

12 May 08

Tesco picks up a new accolade as top brand

BY ANNE CAMPBELL

YOU might think there are no superlatives left as far as Tesco's size goes but here is another – it's the most valuable brand on our high street.

The supermarket giant's name and reputation has been valued at £8.6billion in a report on British retailers, beating Sainsbury's and Marks & Spencer.

Top spot was 'almost inevitable' because of the chain's dominance in the supermarket and convenience store markets, the study said.

Experts looked at 100 retailers and ranked them on the basis of factors such as sales, future growth, brand heritage and customer service.

The £8.6billion level for Tesco is the amount the brand could be sold for.

Sainsbury's was second with £4.9billion, followed by Marks & Spencer with £3.9billion and Asda's £3.6billion.

'Strong brands are more important than

BRITAIN'S MOST VALUABLE BRANDS



ever before as more competition, and the requirement to convince the consumer to part with money will require more brand differentiation,' said Stuart Whitwell of Intangible Business, which carried out the study.

He warned that retailers would have a challenging year ahead because of falling sales but listed five 'brands to watch' – including Ann Summers, the Early Learning Centre and Boden.