

Global TGI Top 10 Brands



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SPAIN

Top 10 brands - All sectors

(Used in past year)

	Brand	Sector	Category	Users (M)	Users (%)
1	Colgate	Toiletries & Cosmetics	Toothpaste	18.3	50%
2	Danone	Food	Yogurt and Fromage Frais	17.8	49%
3	Coca-Cola	Non Alcoholic Drinks	Colas	17.7	49%
4	Nestlé	Snacks	Chocolates	14.8	41%
5	Betadine	Pharmaceutical Products	Liquid Antiseptics	14.5	40%
6	Marías	Snacks	Sweet Biscuits	13	36%
7	Repsol	Motoring	Fuel	12.8	35%
8	Duracell	Electronics & Other Personal Items	Batteries	12.6	35%
9	Burgo De Arias	Food	Speciality Cheeses	12.5	34%
10	Lays	Snacks	Crisps, tortilla & corn snacks	12.2	33%

Base: Total measured adult population

Source: Spain TGI 2009