

The Megabrands: Top 100 Ranking

Brand name	Rank	FMCG category	Brand value (USD billion)
Coca-Cola	1	◆ Soft Drinks	35-45
Pepsi	2	◆ Soft Drinks	10-15
Nescafé	3	▲ Hot Drinks, Soft Drinks	10-15
Lay's	4	▲ Packaged Food	10-15
L'Oréal Paris	5	◆ Beauty and Personal Care	10-15
Red Bull	6	▲ Soft Drinks	10-15
Pampers	7	▼ Tissue and Hygiene, Beauty and Personal Care	10-15
Tide / Ariel	8	◆ Home Care	10-15
Nivea	9	▲ Beauty and Personal Care	10-15
Huggies	10	▲ Tissue and Hygiene, Beauty and Personal Care	10-15
Colgate	11	▲ Beauty and Personal Care	10-15
Master Kong	12	▼ Packaged Food, Soft Drinks	8-9
Sprite	13	▼ Soft Drinks	8-9
Gillette	14	▼ Beauty and Personal Care	8-9
Kellogg's	15	▼ Packaged Food	8-9
Mengniu	16	▲ Packaged Food	8-9
Gatorade	17	▲ Soft Drinks	8-9
Yili	18	▼ Packaged Food	8-9
Diet Coke	19	▼ Soft Drinks	8-9
Fanta	20	▼ Soft Drinks	6-7
Avon	21	▼ Beauty and Personal Care	6-7
Dove	22	◆ Beauty and Personal Care	6-7
Wrigley's	23	▼ Packaged Food	6-7
Arawana	24	▲ Packaged Food	6-7
Monster	25	▲ Soft Drinks	6-7
Kraft	26	▼ Packaged Food	6-7
Cadbury	27	▼ Packaged Food	6-7
Kinder	28	◆ Packaged Food	6-7

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

Source: Euromonitor International

Brand name	Rank		FMCG category	Brand value (USD billion)
Garnier	29	▼	Beauty and Personal Care	6-7
Knorr	30	▼	Packaged Food	6-7
Pedigree	31	▼	Pet Care	6-7
Lipton	32	◆	Soft Drinks, Packaged Food	4-5
Oscar Mayer	33	▲	Packaged Food	4-5
Shiseido	34	▼	Beauty and Personal Care	4-5
Gemey / Maybelline / Jade	35	▲	Beauty and Personal Care	4-5
Natura	36	▼	Beauty and Personal Care	4-5
Doritos	37	▲	Packaged Food	4-5
Pantene	38	▼	Beauty and Personal Care	4-5
Heinz	39	▲	Packaged Food	4-5
Nutricia	40	▲	Packaged Food	4-5
Minute Maid	41	▼	Soft Drinks	4-5
Lancôme	42	▲	Beauty and Personal Care	4-5
Herbalife	43	▼	Consumer Health	4-5
Activia	44	▼	Packaged Food	4-5
Kleenex	45	▼	Tissue and Hygiene	4-5
Yakult	46	▲	Packaged Food	4-5
Mary Kay	47	▼	Beauty and Personal Care	4-5
Omo	48	▲	Home Care	4-5
Coca-Cola Zero	49	▼	Soft Drinks	4-5
Oral-B	50	◆	Beauty and Personal Care	4-5
Nestlé	51	◆	Packaged Food	4-5
Maggi	52	▼	Packaged Food	4-5
Johnson's	53	▼	Beauty and Personal Care	4-5
Estée Lauder	54	▲	Beauty and Personal Care	4-5
Jiaduobao	55	▼	Soft Drinks	4-5
Mountain Dew	56	▲	Soft Drinks	4-5
Chanel	57	▲	Beauty and Personal Care	4-5
M&M's	58	▲	Packaged Food	4-5
Nespresso	59	▲	Hot Drinks	4-5
Nissin	60	▲	Packaged Food	4-5
Tropicana	61	▼	Soft Drinks	4-5
Always	62	▲	Tissue and Hygiene	4-5
Head & Shoulders	63	▼	Beauty and Personal Care	4-5
7-Up	64	▲	Soft Drinks	4-5

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

Source: Euromonitor International

Brand name	Rank		FMCG category	Brand value (USD billion)
Wahaha	65	▼	Packaged Food, Soft Drinks	4-5
Fortune	66	▲	Packaged Food	2-3
Olay	67	▼	Beauty and Personal Care	2-3
Whiskas	68	▼	Pet Care	2-3
Clinique	69	▼	Beauty and Personal Care	2-3
Quaker	70	▲	Packaged Food	2-3
Georgia	71	▼	Soft Drinks	2-3
Oreo	72	▲	Packaged Food	2-3
Amul	73	▲	Packaged Food	2-3
Nutrilite	74	▼	Consumer Health	2-3
Cheetos	75	▲	Packaged Food	2-3
Shineway	76	▼	Packaged Food	2-3
Bath & Body Works	77	▲	Beauty and Personal Care, Home Care	2-3
Rexona	78	▼	Beauty and Personal Care	2-3
Starbucks	79	▲	Hot Drinks, Soft Drinks	2-3
Christian Dior	80	▼	Beauty and Personal Care	2-3
Dr Pepper	81	▲	Soft Drinks	2-3
Palmolive	82	▼	Beauty and Personal Care, Home Care	2-3
Purina Friskies	83	▲	Pet Care	2-3
Pringles	84	▲	Packaged Food	2-3
Neutrogena	85	▲	Beauty and Personal Care, Tissue and Hygiene	2-3
Président	86	▼	Packaged Food	2-3
Snickers	87	▼	Packaged Food	2-3
Similac	88	▲	Packaged Food	2-3
Hershey's	89	▲	Packaged Food	2-3
Barilla	90	▼	Packaged Food	2-3
Charmin	91	▲	Tissue and Hygiene	2-3
Persil	92	▲	Home Care	2-3
Yoplait	93	▼	Packaged Food	2-3
Boss	94	▲	Soft Drinks	2-3
Enfamil	95	▲	Packaged Food	2-3
Danone	96	▼	Packaged Food	2-3
Arla	97	▼	Packaged Food	2-3
Milka	98	▼	Packaged Food	2-3
Yamazaki	99	▲	Packaged Food	2-3
Bimbo	100	▼	Packaged Food	2-3

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

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