

The UK's Most Valuable Grocery Brands 2008





The UK's Most Valuable Grocery Brands 2008

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1. Introduction

The dynamic between low price, driven by own-label, and high quality, driven by more premium brands, is exacerbated in times of economic uncertainty. Brands that are able to segment their product offerings to attract value conscious shoppers while maintaining brand equity are likely to be best able to withstand the coming storm. As competing with own-label will become more important than ever, brand owners should focus on the specifics that differentiate their brands and provide products to match.

All eyes are on the economy. 2008 has seen the rise of discount retailers such as Aldi and Lidl, neither of which have a history of stocking many mainstream brands. With distribution being potentially stunted, brands will have to work harder to maintain their value. This study calculates the value of the UK's leading grocery brands in their current use.

Intangible Business specialises in valuing brands and other intangible assets for management, litigation and financial purposes. This report, now in its third year, highlights which brands have maintained their equity this year, which have lost some and which have gained. There are also a number of new entrants proving that with adversity comes opportunity.



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2. Methodology

Brand values are a reflection of a brand's ability to generate future income. It is a forward looking study that uses historic performance and future trends to predict future activity. Up to five years of publicly available historical sales data was gathered for 150 of the country's biggest grocery brands. To determine the strength of the brands, each brand was also scored on nine measures of brand strength, provided from qualitative panel data. Using this data, each brand was then valued using the relief-from-royalty methodology to produce the top 100.

Definitions of components of brand strength

Hard measures

Share of market: volume based measure of market share
Brand growth: projected growth based on 3-5 years historical data and future trends
Price positioning: a measure of a brand's ability to command a premium
Market scope: number of markets in which the brand has a significant presence

Soft measures

Brand preference: a measure of relative pre-disposition or spontaneous selection of a brand
Brand awareness: a combination of prompted and spontaneous awareness
Brand relevancy: capacity to relate to the brand and a propensity to purchase
Brand heritage: a brand's longevity and a measure of how it is embedded in local culture
Brand perception: loyalty and how close a strong brand image is to a desire for ownership



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Calculating brand value

The actual brand valuation calculation is relatively straight forward. It attempts to derive the amount the brand owner would be willing to pay for its brand if it did not already own it. This approach is called the relief from royalty methodology as it calculates how much the brand owner is relieved from paying by virtue of owning the brand. The more complicated parts are the components that contribute to the calculation. These three stages illustrate the process, simply:



1. Forecast sales

These brands have been given indefinite lives as they are all market leaders, steeped in heritage and with financially robust owners. The compound annual growth rate (CAGR) is adjusted to reflect the brand's long term ability for growth. This reflects more accurately a brand and its sector's long term growth prospects based on its current and historical performance.

2. Royalty rate

Each brand is given a score out of ten based on the measures identified above, 0 = low, 10 = high. This results in relative brand strengths for each brand as a percentage. This score is then positioned within a royalty rate range to determine a unique royalty rate for each brand. The royalty rate ranges differ for each sector based on the sector's average profitability and level of brand contribution. For example, a royalty rate range for Soft Drinks sector is between 0% and 20% at retail level as the brand contributes about 80% to the sale price – the remaining 20% being ingredients, distribution, manufacturing etc. The range for a sector such as Bakery would be lower as the cost of ingredients is greater and the brand has a lower contribution.

The royalty rate appears to be a simple percentage but in fact this hides the depth of understanding required to determine a rate that reflects accurately the profit/cash flow generated by the brand alone – separate from other elements of product delivery.

3. Discount rate

Future sales are then multiplied by the royalty rate and reduced at the relevant tax rate. They are then multiplied by a discount rate to calculate the net present value of those future cash flows. The discount rate reflects the time value and risk attached to those cash flows and for the purpose of this exercise has been left at a flat 9% as these are relatively low-risk, established brands in a relatively stable economic environment and market.

Testing

Results are tested and verified by sense-checks, such as to comparable commercial transactions, and referenced to proprietary information on the value of leading brands, which all share similar characteristics of value cash flow generation.



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3. Key issues

Own label

Own label continues to be a major threat to brand owners. Distribution is entirely at the control of the major supermarket groups, soon to be reduced by the acquisition of Co-op. In addition to this, discount retailers such as Lidl and Aldi, which stock significantly fewer products with few spaces available for non house brands, are growing in market share.

Own label has always been a threat, but never more so than now. If the major supermarkets adopt a similar strategy to compete with the discounters, many brand owners will be squeezed out of the UK retail market.



Discounters

Aldi and Lidl are taking advantage of the economic downturn and gaining market share. With their lower cost base, driven by fewer staff, fewer product lines, fewer non house brands, lower rents and economies of scale from their international divisions, they are the current stars of 2008.

This success has not gone unnoticed. Their competitors are adjusting their strategies accordingly, refocusing on value and price which may stem the migration to the discounters.



Key competitors

Coke vs Pepsi, John West vs Princes, Warburtons vs Hovis... Several one-on-one battles are being waged with one brand benefiting at the direct expense of another. In some instances shelf space dictates listing opportunities with own label brands only leaving room for one main external brand, squeezing out the competitor.



Economic malaise

2007/2008 was probably the peak of what we are going to see for the next few years. Sales are likely to fall in many categories and for many brands. This will inevitably lead to lower brand values. However, those that are able to steal market share from their fallen rivals will see their brand values rocket once the economy returns to growth.



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4. Biggest Movers: Going UP

1. Kettle Chips +20 places

Up a very impressive 20 places with a brand value up 28% to £64m, Kettle Chips is fast becoming a major challenger to its more established rivals Walkers, McCoy's and Pringles. Sales exceeded £60m buoyed in part by the broadened product range with the introduction of more convenient, single serve packets. With only £3m between Kettle Chips and Pringles, next year could well see Kettle Chips usurp Pringles' bronze position.

