Top 15 100-million Family FMCG companies

		Buyers (Million Households)		Penetration (%)	
		52 w/e 7 Oct '11	52 w/e 5 Oct '12	52 w/e 7 Oct '11	52 w/e 5 Oct '12
P&G	P&G	151	156	97	97
中粮 COFCO	COFCO	145	150	93	93
康师傅	Master Kong	142	147	91	92
雀巢	Nestle	137	145	88	91
IPH	Yili	133	139	85	87
Unilever	Unilever	131	137	84	85
可口可乐	COCA COLA	133	136	85	85
MARS	Mars	116	125	74	78
	Colgate	120	125	77	78
立白	Liby	120	123	77	76
中國旺旺控股有限公司 Want Want China Holdings Limited	Want Want	118	123	76	76
娃哈哈	Wahaha	119	121	76	75
統一企業	Uni-President	105	115	67	72
pepsi	PepsiCo	111	115	71	72
Mondelēz International	Mondelez(Kraft)	101	114	64	71

Source: Kantar Worldpanel China

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