soft Drinks: Colas	34.8	51%
6	Meng Niu	Food	Ice Cream	34.7	51%
7	Rejoice	Toiletries & Cosmetics	Shampoo	33.5	49%
8	Yi Li	Food	Ice Cream	32.2	47%
9	Sprite	Non-Alcoholic Drinks	Soft Drinks: Fizzy Drinks	32.1	47%
10	Masterkong	Food	Instant Noodles	31.6	47%

**Base:** Total measured adult population

**Source:** TGI China - CMMS 2008