2. Mars +18 places

Moving up 18 places in this year's top 100 grocery brands, Mars enters this year at number 53. Mars' brand value increased by 45% to £92m, up from £63m in 2007. Constant investment in brand advertising helps keep Mars one of the nations' favorite chocolate bars, a position it is expected to hold onto in 2009.

3. Innocent +16 places

The success of increased distribution and new product lines are testament to the equity invested in the Innocent brand. Innocent was the fastest growing grocery brand by sales in 2007 with sales up by 47%. The value of the Innocent brand exceeded the growth of its sales, up 50% to £139m in 2008. Innocent moved up 16 places to number 32, beating dozens of household stalwarts which have been around for generations.

4. Haribo +16 places

The German confectionery brand, Haribo, had an impressive year. The value of its brand increased 25% to £65m in 2008, up from £52m in 2007. This growth in brand value propelled the brand up sixteen places to number 73. Its accessible and fun range of products continue to attract interest, with sales up 27% in 2008.

5. Capri Sun +15 places

Its convenient and differentiated format combined with its focus on 100% natural fruit juice has helped fuel Capri Sun's growth in brand value of 24% in 2008. This moves the brand up 15 places to number 78 in this year's top 100 grocery brands report – the fifth biggest move. With sales up 24% as well, helped by its wide range of flavours, Capri Sun is set to repeat its impressive performance next year.





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4. Biggest Movers: Going DOWN

1. Bernard Matthews -38 places

After the recent disastrous bird flu and health scares surrounding Bernard Matthews it is perhaps no surprise that its brand would be affected negatively. Bernard Matthews only just squeezed into this year's top 100 at number 97, down 38 places. The value of the Bernard Matthews brand fell 28% to £54m. The brand still retains significant equity despite its troubles so with new marketing investment the brand has the capacity to increase its value.



2. Tate & Lyle Sugar -17 places

Tate & Lyle Sugar's sales seem to have come off the boil. Silver Spoon's sugar also fell this year, a sign perhaps that consumers can no longer distinguish between these branded products and own label – or if they do, they are not prepared to pay a premium for it. Adding to this are negative health associations with sugar, putting people off. Tate & Lyle Sugar's brand value fell by 9% to £59m and dropped 17 places.



3. Princes -10 places

Princes is losing the battle of the tinned tuna to John West. The former's brand value fell 11% in 2008 to £85m and dropped 10 places to number 57 in the top 100. As discussed earlier, it is getting increasingly difficult to secure supermarket shelf space, leaving room for only one external brand in some categories. Princes is currently losing out to its rival and needs to come up with a new strategy to reverse its decline.



4. Birds Eye Frozen Veg -8 places

Down 8 places to number 84, Birds Eye Frozen Veg is languishing dangerously close to being relegated out of the top 100 next year. Ironically, this is not because it is doing particularly badly. In fact both its sales and brand value are up 2% to a brand value of £61m. It is just not growing as fast as its other grocery rivals.



5. Magnum -8 places

Another victim of the success of others rather than having any particular problem, Magnum lost 8 places in 2008, down to number 96. Its brand value, however, increased 2% to £54m with its sales up 1%. Indulgence is hard for the supermarkets to emulate with own-label products, or at least ice-cream is not a category it has yet focused on. For now, Magnum enjoys having a strong and valuable brand which is set for continued growth.





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5. New Entrants



1. SMA Nutrition Baby Milk
£68m, No.68



2. McVitie's Digestives
£60m, No.85



3. Snickers
£58m, No.88



6. Cow & Gate Baby Milk
£51m, No.100



4. Cravendale
£55m, No.84



5. Young's Fresh Fish
£54m, No.95



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5. No Shows



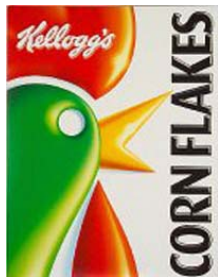
1. Goodfellas
£51m, No.101



2. Birds Eye Frozen Ready Meals
£51m, No.102



3. Clover
£50m, No.103



6. Kellogg's Cornflakes
£45m, No.112



4. McVitie's Cakes
£48m, No.107



5. Weight Watchers Ready Meals
£47m, No.110



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6. The Top 10



£1,151m Coca-Cola

Coca-Cola continues to dominate not just the carbonated soft drinks category but the whole grocery sector. Not only is it the biggest grocery brand by sales but also by brand value. Although its sales increased slightly its brand value remained largely flat, falling by just 1%. This is in part due to its brand strength rating falling by 2% and in part due to the total market for carbonated soft drinks reaching maturity with growth slowing. The Coca-Cola brand is still rated as the strongest by brand score, as it was last year, testament to its ability to appeal to all social demographics.

£583m Warburtons

It is rare for a brand to continue to grow from a large base at such a pace as Warburtons. Warburtons sales increased an impressive 13% since last year and its brand value also increased, albeit at a more conservative rate of 11%. Distribution continues to grow in the south of England giving more people greater access to the brand, at the expense of other more established brands such as Hovis and Kingsmill. Its brand score also increased in 2008, up 8% to 71%.



£457m Lucozade

Lucozade takes the bronze medal in 2008 for the first time, knocking the incumbent Cadbury Dairy Milk off the number three spot. The value of the Lucozade brand increased 14% in 2008 with its brand score up 11%. The range of product flavours, variants and formats combined with consistent association with sports differentiates it from the competition, enabling it to dominate the functional sports and energy drinks sector.

