

# YouGov FMCG rankings report 2023

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# Introduction

## ABOUT YOUTGOV BRANDINDEX

A key part of YouGov's repertoire of brand and campaign intelligence tools, [YouGov BrandIndex](#) is an industry-leading brand health tracker, operating in 54 markets around the world. YouGov BrandIndex uses 16 key brand health metrics to track daily performance and measure growth for more than 27,000 brands globally across 45 sectors.

In every market, YouGov BrandIndex provides strategic insights into the public's perception of brands at every stage of the marketing funnel, using media and communication metrics, purchase funnel metrics and brand perception metrics.

YouGov BrandIndex offers our clients the capability to do everything from measuring the effect of yesterday's news headlines to establishing year-on-year trends stretching back years. Marketers can not only track and compare daily brand performance across international markets, but also gain a competitive edge by benchmarking against competitors.





## YOUNGOV FMCG BRAND RANKINGS

The 2023 FMCG rankings report aims to offer a benchmark for FMCG brands across 18 key international markets to evaluate their positions in the context of consumer consideration. It provides insight into all the FMCG brands we monitor against just one of the 16 metrics that are tracked daily – ‘Consideration’.

Every day, consumers are asked: “When you are in the market next to make a purchase, which brands would you consider?” The consideration score for each brand is derived from the answers to this question.

The data allows marketers to discern which brands score highest in terms of consideration, as well as which brands have made significant strides since last year.





# Foreword

Over the past 3 years, the pandemic has transformed shopping patterns and purchasing behaviors. Growing concerns over healthy living, sustainability and price inflation have together impacted the way consumers compare and consider different brands.

An unexpectedly sharp economic slowdown coupled with accelerating global inflation set the stage for an on-going cost-of-living crisis in 2022. A YouGov poll from the beginning of 2022 revealed that consumers around the world were especially likely to notice significant price increases for food (74%) and household products (47%). Supply chain slowdowns, in tandem with inflation-fueled cost increases, have further driven consumers to adapt their shopping behaviors. Amidst these rising prices and product shortages, some people have started buying less and some have switched from brands they typically buy.

Consumer reactions towards brand involvement in socio-political issues along with a growing number of eco-conscious consumers has also impacted how people around the world feel about brands across sectors.

Created against the backdrop of these factors the 2023 FMCG rankings report reveals the most-considered food, beverage, and personal care brands around the world.

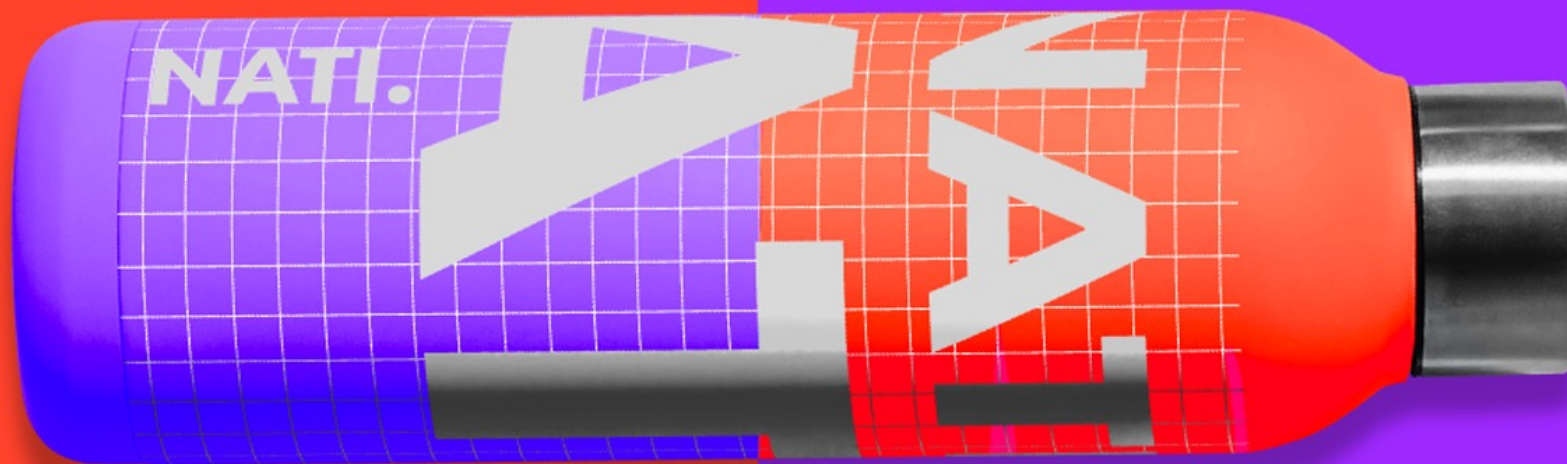
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# Packaging A or Packaging B?

