

## Top 100 Grocery Brands 51-100

Rank	Brand	MAT to 27/12/08	MAT to 26/12/09	YoY % Ch
1	Coke	963.5	1,011.1	4.9
2	Warburtons	708.8	706.1	-0.4
3	Walkers Crisps	483.6	511.2	5.7
4	Hovis	404.9	458.7	13.3
5	Cadbury Dairy Milk	373.9	371.3	-0.7
6	Nescafe	351.9	369.7	5.1
7	Kingsmill	363.3	367.8	1.2
8	Andrex	345.5	352.3	1.9
9	Lucozade	340.6	334.0	-2.0
10	Robinsons	300.4	306.9	2.2
11	Pepsi	256.9	269.9	5.1
12	McCains chips & potatoes	267.1	269.7	1.0
13	Tropicana	288.4	269.4	-6.6
14	Whiskas	233.6	252.8	8.3
15	Muller Corner	219.9	226.9	3.2
16	Heinz Beanz	200.6	225.5	12.4
17	Lurpak	228.5	224.8	-1.6
18	Danone Activia	175.7	220.2	25.4
19	Persil	210.3	215.4	2.4
20	Heinz Soup	183.0	214.4	17.2
21	Youngs frozen fish	184.7	211.6	14.6
22	Pedigree	199.1	202.7	1.8
23	Flora	200.4	199.6	-0.4
24	Felix	186.3	199.4	7.0
25	Cathedral City	187.2	198.2	5.9
26	Galaxy	184.4	196.0	6.3
27	Kit Kat	184.0	195.8	6.4
28	Red Bull	179.2	181.5	1.3
29	Mr Kipling	174.5	175.6	0.6
30	Birds Eye frozen fish	175.1	171.3	-2.2
31	Ariel	157.6	163.0	3.4
32	Bold	174.4	155.9	-10.6
33	John West ambient fish	130.2	153.9	18.2
34	Birds Eye frozen poultry	130.5	153.5	17.6
35	Dolmio cooking sauces	133.4	153.2	14.8
36	PG Tips	134.1	152.3	13.5
37	Wrigley's Extra	168.8	150.7	-10.7
38	Princes ambient fish	135.3	149.9	10.8
39	Cravendale	125.9	146.2	16.1
40	Silver Spoon sugar & sweetener	132.9	142.7	7.3
41	Tetley Tea	134.0	139.6	4.1
42	Pringles	143.4	139.6	-2.7
43	Muller Light	127.9	139.3	8.9
44	Maltesers	129.8	133.8	3.0
45	Schweppes	124.2	132.3	6.5
46	Uncle Ben's Rice	122.7	130.5	6.3
47	Finish Dishwasher	117.8	129.1	9.6
48	Weetabix	128.4	127.3	-0.9
49	Kenco	112.0	126.7	13.1
50	Ribena	128.8	125.7	-2.4



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51	Kellogg's Special K	122.3	125.0	2.2
52	Heinz Tomato Ketchup	109.9	121.2	10.3
53	Ginsters Pastries	114.9	118.6	3.3
54	Mars	122.6	117.7	-4.0
55	Fairy Washing Up Liquid	107.3	117.2	9.3
56	Actimel	108.5	116.2	7.1
57	Comfort	106.2	115.9	9.1
58	Bakers	104.7	113.0	8.0
59	McVities Digestives	106.6	110.2	3.3
60	Volvic	116.1	108.8	-6.3
61	Fanta	118.5	108.7	-8.3
62	Velvet	99.8	107.7	8.0
63	Fairy	106.7	105.5	-1.1
64	Richmond fresh sausages	84.6	104.6	23.6
65	Doritos	90.8	102.8	13.2
66	Petit Filous	100.5	102.7	2.2
67	Kellogg's Crunchy Nut	82.9	102.7	23.9
68	Lenor	98.6	102.3	3.8
69	Dairylea	99.2	99.5	0.3
70	Innocent	106.7	98.5	-7.7
71	Daz	95.3	97.3	2.1
72	Haribo	89.0	97.3	9.3
73	Chicago Town frozen pizza	77.6	97.0	24.9
74	Airwick	96.8	96.4	-0.5
75	Hellmanns Mayonnaise	88.2	96.1	8.9
76	Irn Bru soft drink	92.5	95.3	3.0
77	Kleenex	88.7	93.7	5.6
78	Surf	73.5	93.1	26.7
79	Bisto	89.1	91.5	2.6
80	Magnum	79.4	91.0	14.6
81	Evian	94.5	90.1	-4.6
82	Birds Eye frozen vegetables	100.7	89.0	-11.6
83	Quality Street	85.8	88.5	3.1
84	McCoys	89.9	88.0	-2.0
85	Goodfellas frozen pizza	101.3	86.0	-15.1
86	Anchor	89.9	84.7	-5.8
87	Capri Sun	77.6	83.6	7.8
88	Philadelphia	71.5	83.3	16.5
89	Clover	72.7	81.3	11.8
90	Twinings	72.7	80.8	11.1
91	Oasis	75.5	80.6	6.8
92	Pot Noodles	75.5	80.2	6.2
93	Rowntree	70.5	79.5	12.7
94	Kettle Chips	72.8	78.6	7.9
95	Hula Hoops	79.0	76.4	-3.2
96	Cadbury's Roses	75.7	76.2	0.6
97	Quavers	70.0	76.1	8.7
98	Cadbury's Cakes	76.0	74.9	-1.4
99	Glade Aircare	59.6	74.0	24.1
100	Total Heinz Pasta	70.3	71.6	1.8

Source: The Nielsen Company, Nielsen Scantrack MAT to 27/12/08 & MAT to 26/12/09

A brand is defined as any products sold under a brand name within a category. No cross category aggregations are made. The report covers grocery only and does not cover alcohol, tobacco, personal care and OTC medicines