KANTAR WORLDPANEL

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Press Release

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For immediate release

Brand Footprint reveals Most Chosen Brands in China
Yili tops the list, while Nongfu Spring the fastest rising brand

(Beijing, China, June 1st, 2017) –The fifth annual Brand Footprint report from Kantar Worldpanel looks at which brands are being bought by the most Chinese consumers the most often. The report is based on research from 73 per cent of the global population; a total of one billion households in 43 markets across five continents—covering 75 per cent of the global GDP.

The latest China ranking has revealed that Chinese brands dominated the top 10 most chosen brands' list and also have taken up 9 out of 10 places for fastest growing brands. Yili continue to top the list, followed by Mengniu moving up by one place from last year. While 2016 was a difficult for FMCG industry as a whole, both brands maintained their ability to touch shoppers' lives day in and day out over 1 billion times.

Most Chosen FMCG Brands Revealed by 2017 Brand Footprint Ranking

2016 Rank	Rank Movement	Brand	Manufacture	CRP (M)	Penetration%	Frequency
1	←	Yili	Yili Group	1,141.0	88.2	7.8
2	↑	Mengniu	Mengniu Group	1,043.2	86.8	7.2
3	↓	Master Kong	Ting Hsin International Group	922.1	83.0	6.7
4	←	Want Want	Want Want China	519.7	67.7	4.6
5	↑	Haday	Haday Group	495.9	70.2	4.2
6	↓	Bright	Shuanghui Group	467.6	44.2	6.3
7	←	Uni-President	Uni-President China Holdings LTD.	449.2	63.6	4.2
8	↓	Shuanghui	Bright Dairy	446.7	60.0	4.5
9	←	Liby	Liby Group	379.8	66.1	3.4
10	↑	Xin Xiangyin	Hengan Group	358.3	58.6	3.7

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Xin Xiangyin, a paper brand under Hengan Group, expanded its consumer reach considerably through adjusting its product lines. It made the list of the top 10 brands

for the first time with 358 million consumer reach points last year. In 2016, 58.6% of urban families in China bought the brand for 3.7 times on average.

Jason Yu, General Manager of Kantar Worldpanel China, comments: 'It has been a challenging year for FMCG brands in China. However the combining factors of economic slowdown, uneven growth and demand for trading up have forced brands to adapt their strategies to the new reality in order to keep pace with the fast changing consumer behavior. Consumers today want a lifestyle increasingly driven by health, convenience and pleasure. Brands will have to radically innovate in their product offer, communication and selling strategies and take a real consumer-centric approach to respond to those changes.'

Brands on the rise

There was significant change to the list of the top 10 fastest rising brands. Nongfu Spring, Luhua, Lee Kum Kee, Chaoneng and Lay's all made to the top of the league for the first time. Nongfu Spring was the fastest growing brand with consumer reach point up by 43% year on year, thanks to its new innovation to expand shopper base. Luhua not only joined the club of top 50 for the first time, but also became one of the top 10 fast rising brands, with 19% increase in consumer reaches year on year.

Top 10 Fastest Rising FMCG Brands in China

2016 Rank	Brand	Manufacture	CRP (M)	CRP Growth	Penetration%
20	Nongfu Spring	Nongfu Spring	249.8	43.0	48.6
23	Taoli	Shenyang Taoli	206.6	19.4	22.3
39	Luhua	Luhua Group	153.6	19.1	35.5
35	C'estbon	China Resources C'estbon Beverage (China) Co. Ltd	170.7	13.4	32.3
44	Supra	Nice Group	143.8	10.1	37.5
24	Space 7	Hengan Group	201.6	8.7	35.9
5	Haday	Haday Group	495.9	8.5	70.2
37	Synear	Synear Food Holdings Limited	163.2	8.1	34.5
33	Lee Kum Kee	Lee Kum Kee Group	175.7	6.2	36.9
19	Lay's	Pepsico Inc.	250.8	5.0	42.6

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Global Highlights

Kantar Worldpanel's analysis also shows that, with developed markets barely growing, emerging countries were responsible for all of the FMCG value growth in 2016, adding $34 billion to the global industry throughout the year.

- Coca-Cola remains the world's most chosen brand for the fifth year running

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- Colgate is the second most chosen brand in the ranking and is the only brand chosen by more than 50% of the global population
- Dettol is the fastest rising brand in the ranking, breaking into the Top 50 for the first time
- Sunsilk is new in the Top 10 with a 12% rise in Consumer Reach Points
- Emerging markets account for 51% of FMCG spend
- Local brands account for 72% of FMCG market growth in 2016

Kantar Worldpanel's Brand Footprint Ranking reveals the strength of brands in 43 markets around the world, across the food, beverage, health and beauty and homecare sectors. It uses an insightful metric called Consumer Reach Points which measures how many households around the world are buying a brand (its penetration) and how often (the number of times shoppers acquire the brand).

This unique calculation of penetration and frequency helps FMCG manufacturers to clearly understand their reach within China and globally in terms of actual basket reach and provides a vital guide on which regions present the biggest opportunities.

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Notes to editor:

1. *Kantar Worldpanel China continuously measures household purchases over 100 product categories including cosmetics, food and beverages and the toiletry/household sector. Its national urban panel covers 20 provinces and four municipality cities (Beijing, Tianjin, Shanghai and Chongqing).*

About Kantar Worldpanel – Inspiring successful decisions

Kantar Worldpanel is a CTR service in China.
We are the world leader in continuous consumer panels. Our global team of consultants apply tailored research solutions and advanced analytics to bring you unrivalled sharpness and clarity of insight to both the big picture and the fine detail. We help our clients understand what people buy, what they use and the attitudes behind shopper and consumer behaviour.

We use the latest data collection technologies best matched to the people and the environment we are measuring.
Our expertise is rooted in hard, quantitative evidence – evidence that has become the market currency for local and multinational FMCG brand and private label manufacturers, fresh food suppliers, retailers, market analysts and government organisations. We are not limited to the grocery sector; we have a wide range of panels in fields as diverse as entertainment, communications, petrol, fashion, personal care, beauty, baby and food-on-the-go.

It's what we do with our data that sets us apart. We apply hindsight, insight, foresight and advice to make a real difference to the way you see your world and inspire the actions you take for a more successful business.

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We have over 60 years experience in helping companies shape their strategies and manage their tactical decisions; we understand shopper and retailer dynamics; we explore opportunities for growth in terms of products, categories, regions and within trade environments.

Together with our partner relationships, we are present in more than 50 countries – in most of which we are market leaders – which means we can deliver inspiring insights on a local, regional and global scale. Kantar Worldpanel was formerly known as TNS Worldpanel.

For more information, please visit www.kantarworldpanel.com

About CTR

CTR is a market information and insight provider specializing in China. We are a joint venture company between CITVC and Kantar Group, one of the world's largest insight, information and consultancy networks. As the foremost provider in China, we integrate our local expertise with cutting-edge research technology and innovative thinking to meet our clients' needs for 360° media intelligence monitoring at all touch points. We analyze consumer responses to marketing activities across all kinds of media; provide in-depth profiles of consumer products and markets, as well as strategies for retail service management. For further information, please visit www.ctrchina.cn

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