£451m Cadbury Dairy Milk

Popular advertising contributed to Cadbury Dairy Milk's growth in brand value in 2008. Its brand score increased 5% helping fuel growth in brand value of 2% to £451m. However, this was not enough to secure its third place this year and fell into fourth place. Next year, with continued equity from its advertising, the brand value may well increase accordingly.



£415m NESCAFÉ

NESCAFÉ moves up one position this year to be the fifth most valuable grocery brand in the UK. Following a sales growth of 5%, its brand value increased 10% to £415m propelled also by its brand score which was judged to be 9% stronger. Innovative brand launches maintains consumer interest in the brand helping reverse the declines NESCAFÉ saw in 2007.



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£366m Hovis

Hovis lost out to competition from own label and the seemingly unstoppable growth of Warburtons in 2008. Its brand value lost 8% in value from 2007 when it was worth £395m. Renewed investment from owners Premier Foods and a brand and product relaunch may reverse its decline. Heritage is the Hovis' strength so if the product quality matches consumers' expectations we may well see Hovis rise again.

£354m Robinsons

A 6% increase in brand value helped Robinsons maintain its seventh position in 2008. Robinsons' 185 year history has engrained the barley water and fruit squash drink as the nation's favourite and its long association with Wimbledon tennis helps grow its awareness and relevance with new generations. With innovative extensions such as ready-to-drink options, Robinsons is set to increase its brand value next year.



£317m Andrex

Andrex is the most valuable grocery brand in the household category by a long way. It is a household staple throughout much of the UK with sales growing at a pretty constant near 3%. The value of the brand responded accordingly, up 2% since 2007. In the Kimberly-Clark stable the brand is guaranteed considerable distribution which, combined with the puppy creative device, helps generate consumer demand.

£267m Red Bull

Red Bull is a unique phenomenon. Largely a one product independent company it created and dominates a new category. Its brand value in the UK increased 19% in 2008 up from £232m in 2007, following an even more impressive 22% rise in sales. By not wavering from what it does best, Red Bull is a great example of constant and consistent marketing communications, rewarded by moving up three places, entering the top 10 for the first time.



£268m Heinz Baked Beans

Falling one place in the top 10 in 2008, Heinz Baked Beans just squeezed into the top 10, knocking out incumbent Pepsi. The value of the Heinz Baked Beans brand increased just 1% up from £264m in 2007 to £268m in 2008. Heinz Baked Beans has withstood the potential threat from the likes of Branston, leaving it to compete primarily with own label.



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7. The most valuable sectors

Rank 08	Rank 07	Sector	Total brand value 08	% value change	No. of brands in top 100, 08	Change from 07
1	1	Soft Drinks	3,868.5	5%	16	0
2	2	Confectionery	1,668.1	13%	15	+1
3	3	Bakery	1,149.8	5%	3	0
4	4	Tinned Food	803.1	4%	6	0
5	5	Laundry	794.6	3%	7	0
6	7	Hot Beverages	793.7	7%	5	0
7	6	Dried Staples	747.0	-3%	7	-1
8	9	Household	634.9	3%	5	0
9	12	Dairy	624.9	20%	7	1
10	11	Biscuits / Snacks	613.8	6%	7	0
11	10	Pet Food	599.7	3%	4	0
12	8	Chilled & Frozen	518.1	-23%	5	-3
13	13	Yellow fats	440.9	-7%	3	-1
14	14	Condiments	384.1	7%	4	0
15	15	Meat, Fish & Poultry	183.5	29%	3	+1
16	new entry	Baby Food & Drink	119.6	new entry	2	new entry
17	16	Cooking Sauces	116.5	3%	1	0



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1. Soft Drinks

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	COCA-COLA	1,151.4	-1%
2	2	LUCOZADE	457.0	14%
3	3	ROBINSONS	353.8	6%
4	6	RED BULL	276.6	19%
5	5	TROPICANA	248.6	5%
6	4	PEPSI	247.1	2%
7	6	VOLVIC	191.8	-7%
8	8	RIBENA	165.4	-5%
9	9	EVIAN	147.4	1%
10	11	INNOCENT	138.8	50%
11	10	SCHWEPES	130.4	2%
12	12	FANTA	87.4	-3%
13	13	OASIS	85.0	27%
14	14	HIGHLAND SPRING	63.3	8%
15	16	CAPRI SUN	62.6	24%
16	15	IRN BRU	61.9	5%



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2. Confectionery

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	CADBURY DAIRY MILK	451.1	2%
2	2	WRIGLEY'S EXTRA	177.9	14%
3	3	GALAXY	158.2	17%
4	4	KIT KAT	134.8	8%
5	5	MALTESERS	107.0	2%
6	6	MARS	92.0	45%
7	7	AERO	77.6	23%
8	13	HARIBO	64.7	25%
9	9	CADBURY ROSES	61.7	4%
10	14	GREEN & BLACK'S	61.6	27%
11	new entry	SNICKERS	57.7	39%
12	9	CADBURY FLAKE	57.5	-1%
13	11	QUALITY STREET	56.8	3%
14	10	TWIX	55.5	0%
15	12	MAGNUM	53.9	2%

3. Bakery

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	WARBURTONS	582.5	13%
2	2	HOVIS	366.0	-7%
3	3	KINGSMILL	201.3	9%



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4. Tinned Food

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	HEINZ BAKED BEANZ	267.9	1%
2	2	HEINZ SOUPS	216.1	7%
3	3	JOHN WEST	125.3	12%
4	4	PRINCES	85.3	-11%
5	5	BAXTERS SOUP	55.3	8%
6	6	NEW COVENT GARDEN SOUP	53.1	9%

