

Global TGI Top 10 Brands



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GERMANY

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

	Brand	Sector	Category	Users (m)	Users (%)
1	EC-Karte/Maestro	Financial Services	Credit/Debit Card	48.2	75%
2	Aldi	Shopping, Retail & Clothing	Grocers	33.4	52%
3	Schlecker	Shopping, Retail & Clothing	Shopping (excluding Groceries)	31.9	50%
4	Sparkasse	Financial Services	Bank Accounts: Where Held	29.5	46%
5	Lidl	Shopping, Retail & Clothing	Grocers Shopped At	28.5	44%
6	dm	Shopping, Retail & Clothing	Shopping (excluding Groceries)	28.5	44%
7	Milka	Sweet & Salty Snacks	Chocolate Bars	28.4	44%
8	Coca-Cola	Non-Alcoholic Drinks	Colas	27.1	42%
9	Any Ferrero	Sweet & Salty Snacks	Boxed Chocolates	27.1	42%
10	Haribo	Sweet & Salty Snacks	Sweets	22.8	36%

Base: Total measured adult population

Source: TGI Europa TGI 2008 - Germany