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YouGov FMCG Rankings 2024

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Introduction

The 2024 FMCG rankings report aims to offer a benchmark for FMCG brands across 6 key international markets (France, Germany, United Kingdom, United States, United Arab Emirates, Kingdom of Saudi Arabia) 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.



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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 2024 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 April 1st, 2023, and March 31st, 2024. To determine the improvers rankings, brands have been sorted based on number of statistically significant

uplifts observed in this last period compared to the previous one). The scores are representative of the general population of adults 18+. For all markets, a minimum base size of 300 is selected. 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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FMCG rankings 2024:

Food





France

TOP 10 RANKED

Rank	Brand	Score
1	Panzani	39.1
2	Barilla	38.5
3	Bonne Maman	35.7
4	Président	35.4
5	Lindt	35.2
6	St Michel	34.4
7	La Laitière	33.3
8	Bonduelle	32.6
9	LU	32.5
10	Danone	31.9

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Kinder	22.7	18.2	4.5
2	Nutella	26.1	24.0	2.1
3	Milka	22.7	21.0	1.7
4	Bonne Maman	35.7	34.1	1.6
5	Freedent	9.6	8.1	1.4
6	Twix	13.0	11.8	1.2
7	Ferrero Rocher	26.7	25.6	1.2
8	Kiri	17.3	16.2	1.2
9	Extrême	14.8	13.7	1.1
10	KitKat	15.4	14.6	0.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023).

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Germany

TOP 10 RANKED

Rank	Brand	Score
1	Iglo	47.1
2	Dr. Oetker	46.4
3	Philadelphia	46.0
4	Landliebe	45.3
5	Haribo	43.9
6	Maggi	41.4
7	Knorr	41.1
8	Frosta	40.5
9	Weihenstephan	40.4
10	Rügenwalder	39.1

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Milsani	18.0	15.4	2.6
2	dm Bio	32.3	30.5	1.8
3	Snickers	19.4	17.7	1.8
4	Kinder Schokolade	24.6	22.9	1.7
5	Twix	16.6	15.1	1.5
6	Gustavo Gusto	12.9	11.5	1.4
7	Dr. Oetker High Protein	11.0	9.7	1.3
8	Gut bio	14.5	13.4	1.1
9	Mars	15.3	14.1	1.1
10	Nutella	38.7	37.5	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023).

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TOP 10 RANKED

Rank	Brand	Score
1	Cadbury	60.5
2	Cathedral City	42.3
3	Birds Eye	41.0
4	Walkers	40.1
5	Heinz	37.9
6	Kellogg's	37.3
7	Kit Kat	36.4
8	Maltesers	35.2
9	Lindt	34.2
10	Galaxy	33.7

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Yorkshire Tea	33.5	31.7	1.8
2	Twix	27.3	25.6	1.7
3	Cadbury	60.5	58.9	1.6
4	M&M's	21.2	19.6	1.6
5	Lindt	34.2	32.7	1.4
6	Nestlé	24.2	22.8	1.4
7	Kinder	19.3	17.8	1.4
8	Snickers	23.6	22.3	1.2
9	Maltesers	35.2	34.1	1.1
10	Galaxy	33.7	32.6	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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TOP 10 RANKED

Rank	Brand	Score
1	Kraft	45.7
2	Campbell's	43.4
3	Hershey	43.2
4	Frito-Lay	43.2
5	M&M's	43.1
6	Pillsbury	40.7
7	Lay's	40.5
8	Land-O-Lakes	40.5
9	Quaker	39.7
10	General Mills	39.3

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Rao's Homemade	13.8	10.4	3.4
2	Snickers	34.1	32.1	2.0
3	Avocados from Mexico	20.8	19.0	1.9
4	fairlife	11.1	9.4	1.6
5	Knorr	24.4	22.9	1.5
6	Smithfield	20.7	19.2	1.5
7	Tillamook	22.7	21.2	1.5
8	Smartfood	13.3	11.8	1.5
9	Pacific Foods	5.2	3.7	1.5
10	Godiva	19.7	18.4	1.3

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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Kingdom of Saudi Arabia

TOP 10 RANKED

Rank	Brand	Score
1	Almarai	59.9
2	Saudia (Sadafco)	42.7
3	Galaxy	42.0
4	Nadec	37.6
5	Kit Kat	34.8
6	Ülker	34.5
7	Snickers	33.6
8	Afia	32.5
9	Oreo	30.9
10	7 days	30.8