See which lands better with your customers – **ask them now.**



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YouGov FMCG rankings 2023:

▶ **Foods**

## TOP 10 RANKED

Rank	Brand name	Score
1	Cadbury	50.9
2	Vegemite	39.9
3	Bega	38.5
4	Weet-Bix	37.5
5	Birds Eye	37.0
6	Bulla	33.3
7	Milo	31.2
8	McCain	29.9
9	Steggles	25.9
10	Mars	24.9

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	McCain	29.9	27.3	2.6
2	Yumi's	9.8	7.7	2.1
3	Yoplait	21.8	20.3	1.5
4	Milo	31.2	29.8	1.5
5	Bega	38.5	37.3	1.2
6	Activia	11.4	10.2	1.1
7	Bulla	33.3	32.2	1.1
8	Vegie Delights	8.6	7.6	1.0
9	Barilla	14.7	13.8	1.0
10	Canon Foods	3.6	2.7	1.0

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# United Arab Emirates

## TOP 10 RANKED

Rank	Brand name	Score
1	Almarai (dairy)	51.2
2	Almarai (food pantry)	50.8
3	Oreo	37.1
4	Sadia	34.6
5	Al Rawabi	34.6
6	Maggi	33.6
7	Lurpak	31.9
8	Baskin-Robbins	31.2
9	Lay's	31.2
10	Pringles	30.4

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Noor Oil	22.1	19.1	3.1
2	Sunny	13.1	10.7	2.4
3	Reese's	9.0	6.9	2.1
4	Britannia	21.0	19.1	1.8
5	Walkers	9.2	7.4	1.8
6	Cheetos	20.6	18.8	1.8
7	Nice	9.0	7.2	1.7
8	Sun white	7.6	6.0	1.6
9	Rahma Oil	9.8	8.3	1.5
10	Maggi	33.6	32.2	1.4

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Nestlé	51.2
2	iFood	47.2
3	Sadia	45.3
4	Perdigão	41.5
5	McDonald's	38.4
6	Seara	37.8
7	Garoto	35.0
8	Burger King	33.5
9	Kit Kat	28.3
10	Subway	27.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	McDonald's	38.4	32.8	5.5
2	Nestlé	51.2	47.0	4.1
3	Halls	18.5	14.8	3.7
4	Burger King	33.5	29.8	3.7
5	Friboi	22.9	19.4	3.4
6	McDelivery	13.3	10.6	2.8
7	Qualy	26.7	24.0	2.7
8	Trident	23.2	20.9	2.3
9	Seara	37.8	35.8	2.0
10	Sadia	45.3	43.5	1.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Iglo	48.1
2	Landliebe	46.7
3	Philadelphia	46.1
4	Dr. Oetker	45.7
5	Haribo	43.1
6	Maggi	42.5
7	Knorr	42.2
8	Weihenstephan	40.3
9	Rügenwalder	39.5
10	Frosta	38.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Milsani	13.8	10.8	2.9
2	Gustavo Gusto	9.8	7.3	2.5
3	GUT BIO	11.7	9.2	2.4
4	Popp Feinkost	19.7	17.6	2.2
5	Frosta	38.8	36.6	2.2
6	La Mia Grande	14.7	13.0	1.7
7	Lavazza	25.9	24.4	1.5
8	funny-frisch	19.1	17.7	1.4
9	Heinz	36.4	35.1	1.3
10	Tchibo	37.5	36.2	1.3

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Arla	52.5
2	Lurpak	44.3
3	Schulstad	38.3
4	Kærgården	36.3
5	Kohberg	35.6
6	Änglamark	28.4
7	Stryhn's	27.6
8	Tulip Pålækker	27.3
9	Coca-Cola	25.3
10	Løgismose	23.9

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Pepsi	22.9	19.4	3.6
2	Haribo	21.3	18.0	3.3
3	Schulstad	38.3	35.3	3.0
4	365 Økologi	22.4	19.4	3.0
5	Tulip Pålækker	27.3	24.6	2.7
6	K-Salat	20.5	18.0	2.5
7	Den Grønne Slagter	20.1	17.7	2.5
8	Xtra	15.5	13.2	2.3
9	Coca-Cola	25.3	23.0	2.3
10	Budget	19.6	17.3	2.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Galaxy	41.0
2	Molto	37.9
3	Chipsy	36.0
4	Juhayna	35.6
5	Kit Kat	33.6
6	Oreo	31.0
7	Nutella	27.0
8	Heinz	26.9
9	Cadbury	26.7
10	Halwani	26.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Sunny	7.8	2.9	4.9
2	Cheetos	20.5	15.8	4.7
3	Maggi	23.6	20.0	3.5
4	Twix	16.8	13.4	3.4
5	Kit Kat	33.6	31.3	2.3
6	Twinkies	23.8	21.6	2.3
7	Knorr	15.8	13.7	2.1
8	Lion	6.2	4.2	2.1
9	Hero	6.4	4.5	1.9
10	Doritos	24.7	22.9	1.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Panzani	38.8
2	Barilla	38.1
3	Président	36.0
4	Lindt	35.4
5	St Michel	35.3
6	La Laitière	34.6
7	Bonne Maman	33.4
8	LU	32.9
9	Danone	32.8
10	Bonduelle	32.7

