

Lucky Me is PH's most chosen brand anew – Kantar Worldpanel Brand Footprint study

Kopiko, Ariel, among the fastest risers

Local instant noodle brand, **Lucky Me**, regains the top spot as the most chosen brand by Filipino consumers in 2015. The Brand Footprint research of Kantar Worldpanel notes that the 2013 topnotcher has once again led the 340 fast moving consumer goods (FMCG) brands in the Philippines. Lucky Me recorded a total of 871 million Consumer Reach Points (CRPs), overtaking previous leader, Nescafe (812 million CRP), by 59 million points.

On its fourth year, Kantar Worldpanel's Brand Footprint study continues to measure the strength of the brands through Consumer Reach Points (CRPs). This innovative metric, which has been the basis of the ranking since the study commenced in 2012, measures how many households around the world are buying the brand (penetration) and how often are they purchasing it (frequency). CRP representatively captures the choice of Filipino shoppers as the study is based from their actual purchases. In the Philippines, the study analysed a total of 17 billion shopper decisions and 105 categories.

Number 1 brand, Lucky Me, reaches 98% of Filipino Homes and is being purchased 40 times in a year, on average. Runner-up Nescafe maintains a steady penetration of 92% but has been bought 4x less frequently in 2015 (from 44.6 to 40.4 times). Rounding up the Top 5 of the Kantar Brand Footprint study are: Surf (659 million CRP), Great Taste (566 million CRP) and Palmolive (560 million CRP).

The 10 Most Chosen Brands in the Philippines in Kantar Worldpanel's Brand Footprint study are as follows:

Rank	Brand	Consumer Reach Points (Million)	Penetration %	Frequency of purchase	CRP Growth % 2015 vs 2014
1	Lucky Me	871	98.1	40.4	+3
2	Nescafe	813	91.7	40.4	-8
3	Surf	659	90.2	33.3	+2
4	Great Taste	566	76.8	33.6	+11
5	Palmolive	560	85.9	29.7	+10
6	Milo	505	85.0	27.0	-2
7	Bear Brand	492	89.5	25.0	+5
8	Ajinomoto	435	87.4	22.7	+6
9	Silver Swan	401	82.2	22.2	+6
10	Maggi	394	87.2	20.6	+6

Fastest Risers: Strong launches could lead to strong growth

Kantar Worldpanel Philippines also features brands that are growing the fastest in terms of CRPs. On top of the list is Kopiko, which moves 5 places up, now at 11th. Kopiko attracts an additional 1.5 million more homes versus the previous year and is also purchased 4 times more on average, making it the fastest riser in 2015. The campaigns for its new variant, Café Blanca, have been instrumental in boosting Kopiko's ranking.

Not far behind is Ariel with a 10-point increase in penetration, enough to enter into the Top 50 this year. Ariel's rapid growth is attributed to its 70 gram sachet, heavily promoted in a viral TV commercial.

Five (5) out of the 10 risers are local brands, which also banked on campaigns and celebrity endorsements.

The complete list of Top 10 fastest risers in 2015 are as follows:

Rank	Rank Movement	Brand	Consumer Reach Points (Million)	CRP Growth % 2015 vs 2014
11	5	Kopiko	380	+41
49	7	Ariel	99	+33
34	7	Pepsi	131	+27
47	4	Mega	101	+20
16	2	Sunsilk	309	+19
27	5	Dove	160	+15
50	3	Silka	94	+14
23	6	Joy Dishwash	179	+14
21	1	Champion	224	+11
37	3	Hansel	116	+11

Kantar Worldpanel's Brand Footprint study covers 44 countries around the world, across the food, beverage, health and beauty and homecare sectors.

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About Brand Footprint

To access the full global, regional, country and sector rankings and a complete index of the brands included in the Global Top 50, please visit www.brandfootprint-ranking.com

On its 4th year, [Kantar Worldpanel's Brand Footprint ranking](#) reveals the brands that are being bought by the most people, the most often, in 44 countries around the world, across the food, beverage, health and beauty and homecare sectors. The report outlines the winning strategies that the most successful global FMCG brands are employing as well as the key global consumer and industry trends.

Brand Footprint Methodology

Kantar Worldpanel's Brand Footprint is based on research from 74% of the global population; a total of 1 billion households across 44 countries, and 76% of the global GDP. The complete ranking analyses 15,000 brands and 300 billion shopping decisions. Kantar Worldpanel tracks 200 FMCG categories around the world across the beverages, food, health and beauty, homecare, alcoholic drinks, confectionery and nappies sectors.

The ranking is based on an innovative metric created by Kantar Worldpanel called Consumer Reach Points, which measures every time a consumer chooses a brand. The data for this year's ranking was collected over the 52 week period between October 2014 and October 2015. All data relates to purchases that are brought into the home

About Kantar Worldpanel

Kantar Worldpanel is the global expert in shoppers' behaviour.

Through continuous monitoring, advanced analytics and tailored solutions, Kantar Worldpanel inspires successful decisions by brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel turns purchase behaviour into competitive advantage in markets as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

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