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Report sees Cadbury brand value melt

Health and innovation were once again the key driving forces behind brand growth in the UK this year, according to a new report from brand valuation consultancy *Intangible Business*.

According to its latest annual report, "The UK's Most Valuable Grocery Brands 2007", the confectionery sector was one of the hardest hit by the health trend, losing 8% of its value and having two entries less in the top 100 brands. Biscuits and snacks also saw their sector value decline by 6%, dropping out of the top ten and into eleventh place.

The UK's biggest confectionery brand, *Cadbury Dairy Milk*, suffered the third biggest fall in 2007, with the value of the brand tumbling 19% to £441m (€631m), down from £524m in 2006. Lack of innovation and the effects of the salmonella scandal were key reasons behind the fall in value, the report said.

However, it added that the brand's power may help it to bounce back if it can recognise the changing consumer trends and change accordingly.