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Pierre Martinet	12.0	10.2	1.7
2	Herta	25.1	23.6	1.5
3	Fleury Michon	26.9	25.5	1.4
4	La Fournée Dorée	11.2	10.3	0.9
5	Tic Tac	11.6	10.7	0.8
6	Taureau Ailé	22.5	21.7	0.8
7	Pasquier	25.3	24.5	0.8
8	La Boulangère	15.5	14.7	0.8
9	Daunat	7.0	6.3	0.7
10	Vico	16.7	16.0	0.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Indomie	61.4
2	Indofood	46.0
3	Bango	39.4
4	Oreo	38.3
5	Royco	35.9
6	ABC	35.1
7	Blue Band	35.1
8	Mie Sedaap	33.9
9	Good Time	31.7
10	Tango	31.6

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Pocky	22.2	20.9	1.4
2	SunCo	18.4	17.1	1.3
3	Good Time	31.7	30.4	1.3
4	Richeese	23.7	22.4	1.2
5	Pringles	16.7	15.6	1.1
6	Chocolatos	29.0	28.0	1.0
7	Sedaap	24.2	23.3	0.9
8	Fortune	14.3	13.5	0.8
9	Royco	35.9	35.1	0.8
10	SOYJOY	14.0	13.2	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	LALA	49.0
2	Sabritas	42.0
3	Doritos	41.0
4	Alpura	40.1
5	Ruffles	37.4
6	Cheetos	37.1
7	Yakult	34.5
8	Zucaritas	30.1
9	Kellogg's Corn Flakes	29.9
10	Danone	29.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Alpura Bebible	7.1	3.0	4.1
2	Churritos	9.2	6.9	2.3
3	Tostachos	6.9	5.7	1.2
4	Toreadas	8.0	7.0	1.0
5	Rancheritos	21.3	20.3	1.0
6	LALA Vita	5.2	4.2	1.0
7	Tostitos	20.2	19.3	1.0
8	Chamyto	3.9	3.1	0.8
9	Yopli	5.9	5.1	0.8
10	Vitalinea	6.4	5.6	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Tine	61.8
2	Gilde	54.2
3	Q-Meieriene	42.9
4	Prior	42.2
5	Toro	37.8
6	Freia	37.3
7	Wasa	36.8
8	Mills	33.6
9	Coca-Cola	31.9
10	Synnøve Finden	27.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Änglamark	25.5	23.4	2.1
2	Tine	61.8	60.0	1.7
3	Gilde	54.2	52.7	1.5
4	Dr. Oetker	17.7	16.2	1.5
5	Freia	37.3	35.9	1.4
6	Kims	19.3	17.9	1.3
7	Coca-Cola	31.9	30.6	1.3
8	Jacobs Utvalgte	20.3	19.1	1.2
9	Nidar	26.2	25.1	1.0
10	Fjordland	21.2	20.3	1.0

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# Saudi Arabia

## TOP 10 RANKED

Rank	Brand name	Score
1	Almarai (dairy)	50.7
2	Almarai (food pantry)	48.6
3	Galaxy	37.9
4	SADAFCO	36.6
5	Nadec (food pantry)	32.5
6	Kit Kat	31.7
7	Afia	31.3
8	Oreo	31.0
9	Ülker	30.7
10	Nadec (dairy)	30.0

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	McVities	9.4	6.2	3.2
2	Sunny	6.7	3.6	3.2
3	Frico	4.9	2.7	2.2
4	Daily Dairy	4.5	2.3	2.2
5	Reese's	6.1	3.9	2.1
6	Al Rawabi	5.6	3.5	2.1
7	Nakd	4.2	2.1	2.0
8	Britannia	6.5	4.5	2.0
9	London Dairy	9.9	7.9	2.0
10	Aseel	4.8	2.9	1.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# Singapore

## TOP 10 RANKED

Rank	Brand name	Score
1	Maggi	30.3
2	Calbee	27.5
3	Oreo	25.9
4	Khong Guan	23.0
5	Lay's	22.7
6	Pringles	22.3
7	Nissin	22.2
8	Pocky	18.6
9	Julie's	18.3
10	Hello Panda	18.3

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

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YouGov FMCG rankings 2023: Foods



### TOP 10 RANKED

Rank	Brand name	Score
1	Arla	48.1
2	Pågen	42.9
3	Wasabröd	42.8
4	Scan	41.7
5	Kungsörnen	38.0
6	Marabou	36.5
7	Felix	36.4
8	Findus	34.5
9	Skånemejerier	31.8
10	Heinz	31.6