5. Laundry

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	BOLD	175.0	3%
2	2	PERSIL	166.1	0%
3	3	ARIEL	135.9	-1%
4	4	LENOR	93.4	11%
5	5	FAIRY LAUNDRY	86.5	4%
6	6	COMFORT	79.8	7%
7	7	DAZ	57.9	-1%



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6. Hot Beverages

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	NESCAFÉ	415.5	10%
2	2	TETLEY TEA	129.0	1%
3	3	PG TIPS	112.9	5%
4	4	TWININGS	69.8	9%
5	5	KENCO	66.5	8%

7. Dried Staples

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	WEETABIX	162.2	-2%
2	2	KELLOGG'S SPECIAL K	145.7	11%
3	4	UNCLE BEN'S RICE	124.0	20%
4	3	SILVER SPOON	99.8	35%
5	5	NESTLÉ SHREDDED WHEAT	80.8	-4%
6	6	KELLOGG'S CRUNCHY NUT CORNFLAKES	75.5	7%
7	7	TATE & LYLE SUGAR	59.0	37%

8. Household

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	ANDREX	316.7	2%
2	2	FAIRY HAND DISHWASH	96.8	0%
3	3	FINISH	89.8	4%
4	4	AIRWICK	66.9	8%
5	5	KLEENEX	64.7	8%



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9. Dairy

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	ACTIMEL	139.7	-2%
2	2	MÜLLER CORNER	109.6	11%
3	3	DANONE BIO ACTIVIA	101.2	20%
4	4	CATHEDRAL CITY	92.4	35%
5	5	DAIRYLEA	63.9	-4%
6	6	PETIT FILOUS	63.5	7%
7	new entry	CRAVENDALE	54.7	37%

10. Biscuits / Snacks

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	WALKERS	223.4	0%
2	3	MR KIPLING CAKES	77.8	10%
3	2	MCCOY'S CRISPS	70.8	0%
4	4	PRINGLES	66.7	0%
5	6	KETTLE CHIPS	63.6	28%
6	new entry	MCVITIE'S DIGESTIVE	59.5	new entry
7	5	DORITOS	51.9	2%

11. Pet Food

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	WHISKAS	221.1	5%
2	2	PEDIGREE	167.4	-5%
3	3	FELIX	149.0	9%
4	4	BAKERS PETFOOD	62.2	6%



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12. Chilled & Frozen

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	BIRDS EYE FROZEN FISH	134.0	4%
2	2	YOUNG'S FROZEN FISH	126.2	2%
3	3	MCCAIN CHIPS	118.7	10%
4	4	BIRDS EYE FROZEN POULTRY	78.6	6%
5	6	BIRDS EYE FROZEN VEG	60.6	2%

13. Yellow Fats

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	FLORA	199.8	-2%
2	2	LURPAK	180.2	12%
3	3	ANCHOR BUTTER	60.9	5%

14. Condiments

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	1	HEINZ TOMATO KETCHUP	140.9	4%
2	3	BISTO GRAVY	95.6	15%
3	2	HELLMANN'S MAYONNAISE	92.5	1%
4	4	MARMITE	55.2	16%



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15. Meat, Fish & Poultry

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	2	GINSTERS	75.9	11%
2	new entry	YOUNG'S FRESH FISH	54.0	new entry
3	1	BERNARD MATTHEWS	53.6	-28%

16. Baby Food & Drink

Rank 08	Rank 07	Brand	Brand value 2008 £m	% value change
1	new entry	SMA NUTRITION BABY MILK	68.3	new entry
2	new entry	COW & GATE BABY MILK	51.3	new entry



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8. The brand owners with the most valuable brands

Rank 2008	Rank 2007	Brand owner	Total brand value 08	% value change	No.in top 100, 08	Change from 07
1	1	The Coca-Cola Company	1,323.8	0%	3	0
2	2	Mars	1,099.4	14%	9	+1
3	3	Nestlé	895.9	10%	6	0
4	4	PepsiCo	771.1	2%	4	0
5	5	Unilever	760.1	2%	7	0
6	7	Procter & Gamble	712.3	2%	7	0
7	6	Cadbury	632.0	-14%	4	-1
8	8	H.J. Heinz	624.9	4%	3	0
9	10	GSK	622.4	9%	2	0
10	12	Warburtons	582.5	13%	1	0
11	9	Gruppe DANONE	580.0	0%	4	0
12	11	Premier Foods	539.4	-2%	3	0
13	13	Kimberly-Clark	381.4	3%	2	0
14	15	Britvic	353.8	6%	1	0
15	19	Arla Foods	295.8	35%	3	+1
16	18	Red Bull	276.6	19%	1	0
17	14	Permira	273.2	-19%	3	-1
18	17	Associated British Foods	271.1	9%	2	0
19	16	Kellogg's	221.2	-13%	2	-1
20	25	Young's Bluecrest Seafood	180.2	46%	2	1
21	21	Wrigley	177.9	14%	1	0
22	20	The Weetabix Food Co.	162.2	2%	1	0
23	22	Reckitt Benckiser	156.7	6%	2	0
24	33	Innocent	138.8	50%	1	0
25	24	Kraft Foods	130.4	2%	2	0
26	new entry	Dr Pepper Snapple Group	130.4	new entry	1	new entry
27	26	United Biscuits	130.3	10%	2	0
28	23	Tata Tea	129.0	1%	1	0
29	28	Lehman Brothers	125.3	12%	1	0
30	30	Mccain Foods	118.7	10%	1	0
31	31	Müller Dairy	109.6	1%	1	0
32	28	British Sugar	99.8	-9%	1	0
33	27	Dairy Crest	92.4	-22%	1	-1
34	32	Princes	85.3	-11%	1	0
35	34	Nestlé/General Mills	80.8	3%	1	0
36	36	Samworth Brothers	75.9	11%	1	0
37	new entry	Wyeth	68.3	new entry	1	new entry
38	42	Haribo	64.7	25%	1	0
39	46	Lion Captial	63.6	28%	1	0
40	38	Yoplait Dairy Crest	63.5	7%	1	0
41	39	Highland Spring	63.3	8%	1	0
42	45	WILD	62.6	24%	1	0
43	40	AG Barr	61.9	5%	1	0
44	37	Tate & Lyle	59.0	-9%	1	0
45	43	Baxters	55.3	8%	1	0
46	35	Bernard Matthews Foods	53.6	-28%	1	0
47	47	New Covent Garden Soup Co.	53.1	9%	1	0
48	new entry	Nutricia	51.3	new entry	1	new entry



