KANTAR WORLDPANEL

Top new brand launches of 2017

Based on take home sales to 31 December 2017

Product	Sales rank	Brand	Sales in £m	Product first seen	% Sales incremental to manufacturer rank	% Sales incremental to category rank
	1	L'Or	£47.6m	26/02/17	4	6
	2	Whiskas Casserole	£21.0m	29/01/17	8	7
	3	Vanish Platinum	£16.3m	26/02/17	10	3
	4	McVities Chocolate Digestive Thins	£15.2m	29/01/17	5	9
	5	Warburtons Toastie Pockets	£13.1m	29/01/17	2	1
	6	Haagen Dazs Sticks	£10.8m	26/03/17	1	2
	7	Purina Dentalife	£8.9m	29/01/17	3	5
	8	Oreo Thins	£8.1m	29/01/17	7	10
	9	Weetabix Additions	£7.5m	29/01/17	6	8
	10	Muller Light Kremas	£7.4m	23/04/17	9	4

Kantar Worldpanel's latest FMCG product ranking lists the ten best-selling lines based on total sales in 2017. This is based on value sales in Britain for the 52 weeks up to 31 December 2017. It refers to take-home grocery sales and does not include products bought and consumed out of the home. Products must be widely available brands and considered genuinely new to make the ranking and not simply be a rebrand or new variant of an existing product. Analysis by our Expert Solutions team tracks individual household purchasing before, during and after buying the innovation, enabling us to calculate the proportion of sales that are incremental to both the manufacturer portfolio and the category.

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