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	FUN Light	16.1	14.0	2.1
2	Tulip	16.8	14.8	2.0
3	Dafgårds	24.8	22.8	2.0
4	Marabou	36.5	34.7	1.8
5	Lithells	22.1	20.4	1.7
6	Coca-Cola	22.4	20.9	1.5
7	Lantmännen	29.8	28.5	1.3
8	Coca-Cola Light	10.6	9.3	1.3
9	Frankful	7.0	5.7	1.3
10	Risifrutti	15.1	14.0	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Mama	50.6
2	Lay's	41.6
3	CP	40.8
4	Dutch Mill	40.1
5	Ovaltine	37.6
6	Nestlé	34.6
7	Wai Wai	33.0
8	Milo	32.5
9	YumYum	32.5
10	Foremost	28.9

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Dutch Mill	40.1	38.0	2.0
2	Kit Kat	28.1	26.4	1.7
3	Magnum	18.4	17.1	1.3
4	Alfie	7.8	6.8	1.0
5	Calbee	12.7	11.8	1.0
6	Fun-O	21.0	20.1	0.9
7	Hi-Q	14.4	13.5	0.8
8	Pretz	8.5	7.7	0.8
9	Doritos	9.1	8.3	0.8
10	Wall's	25.6	24.8	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Cadbury	57.3
2	Birds Eye	42.1
3	Walkers	41.4
4	Cathedral City	40.9
5	Heinz Tomato Ketchup	40.0
6	Heinz Beanz	36.1
7	Kit Kat	34.2
8	Weetabix	33.1
9	Maltesers	32.6
10	McCain	31.9

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Richmond	20.0	18.6	1.4
2	Haribo	21.4	20.1	1.3
3	Doritos	26.2	25.3	0.9
4	Mini Cheddars	25.3	24.5	0.8
5	Werther's Original	12.7	11.8	0.8
6	Ferrero Rocher	19.7	18.8	0.8
7	MAOAM	9.4	8.5	0.8
8	Kinder	17.1	16.3	0.8
9	McCoy's	21.4	20.6	0.8
10	Maryland	14.2	13.4	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Kraft	44.6
2	Hershey	43.0
3	Frito-Lay	41.5
4	M&M's	41.2
5	Campbell's	41.2
6	Lay's	39.5
7	Pillsbury	39.3
8	Doritos	38.9
9	OREO	38.4
10	Land-O-Lakes	38.3

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

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YouGov FMCG rankings 2023: Foods

YouGov FMCG rankings 2023:

# ▶ Beverages



# Australia

## TOP 10 RANKED

Rank	Brand name	Score
1	Coca-Cola	39.6
2	Nescafé	26.6
3	Pepsi	26.3
4	Schweppes	26.1
5	Lipton	24.6
6	Moccona	21.6
7	Bundaberg	20.9
8	Sprite	16.9
9	Solo	15.0
10	Nespresso	15.0

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

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YouGov



YouGov FMCG rankings 2023: Beverages

# United Arab Emirates

## TOP 10 RANKED

Rank	Brand name	Score
1	Almarai	43.0
2	Al Ain	35.1
3	Coca-Cola	33.4
4	Mai Dubai	32.2
5	Pepsi	30.7
6	7Up	30.5
7	Masafi	29.7
8	Al Rawabi	27.8
9	Sprite	27.0
10	Mountain Dew	23.9

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Red Bull	18.5	16.2	2.3
2	Sprite	27.0	24.7	2.3
3	Mountain Dew	23.9	22.0	1.9
4	Fanta	19.3	17.7	1.6
5	Pepsi	30.7	29.1	1.6
6	Mirinda	18.3	16.9	1.4
7	Pepsi Max	7.6	6.2	1.4
8	Alokozay	21.0	19.8	1.3
9	Power Horse	7.1	5.9	1.2
10	Tropicana	10.5	9.3	1.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Coca-Cola	59.8
2	Guaraná Antarctica	44.8
3	Fanta	36.5
4	Nescafé	29.0
5	Pepsi	27.0
6	Del Valle	24.8
7	H2Oh!	24.6
8	Sprite	24.5
9	Água Crystal	23.8
10	Red Bull	21.1

