

Global TGI Top 10 Brands



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GREAT BRITAIN

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

	Brand	Sector	Category	Users (m)	Users (%)
1	Walkers	Snacks	Crisps, tortilla & corn snacks	31.4	67%
2	Kellogg's	Food	Breakfast Cereals	29.3	62%
3	Heinz	Food	Tomato Ketchup	28	59%
4	Duracell	Electronics	Batteries	23.3	50%
5	Nescafé	Non Alcoholic Drinks	Instant Coffee	22.7	48%
6	Hellman's	Food	Salad Cream & Mayonnaise	20.7	44%
7	McDonald's	Leisure	Fast Foods	19	40%
8	Cadbury's Dairy Milk	Snacks	Chocolates	18.7	40%
9	HP	Food	Other Sauces	18.3	39%
10	Flora	Food	Margarine and Low Fat/Dairy Spreads	17.7	38%

Base: Total measured adult population

Source: Great Britain TGI 2009