

BRAND FOOTPRINT

INDONESIA RANKING OF THE MOST
CHOSEN CONSUMER BRANDS

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KANTAR WORLDPANEL





Among all fast moving consumer goods (FMCG) brands, Coca Cola remains the most chosen brand by consumers all over the world. At least 42% of the global households bought Coca Cola and have picked up 13 times during their shopping trips in the last one year. Coca Cola manages to reach the top spot of most chosen brands list in 9 countries, including the USA, Brazil, Mexico and Turkey. These are one of the findings of Brand Footprint 2017 global ranking, launched by Kantar Worldpanel.

Brand Footprint is an annual study released by Kantar Worldpanel that measures consumer choice through a metric called CRP (Consumer Reach Point), observing amount of households purchase of a brand (market penetration) and coincidence of the brands being purchased (frequency). The study represents the power of brands, encompassing 15,300 brands in 200 categories and 1 billion households from 43 countries globally. Brand Footprint covers FMCG sectors, e.g. food, beverages, home care, health and beauty products.

BRAND FOOTPRINT 2018: INDONESIA'S & WORLD'S MOST CHOSEN BRANDS



Exclusive Indonesia Urban ranking has also been released by Brand Footprint, which covers 8500 household samples and representing 28 million, or 85% of total households within Indonesia Urban area.



23 Bio

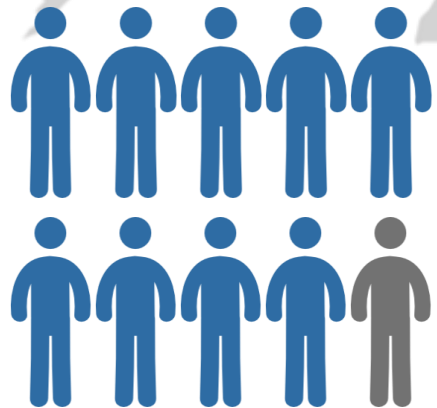
Real shopper
decisions

>400
Brands

>100
Categories



90%
Urban GDP
Coverage



85% Population
coverage

BRAND FOOTPRINT 2017 INDONESIA (URBAN) RANKING TOP 20

Rank 2017	Brand Name	Manufacturer	CRP (m)	Penetration% 2017	Frequency 2017
1		Indofood	1.230	98	44
2		Wings	688	95	25,4
3		Santos Jaya	624	84	26
4		Unilever	579	89	23,1
5		Wings	577	88	23
6		Friesland Campina	539	90	21
7		Unilever	474	87	19,1
8		Unilever	431	93	16,3
9		Ajinomoto	422	74	20
10		Indofood	419	88	16,7
11		Unilever	383	84	16
12		Unilever	371	93	14
13		Unilever	367	96	13,4
14		Jawa Prima Abadi	365	80	16
15		Santos Jaya	364	71	18
16		Procter & Gamble	359	84	15
17		Mayora	355	89	14
18		Unilever	337	84	14,1
19		Danone	323	63	18
20		Mayora	319	86	13

FOOD



Indomie continues to be the most chosen FMCG and food brand by consumers in Indonesia for 6 consecutive years. Indomie also holds a strong presence in global level, securing the 8th position in the global Brand Footprint 2018 ranking and also the number 1 spot in Nigeria.

BEVERAGES



Solid brand equity promotes the brand to gain larger buyers base, making Kapal Api the most chosen beverage brand in Indonesia.

DAIRY



Frisian Flag continues to excite the market through extensive product development, especially through innovations in flavor, enables the brand to become most chosen dairy brand in Indonesia.

