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News Release

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Nielsen/The Grocer Biggest 100 Grocery Brands Report reveals Brands stand the test of time

The annual Britain's 100 Biggest Brands report which ranks the 100 best selling grocery brands in Great Britain, compiled by The Nielsen Company and published in trade magazine, The Grocer, sees another successful year for the nation's most popular grocery brands.

Jake Shepherd, Marketing Director at Nielsen commented, "The year was a tough year for the consumer and value for money became more important than ever before. What is apparent though is that shoppers have continued to buy trusted brands."

The 2009 sales value of the top 100 brands accounted for £16.7 billion (12.9%) of the total £130 billion grocery market, an increase of 4.5% YoY. The growth was ahead of total market growths which were 3.8% for the year.

Topping the table again this year is Coca Cola which has now become the first ever grocery brand* to pass the £1 billion mark. The iconic brand was launched 110 years ago and continues to perform. With sales of £1.011 billion, Coke grew sales by 4.9% in 2009 to retain the top spot.

Other classic brands that have stood the test of time and feature in the top 10 of the league include bread brands Warburton's and Hovis. Warburton's is 134 years old and the Bolton based brand remains strong at number 2 with £706 million sales in 2009. Hovis, bread who's branding hangs heavily on its heritage enjoyed a very successful year with sales growing over 13%, sits in 4th place. Cadbury's Dairy Milk, another brand which has survived over a Century, ranks at number 5 and Britvic's Robinsons drink which has a history that can be traced back to 1823 retained it's 10th place position with sales of £307 million.

The oldest surviving brand in the top 100 league is Twinings. Twinings entered the Top 100 for the first time this year, over 300 years after the company first produced tea. In 1706, Twinings was one of the first companies to introduce tea drinking to the British when Thomas Twining began selling tea from his first premises on the Strand in London**. 304 years later the brand grew sales 11% and was one of the five new entries to the top 100.



The report also sees some comparatively adolescent brands continue to climb the rankings. Danone Activia was launched only 11 years ago and now sits in 18th position with sales of over £220million and growth in excess of 25% YoY. Cravendale, the country's largest *branded* milk came onto the market just over a decade ago. Taking what was a commodity product and forming a brand has proved a successful strategy which others have followed. The milk brand grew sales 16% in 2009, falling within the top 40 at number 39.

Shepherd concluded, "The report sees some really exceptional performances from brands who's stories began up to three centuries ago but who continued to prevail in 2009. Nielsen has seen consumers become much more cautious and many have undertaken strategies to save money on the weekly shop but Britain's 100 Biggest Grocery Brands report highlights that quality, trusted brands can survive and indeed flourish in tough times and through the times."

Table 1: **Top 25 Grocery Brands in GB**

Rank		£mils MAT to 26/12/08	£mils MAT to 27/12/09	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 Total	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 (Branded)	184.7	211.6	14.6
22	Pedigree Total	199.1	202.7	1.8
23	Flora	200.4	199.6	-0.4
24	Felix Total	186.3	199.4	7.0
25	Cathedral City	187.2	198.2	5.9

Source: The Nielsen Company, Nielsen Scantrack, MAT to December 2008 & 2009

- *Coke is the first brand ever to pass the £1billion mark in the Nielsen/The Grocer 100 Biggest Grocery Brands report (formerly the Nielsen/Checkout Top 100 Grocery Brands Report). In this report, a brand is defined as any products sold under a brand name within a given category. No cross category calculations are made. The report covers grocery brands only and does not include personal care, OTC, alcohol or tobacco products.
- ** Source Twinings web site



- Data taken from Nielsen's Scantrack service which measures sales from grocery multiples and convenience/impulse retailers across GB using data gathered from the EPoS scanning systems at the checkout.

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