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

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United Arab Emirates

TOP 10 RANKED

Rank	Brand	Score
1	Almarai	56.0
2	Oreo	37.3
3	Maggi	34.5
4	Al Rawabi	34.4
5	Sadia	34.4
6	Lay's	32.1
7	Kit Kat	32.0
8	Pringles	30.6
9	Lurpak	29.6
10	Baskin-Robbins	29.0

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

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FMCG rankings 2024: Beverage

A young man with short dark hair, wearing a light blue t-shirt, is smiling broadly while holding a clear glass with a black straw. He is in a dimly lit bar or restaurant with warm, ambient lighting. The background is blurred, showing other patrons and bar elements. The overall mood is social and relaxed.



France

TOP 10 RANKED

Rank	Brand	Score
1	Cristaline	43.4
2	Coca-Cola	26.7
3	Perrier	26.3
4	Evian	23.2
5	San Pellegrino	22.2
6	Badoit	21.2
7	Lipton Ice Tea	20.1
8	Orangina	19.9
9	Vittel	19.2
10	Volvic	19.0

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Coca-Cola	26.7	25.7	0.9
2	Red Bull	6.2	5.2	0.9
3	Orangina	19.9	19.1	0.8
4	Cristaline	43.4	42.6	0.8
5	Pepsi	9.0	8.3	0.7
6	Andros	10.8	10.3	0.5
7	San Pellegrino	22.2	21.8	0.4
8	Fanta	11.6	11.2	0.4
9	Sprite	9.2	8.9	0.3
10	7Up	7.9	7.6	0.2

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023).

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Germany

TOP 10 RANKED

Rank	Brand	Score
1	Coca-Cola	30.8
2	Hohes C	26.2
3	Gerolsteiner	19.8
4	Fanta	18.4
5	Granini Fruchtsäfte	17.2
6	Sprite	16.2
7	Volvic	15.9
8	Schweppes	15.2
9	Saskia	14.9
10	Red Bull	14.3

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Red Bull	14.3	11.8	2.5
2	Adelholzener	10.1	8.8	1.2
3	Coca-Cola	30.8	29.9	1.0
4	Saskia	14.9	14.0	0.9
5	Volvic	15.9	15.2	0.7
6	Lipton	11.0	10.3	0.7
7	Erdinger alkoholfrei	10.5	9.9	0.6
8	Gerolsteiner	19.8	19.2	0.6
9	Radeberger Alkoholfrei	5.4	4.9	0.5
10	Fanta	18.4	18.0	0.5

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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TOP 10 RANKED

Rank	Brand	Score
1	Robinsons	33.5
2	Ribena	26.3
3	San Pellegrino	25.7
4	Pepsi Max	24.0
5	Coca-Cola	23.5
6	Highland Spring	23.1
7	Evian	20.8
8	Fever-Tree	20.2
9	innocent	20.1
10	Buxton	19.6

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Lipton Ice Tea	15.0	12.8	2.2
2	Evian	20.8	19.1	1.7
3	Coca-Cola	23.5	22.1	1.4
4	Pepsi	12.5	11.5	1.1
5	Sprite	15.8	14.9	0.9
6	Red Bull	6.6	5.6	0.9
7	Irn Bru	11.4	10.5	0.9
8	FRijj	8.3	7.4	0.9
9	Lucozade Sport	8.8	7.9	0.9
10	Mountain Dew	4.0	3.3	0.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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TOP 10 RANKED

Rank	Brand	Score
1	Gatorade	32.4
2	Coca-Cola	32.1
3	Lipton	31.8
4	Ocean Spray	30.1
5	Tropicana	27.3
6	Arizona Iced Tea	27.2
7	Welch's	26.0
8	Minute Maid	25.5
9	Pepsi	24.4
10	Folgers	24.4

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Coca-Cola	32.1	29.6	2.5
2	Lipton	31.8	29.7	2.0
3	7UP	18.6	16.6	2.0
4	Vita Coco	5.8	3.8	2.0
5	Monster	10.8	8.9	1.9
6	Pepsi	24.4	22.6	1.8
7	Liquid I.V.	5.5	3.8	1.7
8	Smartwater	18.7	17.0	1.7
9	Red Bull	9.7	8.1	1.7
10	Goya Coconut Water	5.6	4.1	1.5

