

Global TGI Top 10 Brands



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POLAND

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

	Brand	Sector	Category	Users (M)	Users (%)
1	Winiary	Food	Stock Makers	16.2	60%
2	Kiwi	Cleaning products	Shoe Polishes & Cleaners	15.0	56%
3	Knorr	Food	Stock Makers	14.6	54%
4	Ludwik	Cleaning products	Washing Up Liquids	14.1	53%
5	Hortex	Food	Frozen Vegetables	12.2	45%
6	Lenor	Cleaning products	Fabric Conditioners	12.2	45%
7	Laciate	Food	Milk	11.6	43%
8	Domestos (blocks)	Cleaning products	WC blocks/ gels	11.5	43%
9	Colgate	Cosmetics	Toothbrushes	11.1	41%
10	Kasia	Food	Frying/Baking Margarine	10.9	41%

Base: Total measured adult population

Source: Poland TGI 2008