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9. The countries with the most valuable brands

Rank 2008	Rank 2007	Country of Origin	Total brand value 08	% value change	No.in top 100, 08	Change from 07
1	1	UK	6,905.6	5%	54	0
2	2	US	4,941.1	5%	30	0
3	3	France	728.5	3%	6	0
4	4	Switzerland	545.8	8%	2	0
5	5	Austria	276.6	19%	1	0
6	6	Germany	236.9	18%	3	0
7	7	Denmark	180.2	12%	1	0
8	8	Canada	118.7	10%	1	0
9	9	Kenya	66.5	8%	1	0
10	10	New Zealand	60.9	5%	1	0



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10. The Top 100: 1-35

Rank 08	Rank 07	Name	Sector	Owner	Country of origin	Brand value 2008 £m	% change	Rank change	Income rank 08	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
1	1	COCA-COLA	Soft Drinks	The Coca-Cola Company	US	1,151.4	-1%	0	1	8.4	9.4	7.2	8.6	7.6	9.0	4.0	7.2	8.0	77%
2	2	WARBURTONS	Bakery	Warburtons	UK	582.5	13%	0	2	8.0	7.7	7.6	6.6	7.4	7.8	7.2	7.4	4.2	71%
3	4	LUCOZADE	Soft Drinks	GSK	UK	457.0	14%	+1	7	6.9	7.4	6.8	7.8	6.8	5.8	6.8	6.6	6.0	68%
4	3	CADBURY DAIRY MILK	Confectionery	Cadbury	UK	451.1	2%	-1	5	7.6	8.8	7.4	8.5	7.2	7.7	4.0	5.8	5.4	69%
5	6	NESCAFÉ	Hot Beverages	Nestlé	Switzerland	415.5	10%	+1	6	8.2	8.5	6.6	8.2	7.3	8.8	4.3	6.8	7.0	73%
6	5	HOVIS	Bakery	Premier Foods	UK	366.0	-7%	-1	4	7.2	8.3	7.0	8.4	7.5	5.8	3.6	7.2	4.4	66%
7	7	ROBINSONS	Soft Drinks	Britvic	UK	353.8	6%	0	10	6.6	7.6	6.4	7.4	6.7	6.2	5.2	6.0	5.6	64%
8	8	ANDREX	Household	Kimberly-Clark	US	316.7	2%	0	8	7.5	7.4	6.4	8.0	7.4	8.7	4.7	6.7	6.2	70%
9	12	RED BULL	Soft Drinks	Red Bull	Austria	276.6	19%	+3	27	7.2	8.2	6.6	5.8	7.0	6.4	7.2	7.4	6.8	70%
10	9	HEINZ BAKED BEANZ	Tinned Food	H.J. Heinz	US	267.9	1%	-1	22	8.1	8.4	6.6	8.3	7.1	7.7	4.8	6.4	7.0	72%
11	11	TROPICANA	Soft Drinks	PepsiCo	US	248.6	5%	0	11	7.4	7.3	6.6	6.9	7.4	6.2	7.6	7.2	5.8	69%
12	10	PEPSI	Soft Drinks	PepsiCo	US	247.1	2%	-2	13	6.0	8.0	5.4	6.6	6.0	4.8	3.6	5.6	6.2	58%
13	13	WALKERS	Biscuits / Snacks	PepsiCo	UK	223.4	0%	0	3	8.3	8.6	6.6	7.5	7.6	8.8	4.0	6.4	5.0	70%
14	14	WHISKAS	Pet Food	Mars	US	221.1	5%	0	12	8.0	8.2	7.0	7.9	7.3	8.2	5.2	6.8	6.3	72%