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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Kingdom of Saudi Arabia

TOP 10 RANKED

Rank	Brand	Score
1	Almarai	56.7
2	Pepsi	36.9
3	7Up	36.4
4	Nadec	32.2
5	Coca-Cola	29.2
6	Al Rabie	26.2
7	Mirinda	25.0
8	Moussy	24.7
9	Vimto	22.7
10	Rabea Tea	22.3

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

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United Arab Emirates

TOP 10 RANKED

Rank	Brand	Score
1	Almarai	47.4
2	Al Ain	35.2
3	7Up	33.4
4	Coca-Cola	33.3
5	Mai Dubai	33.2
6	Pepsi	32.3
7	Sprite	29.0
8	Masafi	28.6
9	Al Rawabi	27.3
10	Mountain Dew	24.7

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

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FMCG rankings 2024: Personal Care





France

TOP 10 RANKED

Rank	Brand	Score
1	Le Petit Marseillais	39.5
2	Nivea	34.8
3	Signal	33.2
4	Yves Rocher	32.3
5	Oral-B	29.9
6	Colgate	27.7
7	L'Oréal Paris	23.3
8	Dove	22.6
9	Gillette	22.3
10	La Roche-Posay	22.2

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Colgate	27.6	25.6	1.9
2	L'Oréal Paris	23.3	21.9	1.5
3	Philips	12.5	11.2	1.3
4	Signal	33.4	32.2	1.2
5	Ushuaïa	15.3	14.3	0.9
6	Garnier	16.3	15.4	0.9
7	Sephora	21.5	20.7	0.9
8	Caudalie	10.2	9.4	0.8
9	Lancôme	13.7	13	0.7
10	La Roche-Posay	22.2	21.4	0.7

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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Germany

TOP 10 RANKED

Rank	Brand	Score
1	Nivea	53.6
2	Balea	42.6
3	Oral-B	36.9
4	Colgate	32.5
5	Dove	32.1
6	Gillette	30.8
7	blend-a-med	29.9
8	Kneipp	27.3
9	Labello	27.2
10	Elmex	26.7

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Balea	42.6	40.0	2.6
2	L'Oréal Paris	24.0	21.6	2.4
3	Nivea	53.6	51.4	2.2
4	Isana	26.4	24.3	2.1
5	essence	14.9	13.1	1.7
6	Guhl	15.9	14.2	1.7
7	Fructis	14.3	12.7	1.6
8	BabyLove	9.6	8.0	1.6
9	Oral-B	36.9	35.3	1.5
10	Gillette	30.8	29.4	1.4

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023).

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TOP 10 RANKED

Rank	Brand	Score
1	Colgate	45.4
2	Dove	36.9
3	Oral-B	33.9
4	Nivea	31.8
5	Sure	30.3
6	Andrex	25.4
7	No. 7	24.1
8	Vaseline	23.5
9	Sensodyne	23.4
10	Gillette	22.8

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Oral-B	33.9	31.3	2.6
2	Dior	9.2	7.7	1.5
3	Nivea	31.8	30.4	1.3
4	Vaseline	23.5	22.3	1.2
5	L'Oréal Paris	14.3	13.1	1.2
6	Sure	30.3	29.1	1.2
7	Corsodyl	15.3	14.2	1.2
8	No. 7	24.1	23.0	1.1
9	Chanel	9.7	8.7	0.9
10	Listerine	19.3	18.4	0.9

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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TOP 10 RANKED

Rank	Brand	Score
1	Dawn	56.3
2	Clorox	45.7
3	Dove	45.4
4	Kleenex	42.8
5	Tide	41.2
6	Duracell	40.5
7	Colgate	40.5
8	Crest	40.0
9	Lysol	39.2
10	Energizer	38.3

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

TOP 10 IMPROVERS

Rank	Brand	Score	Previous Score	Change
1	Nivea	21.4	18.1	3.3
2	CeraVe	21.9	18.8	3.0
3	Dove	35.2	32.7	2.5
4	Colgate	40.5	38.9	1.6
5	e.l.f Cosmetics	13.2	11.8	1.5
6	Ulta Beauty	14.5	13.1	1.4
7	Gillette	28.0	26.6	1.4
8	Temptations	10.4	9.0	1.4
9	Sephora	14.3	13.0	1.3
10	Clear	2.5	1.4	1.1

To find out the top improvers, brands have been sorted by change in score (highest to lowest between the following time ranges: April 1st 2023, - March 31st 2024 vs. April 1st 2022, - March 31st 2023.

