

14 Oct 08

Kettle Chips up 20 places in UK brand survey

Kettle Chips has been unveiled as one of the country's success stories in an annual study of grocery brands. Valuation consultancy Intangible Business looked at 150 well-known labels before compiling its league table of the country's 100 most valuable grocery brands.

Norwich-based Kettle jumped up 20 places to 75th. The report said its success was partly a result of Kettle's broadened product range following the introduction of single packets, with the brand fast becoming a major competitor to rivals such as Walkers, McCoy's and Pringles. Kettle was the biggest climber in the study, with Mars coming a close second (climbing 18 places to 53rd).

The study used a combination of factors to measure brands' values. So-called "hard measures" include market share; the number of markets in which the brand has a significant presence; the brand's ability to command a premium; and projected growth based on historical data and future trends. "Soft measures" include brand awareness; the loyalty the brand engenders; and its longevity.

"We're delighted to be recognised as the UK's fastest growing grocery brand, particularly from such a recognised annual survey," said Andrew Slamin, marketing director at Kettle Foods. We believe this success reflects the high quality of our all-natural product and the growth in availability and awareness of the brand throughout the UK.

"Over the past 12 months we have introduced individual 40g bags across our key varieties, added innovative seasonings to our sharing range, and supported the brand with TV advertising."

Robinsons, the Norwich-based soft drinks producer, held its place at seventh in the table, but it was not such good news for Bernard Matthews. The report said the turkey business lost 28pc of its brand value following last year's bird flu scare, with the company falling to 97th position in the table.

Intangible Business said the growth of own-label brands meant competition in the market place was intense. "The economic downturn has had a profound effect on the grocery market in 2008 and played straight into the hands of discount retailers," said Stuart Whitwell, joint managing director of Intangible Business.

"With their lower overheads, abundance of own label brands and international economies of scale, Aldi and Lidl have become the stars of the year. If, as expected, major supermarkets bring in more lines of own label products to compete with discount retailers, 2009 will see a fierce battle of brand owners.

"We have seen examples of this in 2008, with Princes losing out to John West, Coke increasing market share over Pepsi and Warburtons firmly establishing itself as the number one provider of baked goods."

The top 10 brands in the Intangible Business survey:

- 1 Coca-Cola £1,151m
- 2 Warburtons £583m
- 3 Lucozade (up 1) £457m
- 4 Cadbury Dairy Milk (down 1) t £451m
- 5 Nescafe (up 1) £415m
- 6 Hovis (down 1) £366m
- 7 Robinsons £354m
- 8 Andrex £317m
- 9 Red Bull (up 3) £267m
- 10 Heinz Baked Beans (down 1) £268m