15	17	HEINZ SOUPS	Tinned Food	H.J. Heinz	US	216.1	7%	+2	24	7.6	8.0	6.0	7.8	7.0	7.0	4.8	6.2	6.2	67%
16	18	KINGSMILL	Bakery	Associated British Foods	UK	201.3	9%	+2	9	6.2	6.4	6.2	6.0	6.2	5.4	4.2	6.6	4.2	57%
17	16	FLORA	Yellow fats	Unilever	UK	199.8	-2%	-1	21	7.5	8.0	6.4	7.6	7.1	7.4	4.0	6.4	6.0	67%
18	15	VOLVIC	Soft Drinks	Groupe DANONE	France	191.8	-7%	-3	35	5.6	6.2	5.0	5.6	5.7	5.0	3.6	6.0	5.2	53%
19	23	LURPAK	Yellow fats	Arla Foods	Denmark	180.2	12%	+4	16	7.8	7.4	6.0	7.4	7.4	7.2	6.1	6.8	5.8	69%
20	25	WRIGLEY'S EXTRA	Confectionery	Wrigley	US	177.9	14%	+5	19	6.7	7.6	5.6	7.6	6.2	6.8	5.1	5.8	6.4	64%
21	21	BOLD	Laundry	Procter & Gamble	US	175.0	3%	0	25	6.3	7.0	5.6	7.0	6.6	5.6	5.2	5.4	5.0	60%
22	19	PEDIGREE	Pet Food	Mars	UK	167.4	-5%	-3	20	7.2	8.0	6.4	7.7	6.9	7.0	3.2	6.8	6.0	66%
23	22	PERSIL	Laundry	Unilever	UK	166.1	0%	-1	14	7.2	8.0	6.4	8.2	7.3	7.4	2.8	6.4	6.0	66%
24	20	RIBENA	Soft Drinks	GSK	UK	165.4	-5%	-4	34	6.1	7.0	5.4	7.4	5.9	4.1	2.4	5.8	5.2	55%
25	24	WEETABIX	Dried Staples	The Weetabix Food Co.	UK	162.2	2%	-1	45	7.4	8.2	6.6	7.8	7.4	7.2	4.6	6.3	5.6	68%
26	31	GALAXY	Confectionery	Mars	US	158.2	17%	+5	18	6.5	7.6	6.1	7.0	6.4	5.0	6.4	5.9	5.2	62%
27	29	FELIX	Pet Food	Nestlé	UK	149.0	9%	+2	23	6.2	7.0	5.6	6.4	6.8	5.6	4.8	6.0	5.6	60%
28	26	EVIAN	Soft Drinks	Groupe DANONE	France	147.4	1%	-2	59	6.2	7.4	5.8	6.7	6.2	5.0	5.2	6.6	5.4	61%
29	32	KELLOGG'S SPECIAL K	Dried Staples	Kellogg's	US	145.7	11%	+3	48	7.5	7.9	7.1	7.6	7.3	7.4	7.4	6.4	6.6	72%
30	30	HEINZ TOMATO KETCHUP	Condiments	H.J. Heinz	US	140.9	4%	0	63	8.8	9.0	7.2	8.8	7.7	8.1	5.5	7.0	7.1	77%
31	27	ACTIMEL	Dairy	Groupe DANONE	France	139.7	-2%	-4	55	6.3	6.4	6.6	5.7	6.8	5.4	4.2	7.0	5.6	60%
32	48	INNOCENT	Soft Drinks	Innocent	UK	138.8	50%	+16	33	7.2	7.2	6.9	5.8	7.4	5.9	9.1	8.2	5.0	70%
33	28	ARIEL	Laundry	Procter & Gamble	US	135.9	-1%	-5	28	6.6	7.4	6.0	7.1	6.8	5.6	2.6	5.4	5.2	59%
34	36	KIT KAT	Confectionery	Nestlé	UK	134.8	8%	+2	30	6.8	8.0	6.1	7.8	6.8	5.0	4.4	6.0	5.2	62%
35	33	BIRDS EYE FROZEN FISH	Chilled & Frozen	Permira	UK	134.0	4%	-2	26	6.2	7.0	5.8	7.2	6.4	6.1	6.4	6.1	5.2	63%