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Kingdom of Saudi Arabia

TOP 10 RANKED

Rank	Brand	Score
1	Dettol	38.4
2	Dove	33.2
3	Nivea	28.8
4	Sensodyne	26.4
5	Lux	23.1
6	Signal	21.0
7	Johnson and Johnson	21.0
8	Head & Shoulders	20.8
9	Lifebuoy	18.2
10	Garnier	18.1

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

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United Arab Emirates

TOP 10 RANKED

Rank	Brand	Score
1	Dettol	39.0
2	Dove	33.9
3	Nivea	30.3
4	Colgate	28.9
5	Vaseline	25.7
6	Sensodyne	25.2
7	Head & Shoulders	23.5
8	Oral-B	21.5
9	Himalaya	21.3
10	Closeup	20.6

Brands are ranked based on Consideration score between April 1st 2023, and March 31st 2024.

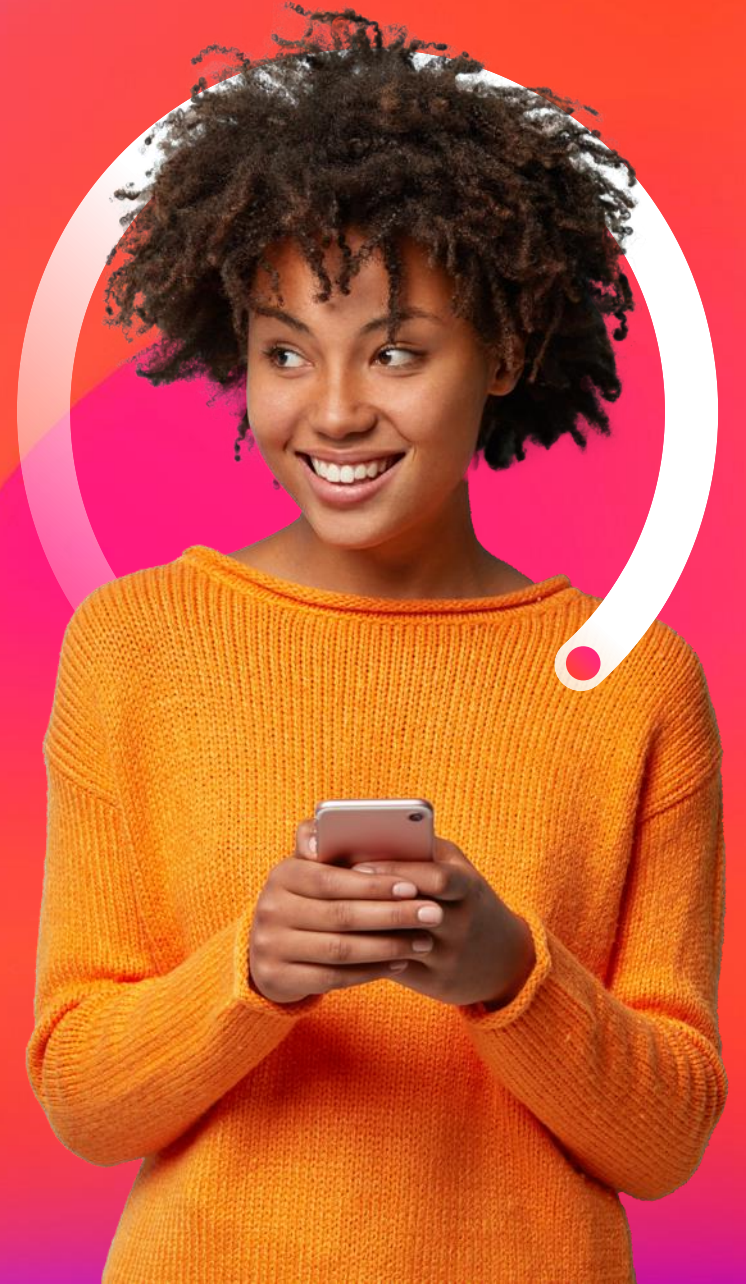
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