Top FMCG Company Penetration Ranking (Non-Food Sector)

		Buyers(Million Households)			Penetration(%)	
		52w/e Aug 10 2012	52w/e Aug 9 2013		52w/e Aug 10 2012	52w/e Aug 9 2013
	P&G	1.55	1.59		97.9	97.5
	Unilever	1.31	1.33		82.5	81.7
	Colgate	1.22	1.21		77.1	74.2
	Liby	1.20	1.20		75.9	73.9
	Heng An	1.15	1.19		72.4	73.0
	Nice	1.12	1.13		70.7	69.4

Source: Kantar Worldpanel China

Top FMCG Company Penetration Ranking (Food Sector)

		Buyers(Million Households)			Penetration(%)	
		52w/e Aug 10 2012	52w/e Aug 9 2013		52w/e Aug 10 2012	52w/e Aug 9 2013
	Master Kong	1.45	1.48		91.1	91.0
	Nestle	1.43	1.46		90.0	89.5
	Yili	1.40	1.45		88.3	88.8
	Mengniu	1.42	1.44		89.6	88.5
	Coca Cola	1.34	1.35		84.3	83.1
	Mars	1.22	1.27		76.7	78.3
	Want Want	1.20	1.24		75.3	76.2
	Mondelēz	1.10	1.23		69.3	75.6
	Uni-President	1.12	1.18		70.4	72.3
	Wahaha	1.18	1.17		74.4	71.7
	PepsiCo	1.13	1.16		70.9	71.2
	Yihai Kerry	1.09	1.11		68.7	67.9
	Dali Group	1.05	1.10		66.2	67.3
	Shuanghui	1.03	1.09		64.9	67.1
	Orion	0.92	1.00		58.2	61.7

Source: Kantar Worldpanel China