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Rank 08	Rank 07	Name	Sector	Owner	Country of origin	Brand value 2008 £m	% change	Rank change	Income rank 08	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
36	34	SCHWEPES	Soft Drinks	Dr Pepper Snapple Group	Switzerland	130.4	2%	-2	61	5.0	7.2	5.0	7.6	6.0	4.4	4.2	6.2	4.8	56%
37	35	TETLEY TEA	Hot Beverages	Tata Tea	UK	129.0	1%	-2	39	6.8	7.6	6.4	7.8	6.2	6.4	3.8	5.4	5.6	62%
38	37	YOUNG'S FROZEN FISH	Chilled & Frozen	Young's Bluecrest Seafood	UK	126.2	2%	-1	31	5.6	5.1	6.0	5.9	6.5	5.7	5.3	6.0	5.4	57%
39	39	JOHN WEST	Tinned Food	Lehman Brothers	UK	125.3	12%	0	38	6.8	7.6	6.4	8.0	7.0	6.4	5.6	6.6	5.2	66%
40	44	UNCLE BEN'S RICE	Dried Staples	Mars	US	124.0	22%	+4	49	6.4	6.8	6.2	7.2	6.4	6.8	7.8	6.6	6.0	67%
41	41	MCCAIN CHIPS	Chilled & Frozen	Mccain Foods	Canada	118.7	10%	0	17	6.2	7.2	5.6	6.2	5.8	6.8	5.8	5.8	5.0	60%
42	38	DOLMIO SAUCES	Cooking Sauces	Mars	US	116.5	3%	-4	44	7.4	7.2	6.7	6.6	6.8	8.4	5.3	5.9	5.4	66%
43	42	PG TIPS	Hot Beverages	Unilever	UK	112.9	5%	-1	37	6.6	7.6	6.2	7.8	6.2	6.4	4.3	5.2	5.4	62%
44	45	MÜLLER CORNER	Dairy	Müller Dairy	Germany	109.6	11%	+1	15	7.6	6.8	6.4	6.2	6.6	7.6	5.4	6.8	5.8	66%
45	43	MALTESERS	Confectionery	Mars	US	107.0	2%	-2	41	6.4	7.8	5.9	7.4	6.4	4.8	4.0	5.4	4.9	59%
46	52	DANONE BIO ACTIVIA	Dairy	Groupe DANONE	France	101.2	20%	+6	42	6.4	5.8	6.2	5.8	7.0	5.8	8.4	7.2	5.6	65%
47	40	SILVER SPOON	Dried Staples	British Sugar	UK	99.8	-9%	-7	46	6.4	6.0	5.8	7.0	5.8	7.0	1.8	6.0	5.2	57%
48	46	FAIRY HAND DISHWASH	Household	Proctor & Gamble	UK	96.8	0%	-2	60	7.0	7.8	6.5	8.0	7.2	6.5	3.4	6.7	5.6	65%
49	54	BISTO GRAVY	Condiments	Premier Foods	UK	95.6	15%	+5	80	8.0	8.2	6.3	8.4	6.9	7.6	6.2	6.0	5.4	70%
50	53	LENOR	Laundry	Proctor & Gamble	US	93.4	11%	+3	69	5.3	6.0	5.0	6.0	6.0	4.6	4.4	5.4	4.4	52%
51	49	HELLMANN'S MAYONNAISE	Condiments	Unilever	US	92.5	1%	-2	82	7.7	7.8	6.4	7.4	6.7	7.0	4.6	6.3	6.0	67%
52	65	CATHEDRAL CITY	Dairy	Dairy Crest	UK	92.4	35%	+13	36	6.5	5.8	5.6	5.6	6.5	5.8	7.8	6.4	5.0	61%
53	71	MARS	Confectionery	Mars	US	92.0	45%	+18	40	6.5	8.4	6.2	8.3	7.2	5.3	5.6	5.8	6.4	66%
54	51	FINISH	Household	Reckitt Benckiser	UK	89.8	4%	-3	47	6.2	6.8	6.0	6.2	6.4	6.5	4.2	6.5	5.6	60%
55	50	FANTA	Soft Drinks	The Coca-Cola Company	US	87.4	-3%	-5	43	5.5	7.0	5.0	5.8	5.7	3.8	2.2	5.4	4.6	50%
56	55	FAIRY LAUNDRY	Laundry	Proctor & Gamble	UK	86.5	4%	-1	52	5.6	5.8	5.4	6.2	6.6	4.0	5.7	6.2	5.2	56%
57	47	PRINCES	Tinned Food	Princes	UK	85.3	-11%	-10	66	6.2	6.6	5.8	7.3	6.4	5.2	2.8	6.0	4.8	57%
58	66	OASIS	Soft Drinks	The Coca-Cola Company	France	85.0	27%	+8	84	4.8	5.2	5.2	4.2	6.0	2.8	6.4	6.3	4.4	50%
59	56	NESTLÉ SHREDDED WHEAT	Dried Staples	Nestlé/General Mills	UK	80.8	3%	-3	111	5.8	7.2	5.6	7.8	6.8	5.4	5.0	6.1	5.2	61%
60	57	COMFORT	Laundry	Unilever	UK	79.8	7%	-3	64	5.8	6.4	5.4	6.6	6.4	5.5	3.8	6.4	4.8	57%
61	58	BIRDS EYE FROZEN POULTRY	Chilled & Frozen	Permira	UK	78.6	6%	-3	50	4.4	5.6	4.8	4.8	4.6	4.8	4.6	4.6	4.6	48%
62	63	MR KIPLING CAKES	Biscuits / Snacks	Premier Foods	UK	77.8	10%	+1	29	6.0	7.8	5.4	7.6	6.4	6.0	4.8	6.3	4.2	61%
63	72	AERO	Confectionery	Nestlé	UK	77.6	23%	+9	96	5.3	6.4	4.9	6.6	5.8	3.4	5.0	5.8	4.6	53%
64	64	GINSTERS	Meat, Fish & Poultry	Samworth Brothers	UK	75.9	11%	0	54	6.7	6.9	5.8	6.4	6.9	6.2	5.6	6.4	4.6	62%
65	60	KELLOGG'S CRUNCHY NUT CORNFLAKES	Dried Staples	Kellogg's	US	75.5	2%	-5	83	6.4	6.8	5.8	7.4	6.6	5.4	4.0	6.2	6.0	61%
66	62	MCCOY'S CRISPS	Biscuits / Snacks	United Biscuits	UK	70.8	0%	-4	74	6.3	6.6	5.6	5.6	6.8	4.0	4.6	6.8	4.6	57%
67	70	TWININGS	Hot Beverages	Associated British Foods	UK	69.8	9%	+3	97	5.6	6.4	7.0	7.8	7.6	4.0	6.0	7.4	5.2	63%
68	new entry	SMA NUTRITION BABY MILK	Baby Food & Drink	Wyeth	US	68.3	-	new entry	98	8.0	7.4	6.2	7.0	7.6	7.6	7.2	6.8	5.4	70%
69	73	AIRWICK	Household	Reckitt Benckiser	UK	66.9	8%	+4	57	6.0	6.0	5.4	5.8	5.9	5.8	6.0	6.2	5.2	58%
70	67	PRINGLES	Biscuits / Snacks	Proctor & Gamble	US	66.7	0%	-3	32	7.0	7.8	6.6	6.2	7.0	6.0	4.8	7.6	5.4	65%