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Coca-Cola	59.8	56.1	3.7
2	Coca-Cola Zero	18.2	15.0	3.2
3	Red Bull	21.1	18.5	2.7
4	H2Oh!	24.6	22.6	2.0
5	Fanta	36.5	34.7	1.8
6	Pepsi	27.0	25.4	1.5
7	Água Mineral Indaiá	11.5	10.1	1.4
8	Nescafé	29.0	28.0	1.0
9	Guaraná Antarctica	44.8	44.0	0.9
10	Dolly	9.5	8.8	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Coca-Cola	28.1
2	Hohes C	25.8
3	Gerolsteiner	18.8
4	Coca-Cola Zero	18.7
5	Granini Fruchtsäfte	17.4
6	Fanta	15.9
7	Valensina	14.8
8	Schweppes	14.3
9	Volvic	14.2
10	Sprite	14.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Coca-Cola Zero	18.7	15.6	3.2
2	Red Bull	10.0	8.6	1.4
3	RIO D'ORO	6.2	4.9	1.3
4	Coca-Cola	28.1	27.2	0.9
5	Pepsi Max	8.1	7.3	0.8
6	Fanta	15.9	15.2	0.8
7	Pepsi	11.5	10.8	0.7
8	Mirinda	6.4	5.7	0.7
9	Lipton	9.2	8.6	0.6
10	Orangina	6.8	6.2	0.6

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Pepsi	38.3
2	Nescafé	38.0
3	Almarai	33.9
4	Fayruoz	32.6
5	Schweppes	32.2
6	Juhayna Juices	27.1
7	Lipton Yellow Label	25.0
8	Rani	24.6
9	7Up	24.5
10	Coca-Cola	23.6

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Sun Top	11.9	7.2	4.7
2	Dina Farms	23.1	19.4	3.7
3	Red Bull	11.9	9.3	2.6
4	Coca-Cola Zero	7.4	5.5	1.8
5	Tang	8.5	7.1	1.4
6	Sting	4.9	3.5	1.4
7	Fanta	15.3	14.1	1.1
8	Domty	22.3	21.2	1.0
9	Labanita	8.2	7.3	0.9
10	Dasani	12.4	11.5	0.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Cristaline	42.5
2	Perrier	28.7
3	Coca-Cola	24.9
4	Evian	24.9
5	Badoit	22.8
6	San Pellegrino	20.8
7	Volvic	20.1
8	Vittel	20.1
9	Lipton Ice Tea	19.5
10	Schweppes	19.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Schweppes	19.2	18.0	1.2
2	Coca-Cola Zero	14.7	14.0	0.7
3	Tourtel (Twist/Botanics)	8.5	7.8	0.7
4	Pampryl	5.1	4.5	0.7
5	Cristaline	42.5	41.9	0.6
6	Andros	10.0	9.6	0.5
7	Pepsi	7.8	7.3	0.4
8	Sprite	8.6	8.2	0.4
9	Coca-Cola	24.9	24.6	0.3
10	Tropico	7.1	6.8	0.3

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Aqua	44.8
2	Yakult	42.7
3	Ultra Milk	37.0
4	Bear Brand	35.8
5	Le Minerale	34.5
6	You.C1000	32.5
7	Cimory	30.7
8	Pocari Sweat	30.0
9	Milo	29.7
10	Indomilk	26.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Cimory	30.7	28.2	2.5
2	Kopi ABC	14.0	11.7	2.3
3	Ichi Ocha	10.0	9.4	0.7
4	Extra Joss	8.6	8.3	0.4
5	Good Day	25.1	24.9	0.2
6	Coca-Cola	21.1	21.1	0.0
7	Frestea	14.3	14.3	0.0
8	MYTEA	5.1	5.1	0.0
9	Kratingdaeng	8.2	8.3	-0.1
10	Nescafé	20.7	20.9	-0.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Coca-Cola	50.3
2	Bonafont	47.6
3	Ciel	43.6
4	Epura	39.0
5	Peñafiel	36.9
6	Jumex	35.6
7	Gatorade	32.6
8	Electrolit	29.7
9	Del Valle	28.6
10	Jarritos	27.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Pepsi	22.6	17.1	5.5
2	POWERADE	23.2	19.6	3.6
3	Electrolit	29.7	27.2	2.5
4	Frutsi	8.0	6.4	1.6
5	Pau Pau	5.0	3.8	1.2
6	Red Bull	6.3	5.1	1.1
7	Bida	6.0	5.1	0.9
8	Red Cola	8.4	7.8	0.6
9	Clamato	15.5	14.9	0.6
10	Fanta	14.0	13.5	0.5

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# Saudi Arabia

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## TOP 10 RANKED

Rank	Brand name	Score
1	Almarai	47.7
2	Pepsi	35.3
3	7Up	34.4
4	Nadec	28.9
5	Coca-Cola	27.9
6	Al Rabie	23.8
7	Mirinda	22.2
8	Nova	22.1
9	Rabea Tea	21.0
10	Moussy	20.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Fanta	16.5	13.2	3.3
2	Pepsi Max	8.9	5.7	3.3
3	Nada	19.8	16.6	3.2
4	Red Bull	12.4	9.3	3.2
5	Coca-Cola Zero	11.8	9.1	2.8
6	Sprite	17.0	14.8	2.2
7	Lipton Ice Tea	13.9	11.8	2.1
8	Rani	18.4	16.5	1.8
9	Bario	5.1	3.3	1.8
10	Nido	14.3	12.6	1.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Robinsons	33.6
2	Ribena	25.7
3	San Pellegrino	24.5
4	Pepsi Max	22.2
5	Highland Spring	22.0
6	Coca-Cola	21.4
7	Diet Coke	20.8
8	Fever-Tree	19.9
9	Coca-Cola Zero	19.8
10	innocent	19.6