HEALTH & BEAUTY

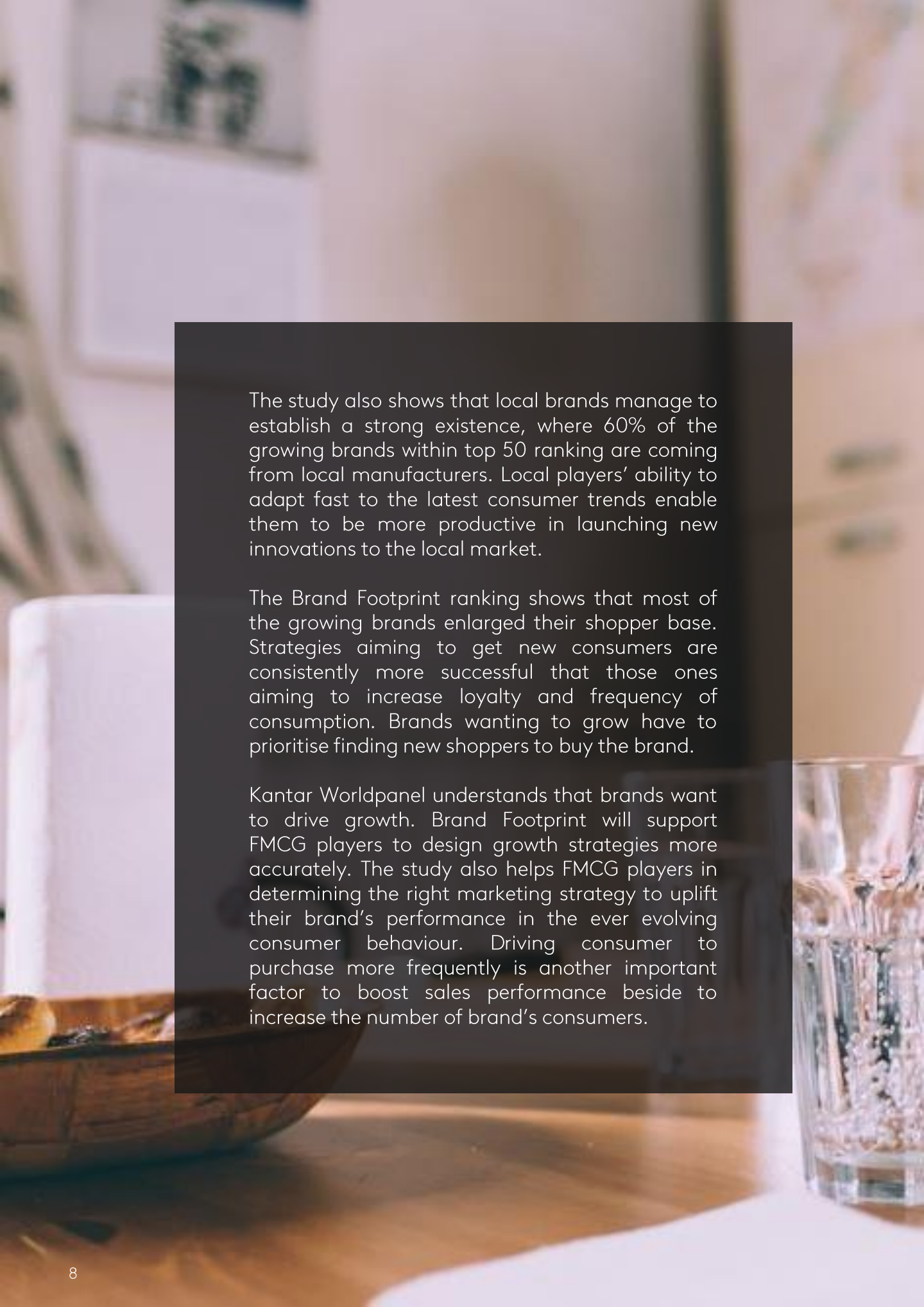


Affordability and ability to cater to all family member's needs, supports Lifebuoy to become Indonesia's most chosen personal care brand.

HOME CARE



Strong distribution and the adaptability to spot on the right promotion strategy becomes the main factors that reinforces So Klin to become the most chosen Home Care brand in Indonesia.



The study also shows that local brands manage to establish a strong existence, where 60% of the growing brands within top 50 ranking are coming from local manufacturers. Local players' ability to adapt fast to the latest consumer trends enable them to be more productive in launching new innovations to the local market.

The Brand Footprint ranking shows that most of the growing brands enlarged their shopper base. Strategies aiming to get new consumers are consistently more successful than those ones aiming to increase loyalty and frequency of consumption. Brands wanting to grow have to prioritise finding new shoppers to buy the brand.

Kantar Worldpanel understands that brands want to drive growth. Brand Footprint will support FMCG players to design growth strategies more accurately. The study also helps FMCG players in determining the right marketing strategy to uplift their brand's performance in the ever evolving consumer behaviour. Driving consumer to purchase more frequently is another important factor to boost sales performance beside to increase the number of brand's consumers.

A person in a dark green long-sleeved shirt is pouring water from a clear plastic bottle into a tall, clear glass. The background is a blurred kitchen setting with a wooden table, a black plate, and a white napkin. The text is overlaid on the lower right portion of the image, flanked by green L-shaped brackets.

**Brands wanting to grow
have to prioritise finding
new shoppers to buy the
brand.**

Kantar Worldpanel is the global expert in shoppers' behavior. Through continuous monitoring, advanced analytics and tailored solutions, Kantar Worldpanel inspires successful decisions by brand owners, retailers, market analysts and government organizations globally.

With over 60 years experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel turns purchase behavior into competitive advantage in markets as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others. Kantar Worldpanel is part of the Kantar, one of the world's largest insight, information and consultancy networks. Kantar is the data investment management division of WPP.

In Indonesia, Kantar Worldpanel – Inspiring Successful Decision™ tracks household purchase of over 90 different FMCG categories across food and non food from its sample of 11,000 households across urban and rural Indonesia on a weekly basis; representing around 50 million households.

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