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Supermarket 'Inevitably' Tops Brand List



Tesco has been named the most valuable brand on the high street in a new study of UK retailers.

Tesco dominates the market. The brand was valued at £8.6bn this year, while Sainsbury's, at £4.9bn, beat other "big four" supermarkets Asda and Morrisons into fourth and fifth places respectively. Marks & Spencer came in third at £3.9bn, according to research by brand valuation agency Intangible Business.

The report said Tesco's top ranking was "almost inevitable" following sales of £32bn and given its dominance in the supermarket and convenience store markets. According to the report, 86% of the biggest brands on the high street originated in the UK.

Experts ranked 100 brands after looking at five years of public sales figures. They scored each retailer on future growth, price positioning, customer service and brand heritage. The value reflects how much each brand could be expected to fetch in the current market. Woolworths and Matalan fared poorly in the report after falling sales. The Early Learning Centre, Ann Summers, World Duty Free, Boden and Jaeger were named as "brands to watch". But the study warned that 2008 could prove challenging for retailers.

Stuart Whitwell, joint managing director of Intangible Business, said: "After several years of growth for the UK retail industry, 2008 is starting to show signs of a slow down."

The top 10 most valuable retail brands in the UK are:

1. Tesco £8.6bn
2. Sainsbury's £4.9bn
3. Marks & Spencer £3.9bn
4. Asda £3.6bn
5. Morrisons £2.6bn
6. Boots £1.9bn
7. Argos £1.4bn
8. Co-operative £1.4bn
9. Waitrose £1.2bn
10. John Lewis £1.1bn