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	San Pellegrino	24.5	22.3	2.1
2	Coca-Cola Zero	19.8	17.7	2.1
3	Evian	18.5	16.7	1.9
4	Pepsi Max	22.2	20.6	1.7
5	Sprite	14.4	12.8	1.6
6	Oasis	14.0	12.4	1.5
7	Fanta	17.2	15.7	1.5
8	7UP	13.4	12.0	1.4
9	J2O	17.4	16.0	1.4
10	SmartWater	7.3	5.9	1.4

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Gatorade	31.6
2	Lipton	30.2
3	Coca-Cola	29.5
4	Ocean Spray	28.6
5	Tropicana	27.1
6	Minute Maid	26.5
7	AriZona Iced Tea	25.6
8	Welch's	25.4
9	V8	25.2
10	Folgers	24.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Coca-Cola	29.5	27.5	2.0
2	POWERADE	19.5	17.7	1.9
3	Gatorade	31.6	29.8	1.8
4	Minute Maid	26.5	24.7	1.8
5	Red Bull	8.4	6.7	1.7
6	Lipton	30.2	28.7	1.5
7	Folgers	24.2	22.7	1.4
8	Coca-Cola Zero Sugar	13.0	11.6	1.4
9	Motts	13.4	12.1	1.3
10	McCafé	13.8	12.6	1.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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YouGov FMCG rankings 2023:

# ▶ Personal Care



## TOP 10 RANKED

Rank	Brand name	Score
1	Colgate (Toothpaste)	54.0
2	Gillette	33.4
3	Rexona	32.8
4	Panadol Cold & Flu	30.8
5	Elastoplast	30.1
6	Listerine	25.5
7	Colgate (Mouthwash)	24.9
8	Blackmores	23.9
9	Cancer Council Sunscreen	23.4
10	Nurofen Cold & Flu	20.7

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Panadol Cold & Flu	30.8	28.9	1.9
2	Codral	16.1	14.2	1.9
3	La Roche-Posay	8.1	6.4	1.7
4	Cetaphil (Baby)	5.9	4.3	1.6
5	Huggies	10.5	9.0	1.5
6	QV (Adult)	14.5	13.1	1.4
7	Mustela	3.1	1.7	1.4
8	Sukin	17.5	16.1	1.4
9	GAIA	4.5	3.3	1.3
10	Dove (Baby)	7.9	6.7	1.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# United Arab Emirates

YouGov®

## TOP 10 RANKED

Rank	Brand name	Score
1	Dettol	36.8
2	Dove	31.5
3	Colgate	28.7
4	Nivea	28.2
5	Sensodyne	22.7
6	Vaseline	22.7
7	Head & Shoulders	21.8
8	Himalaya	19.5
9	Oral-B	19.5
10	Lux	18.1

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Oral-B	19.5	17.4	2.1
2	Himalaya	19.5	17.9	1.6
3	Fair & Lovely	10.9	9.6	1.3
4	Maybelline	13.4	12.3	1.0
5	Huggies	6.0	5.0	1.0
6	Signal	12.3	11.7	0.7
7	Pampers	12.5	11.9	0.6
8	L'Oréal Paris	16.4	15.8	0.6
9	Herbal Essences	9.1	8.6	0.5
10	Garnier	11.7	11.3	0.5

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	O Boticário	68.1
2	Colgate	67.5
3	Natura	58.9
4	Oral-B	53.1
5	Avon	40.6
6	NIVEA	40.4
7	Dove	39.2
8	Pantene	36.7
9	Seda	36.1
10	Close-Up	30.0

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	O Boticário	68.1	63.4	4.7
2	L'Oréal Paris Hair Care	29.3	25.7	3.6
3	Eudora	22.4	18.8	3.5
4	Natura	58.9	55.8	3.2
5	L'Oréal Paris Skin Care	25.9	22.9	2.9
6	Pantene	36.7	33.8	2.9
7	Clear	24.1	21.2	2.9
8	NIVEA	40.4	37.9	2.5
9	Oral-B	53.1	51.1	2.1
10	Sensodyne	29.3	27.3	1.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Nivea	51.8
2	Balea	39.4
3	Oral-B	34.6
4	Colgate	31.1
5	Nivea MEN	30.8
6	blend-a-med	30.3
7	Dove	30.3
8	Gillette	28.4
9	Elmex	26.5
10	Kneipp	26.5

