

BRAND FOOTPRINT 2015

A Global Ranking of the Most Chosen Consumer Brands

What is the strongest measure of your brand's success? Consumers choosing to buy it rather than your competitor's.

Brand Footprint is a comprehensive study of the FMCG brands that win at this moment of truth.

We rank those winners using the Consumer Reach Points, a calculation of how many households are buying a brand, how often and how this compares across countries, categories and competitors.

Your roadmap for growth

Marketers can use Brand Footprint to make sense of the challenging environment the FMCG industry is facing. Explore the data to:

- ▶ COMPARE BRANDS
- ▶ SET YOUR GROWTH TARGETS
- ▶ SPOT GEOGRAPHIES WITH GREATEST POTENTIAL

BRAND FOOTPRINT IS BASED ON THE CONSUMER REACH POINTS METRIC.

The CRP measures each time a shopper chooses a brand

We multiply three numbers to establish a brand's CRP:



POPULATION

how many households in a country.



PENETRATION

how many households buy it/universe



FREQUENCY

how often each household buys it on average in a year.

BRAND FOOTPRINT IN NUMBERS



FMCG brands analysed



Categories across Food, Beverage, Homecare and Health&Beauty Sectors



Households represented



Moments of truth tracked

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GLOBAL TRENDS

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CATEGORY FOCUSES

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NEXT BRANDS TO JOIN THE RANKING

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FUTURE TRENDS

#1

BRAND PER COUNTRY



METHODOLOGY

35 countries, covering 63% of global population and 68% of global GDP

Sample size: 412.323 households

Period of analysis: 52 week period between October 2013 and October 2014

All data relates to purchases that are brought into the home



DISCOVER LOCAL & GLOBAL BRAND FOOTPRINT RANKINGS AT
www.brandfootprint-ranking.com

THE STORY OF BRAND FOOTPRINT 2015



Source: Brand Footprint 2015