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Rank 08	Rank 07	Name	Sector	Owner	Country of origin	Brand value 2008 £m	% change	Rank change	Income rank 08	Preference	Awareness	Relevancy	Heritage	Perception	Share of market	Brand growth	Price positioning	Market scope	Brand score
71	74	KENCO	Hot Beverages	Kraft Foods	Kenya	66.5	8%	+3	68	5.0	5.6	4.8	6.4	5.6	3.4	4.4	6.2	5.2	52%
72	75	KLEENEX	Household	Kimberly-Clark	US	64.7	8%	+3	73	6.7	7.5	6.2	7.8	6.9	5.8	4.4	6.0	6.0	64%
73	89	HARIBO	Confectionery	Haribo	Germany	64.7	25%	+16	70	4.8	5.4	4.8	5.0	5.4	4.2	5.6	5.0	5.6	51%
74	68	DAIRYLEA	Dairy	Kraft Foods	US	63.9	-4%	-6	53	6.4	7.2	6.0	7.5	6.2	5.4	2.6	5.4	4.4	57%
75	95	KETTLE CHIPS	Biscuits / Snacks	Lion Captial	US	63.6	28%	+20	122	6.5	6.4	6.4	5.4	7.7	4.2	7.8	7.9	4.4	63%
76	77	PETIT FILOUS	Dairy	Yoplait Dairy Crest	France	63.5	7%	+1	77	6.0	6.1	6.2	6.1	6.2	4.4	5.0	6.0	4.4	56%
77	79	HIGHLAND SPRING	Soft Drinks	Highland Spring	UK	63.3	8%	+2	117	4.5	5.6	5.2	4.8	5.2	3.4	5.6	5.6	4.6	49%
78	93	CAPRI SUN	Soft Drinks	WILD	Germany	62.6	24%	+15	102	4.5	6.0	5.6	5.0	5.8	3.4	5.4	5.6	4.8	51%
79	81	BAKERS PETFOOD	Pet Food	Nestlé	UK	62.2	6%	+2	72	5.4	5.0	5.2	4.6	5.9	3.2	7.3	5.6	4.6	52%
80	80	IRN BRU	Soft Drinks	AG Barr	UK	61.9	5%	0	71	4.0	5.2	4.7	5.8	5.2	2.4	4.0	5.2	3.6	45%
81	78	CADBURY ROSES	Confectionery	Cadbury	UK	61.7	4%	-3	93	5.6	7.0	5.0	6.4	6.4	3.8	4.4	5.3	4.4	54%
82	97	GREEN & BLACK'S	Confectionery	Cadbury	UK	61.6	27%	+15	143	6.6	6.8	6.6	6.1	7.9	3.0	8.6	8.0	4.4	64%
83	84	ANCHOR BUTTER	Yellow fats	Arla Foods	New Zealand	60.9	5%	+1	79	5.5	6.4	5.4	6.8	6.5	4.4	4.8	5.8	4.6	56%
84	76	BIRDS EYE FROZEN VEG	Chilled & Frozen	Permira	UK	60.6	2%	-8	75	4.4	6.4	5.0	6.2	4.9	4.2	3.6	5.4	4.4	49%
85	new entry	MCVITIE'S DIGESTIVE	Biscuits / Snacks	United Biscuits	UK	59.5	-	new entry	67	6.0	7.2	5.6	7.0	6.4	4.4	3.4	6.4	4.6	57%
86	69	TATE & LYLE SUGAR	Dried Staples	Tate & Lyle	UK	59.0	-9%	-17	121	5.4	6.2	5.3	7.0	5.5	4.2	4.4	5.3	4.4	53%
87	82	DAZ	Laundry	Proctor & Gamble	US	57.9	-1%	-5	76	4.5	6.4	4.8	6.6	5.7	3.0	3.8	4.8	4.2	49%
88	new entry	SNICKERS	Confectionery	Mars	US	57.7	39%	new entry	87	5.3	7.0	5.7	6.8	6.4	3.4	6.2	5.6	5.0	57%
89	83	CADBURY FLAKE	Confectionery	Cadbury	UK	57.5	-1%	-6	118	5.6	7.2	5.6	7.4	6.8	3.4	3.0	5.7	4.4	55%
90	86	QUALITY STREET	Confectionery	Nestlé	UK	56.8	3%	-4	88	5.8	7.6	5.3	7.3	6.2	4.0	3.5	5.3	4.2	55%
91	85	TWIX	Confectionery	Mars	US	55.5	0%	-6	99	5.5	7.2	5.2	7.2	6.4	3.6	2.8	5.6	4.6	53%
92	90	BAXTERS SOUP	Tinned Food	Baxters	UK	55.3	8%	-2	106	5.6	5.8	5.2	7.0	6.5	3.8	6.0	6.4	4.8	57%
93	100	MARMITE	Condiments	Unilever	UK	55.2	16%	+7	147	7.4	8.4	7.2	8.4	7.9	5.0	6.1	6.7	5.2	69%
94	new entry	CRAVENDALE	Dairy	Arla Foods	UK	54.7	37%	new entry	65	6.0	5.4	5.6	4.6	6.0	5.0	7.8	6.0	4.0	56%
95	new entry	YOUNG'S FRESH FISH	Meat, Fish & Poultry	Young's Bluecrest Seafood	UK	54.0	-	new entry	81	5.2	4.8	5.4	4.7	5.8	4.6	6.8	6.3	4.4	53%
96	88	MAGNUM	Confectionery	Unilever	UK	53.9	2%	-8	94	6.4	7.0	6.0	6.2	7.2	5.4	3.8	7.2	4.6	60%
97	59	BERNARD MATTHEWS	Meat, Fish & Poultry	Bernard Matthews Foods	UK	53.6	-28%	-38	51	5.0	7.6	3.8	6.0	3.4	6.0	1.2	5.0	4.4	47%
98	98	NEW COVENT GARDEN SOUP	Tinned Food	New Covent Garden Soup Co.	UK	53.1	9%	0	128	6.8	6.9	6.6	6.0	7.6	5.0	6.8	8.0	4.6	65%
99	91	DORITOS	Biscuits / Snacks	PepsiCo	US	51.9	2%	-8	86	5.2	6.0	4.8	4.6	6.0	3.8	4.2	5.6	4.4	50%
100	new entry	COW & GATE BABY MILK	Baby Food & Drink	Nutricia	UK	51.3	-	new entry	129	6.0	7.0	5.8	6.6	6.4	6.3	7.0	6.4	5.0	63%

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