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Schauma	26.1	23.9	2.2
2	Labello	25.8	24.2	1.6
3	Oral-B	34.6	33.2	1.4
4	Elmex	26.5	25.4	1.2
5	8x4	17.7	16.5	1.2
6	Colgate	31.1	30.0	1.1
7	Isana	22.7	21.6	1.0
8	Nivea MEN	30.8	29.9	0.9
9	L'Oréal Men Expert	13.3	12.5	0.9
10	Balea	39.4	38.7	0.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Dettol	30.7
2	Signal	27.5
3	Dove	24.8
4	Rexona	21.6
5	Lux	20.3
6	Sensodyne	20.2
7	Closeup	17.5
8	Head & Shoulders	16.5
9	Axe	15.7
10	Johnson and Johnson	15.5

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	L'Oréal Paris	15.4	12.3	3.0
2	Elvive	10.4	7.8	2.6
3	Axe	15.7	13.1	2.5
4	DURU	7.2	5.5	1.7
5	TRESemmé	9.6	8.0	1.6
6	Maybelline	10.5	9.0	1.6
7	Dove	24.8	23.5	1.3
8	Colgate	8.3	7.1	1.1
9	Dabur	3.5	2.4	1.1
10	Closeup	17.5	16.4	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Le Petit Marseillais	38.9
2	Nivea	34.1
3	Yves Rocher	31.4
4	Signal	31.0
5	Oral-B	29.2
6	Colgate	25.2
7	Dove	22.5
8	L'Oréal Paris	21.7
9	Gillette	21.3
10	Sanex	21.1

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Oral-B	29.2	27.7	1.4
2	Bioderma	12.7	11.5	1.2
3	L'Interdit - Givenchy	5.5	4.6	0.9
4	Sauvage - Dior	8.6	7.7	0.9
5	Kiko	7.9	7.1	0.8
6	Sephora	20.3	19.5	0.8
7	Bleu - Chanel	6.2	5.4	0.7
8	Libre - Yves Saint Laurent	3.9	3.3	0.6
9	Avène	18.8	18.2	0.6
10	Manix	3.6	3.1	0.5

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Dettol	38.4
2	Colgate (Toothpaste)	32.6
3	Mentholatum	27.3
4	Vaseline	25.4
5	Listerine	24.4
6	Dove	24.3
7	Sensodyne (Toothpaste)	20.8
8	Darlie	19.8
9	Johnson's Baby	18.3
10	Colgate Plax	16.7

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Dove	24.3	21.2	3.1
2	Colgate Plax	16.7	14.6	2.0
3	Sensodyne (Toothpaste)	20.8	19.2	1.7
4	QV	6.2	4.7	1.5
5	Cetaphil	12.0	10.6	1.4
6	Johnson's Baby	18.3	16.9	1.4
7	Lux	8.2	7.1	1.1
8	Dettol	38.4	37.3	1.0
9	Clarins	5.7	4.8	0.9
10	Johnson's Body Care	11.4	10.5	0.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Pepsodent	46.0
2	Lifebuoy	33.6
3	Dettol	28.0
4	Vaseline	27.3
5	Wardah	27.0
6	Rexona	24.7
7	Nivea	22.3
8	Pantene	21.4
9	Bioré	20.2
10	Garnier	20.0

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Vaseline	27.3	25.6	1.7
2	Shinzu'i	19.3	18.5	0.8
3	My Baby	11.8	11.1	0.7
4	Kodomo	7.7	7.0	0.7
5	Garnier Men	15.0	14.4	0.5
6	Make Over	13.6	13.1	0.5
7	Marina	8.6	8.1	0.4
8	Zinc	8.6	8.3	0.3
9	Zwitsal	14.2	13.9	0.3
10	NIVEA	22.3	22.0	0.3

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Colgate	68.5
2	Gillette	48.2
3	Oral-B	39.8
4	NIVEA	35.8
5	Dove	35.6
6	Rexona	29.0
7	LISTERINE	27.1
8	Lubriderm	26.0
9	Palmolive	22.0
10	L'Oréal	19.8

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Johnson's Baby	19.3	17.8	1.5
2	L'Oréal	19.8	18.5	1.3
3	Pond's	18.4	17.2	1.2
4	Plax	2.6	1.9	0.6
5	Clearasil	2.5	1.9	0.6
6	Lubriderm	26.0	25.4	0.6
7	Neutrogena	13.2	12.7	0.5
8	NIVEA Aclarado Natural	9.8	9.3	0.5
9	Rexona Teens	4.2	3.8	0.4
10	Scope	3.5	3.2	0.3

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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## TOP 10 RANKED

Rank	Brand name	Score
1	Dettol	35.6
2	Dove	30.4
3	Nivea	26.7
4	Lux	22.1
5	Sensodyne	22.1
6	Head & Shoulders	19.7
7	Signal	19.5
8	Johnson and Johnson	18.4
9	Lifebuy	17.5
10	Closeup	16.6

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

## TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Elvive	7.9	6.0	1.9
2	Huggies	5.0	3.1	1.9
3	L'Oréal Paris	14.8	12.9	1.9
4	Alcon	3.8	2.1	1.6
5	TRESemmé	7.9	6.3	1.6
6	Axe	8.1	6.9	1.3
7	Acuvue	5.9	4.6	1.2
8	Kotex	8.3	7.1	1.2
9	Neutrogena	12.9	11.8	1.1
10	Maybelline	9.2	8.3	1.0

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# Singapore

## TOP 10 RANKED

Rank	Brand name	Score
1	Dettol	34.2
2	Dove	26.0
3	Lifebuoy	19.9
4	Kirei Kirei	18.6
5	The Body Shop	18.1
6	Shokubutsu	16.9
7	Gillette	14.6
8	NIVEA	13.6
9	Head & Shoulders	12.2
10	Kotex	12.2

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

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YouGov FMCG rankings 2023: Personal Care

### TOP 10 RANKED

Rank	Brand name	Score
1	NIVEA	41.5
2	Vaseline	37.6
3	Dettol	33.4
4	Sunsilk	32.3
5	Colgate Toothpaste	30.2
6	Protex	30.2
7	Listerine	29.1
8	Garnier	28.3
9	Clear	27.4
10	Lux	27.3

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Oral-B	20.6	18.8	1.8
2	Gillette	19.8	18.4	1.4
3	Listerine	29.1	27.8	1.3
4	La Roche-Posay	7.7	6.5	1.2
5	Neutrogena	12.4	11.3	1.2
6	Colgate Plax	23.0	21.9	1.1
7	Feather	10.3	9.3	1.0
8	Dermapon	7.4	6.4	1.0
9	12 plus	11.7	10.7	1.0
10	Fluocaril	11.0	10.4	0.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Colgate	43.0
2	Dove	35.1
3	Oral-B	30.3
4	NIVEA	30.0
5	Sure	28.6
6	Andrex	26.0
7	Kleenex	22.8
8	No. 7	22.3
9	Sensodyne	22.2
10	Vaseline	21.3

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	Nivea	30.0	27.9	2.1
2	Charlotte Tilbury	7.1	5.9	1.3
3	WaterWipes	3.3	2.1	1.2
4	Johnson & Johnson	16.2	15.2	1.0
5	Vaseline	21.3	20.4	0.9
6	Maybelline	13.3	12.4	0.9
7	E45	19.6	18.7	0.9
8	Sure	28.6	27.7	0.8
9	L'Oréal Paris	12.7	12.0	0.8
10	Harry's	3.7	3.0	0.8

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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### TOP 10 RANKED

Rank	Brand name	Score
1	Dove	43.2
2	Crest	38.3
3	Colgate	37.1
4	Vaseline	31.7
5	Neutrogena	29.7
6	LISTERINE	29.3
7	Suave	26.4
8	Olay	26.1
9	Bath & Body Works	25.8
10	Gillette	25.7

Brands are ranked based on Consideration score between January 1st 2022 and December 31st 2022

### TOP 10 IMPROVERS

Rank	Brand name	Score	Previous Score	Change in Score
1	CeraVe	17.8	15.0	2.8
2	Aquaphor	12.0	10.2	1.9
3	Vaseline	31.7	30.0	1.7
4	L'Oréal Paris Hair Care	15.7	14.2	1.5
5	e.l.f Cosmetics	11.6	10.4	1.2
6	NYX	7.3	6.1	1.2
7	Ulta Beauty	12.8	11.6	1.2
8	Dove Men + Care	17.7	16.6	1.2
9	L'Oréal Paris Skin Care	17.9	16.7	1.2
10	Dove Baby	6.0	4.9	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the time range 2022 vs 2021)

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# Methodology

YouGov publishes brand rankings yearly based on the data from always-on brand tracker, **YouGov BrandIndex**. FMCG brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

The brands in YouGov's FMCG rankings 2023 were ranked based on Consideration score, which is a measure of likelihood of purchase from the category. The top ranked rankings show the brands with the highest Consideration score between January 1<sup>st</sup> 2022 and December 31<sup>st</sup> 2022. To determine the improvers rankings, brands have been sorted by change in consideration score (highest to lowest between the time range of 2022 vs 2021).

The scores are representative of the general population of adults 18+ (some are online representative) except for India which is national urban representation. For all markets, a minimum base size of 100 is mandatory for conclusive results.

All scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands included in YouGov's FMCG top ranked rankings have been tracked for a minimum of 6 months, and all brands included in YouGov's FMCG improvers rankings have been tracked for a minimum of 18 months.

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# Thank you

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