Britain's Biggest Brands React to Consumer Health Demands

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August 21 2007. London, UK. The results of TNS Worldpanelâ€™s annual biggest brands survey for Marketing magazine, show that brands that have responded to consumer demands for healthy varieties have seen their sales improve strongly over the year. Published today, the study which looks at take-home grocery brand sales*, reveals Kelloggâ€™s to be the leading grocery brand with sales topping Â£550 million. Heinz, Walkers, Cadbury and Birds Eye join Kelloggâ€™s to represent the top five biggest brands in Britain.

Brands such as Coca-Cola (sales up 7%), McCain (+8%) and Walkers (+5%) have all seen growth following the introduction or re-positioning of health benefits. Walkerâ€™s reduction of saturated fat and introduction of baked crisps, or the launch of Coke Zero, with no sugar content are key examples. Elsewhere, McCainâ€™s advertising campaign highlighting the low fat simplicity of its chips, or Pringlesâ€™ expansion into rice crisps offer further illustration of successful responses to shifting consumer demand. In many cases brands have turned around declining sales trends from the previous year.

Edward Garner, research director, TNS Worldpanel, comments: â€œHealthy eating seems to finally be lodged firmly in the minds of Britainâ€™s consumers, but we are still loathe to forgo the foods we love. Brands that have adapted to this and created healthier ranges have enjoyed a significant increase in sales.â€œ

Elsewhere, alcohol brands have experienced strong growth with leading brands such as Fosters, Gallo wines, Carling and Stella all adding value. Edward Garner explains:
â€œWhilst we are striving for healthier lifestyles, we still adopt a credit / debit attitude by seeking rewards, such as alcohol, to congratulate ourselves for healthy living in other areas.

â€œThis trend isnâ€™t just linked to food and drink â€“ health and beauty brands have fared well in this yearâ€™s rankings. No growth has come from the likes of Gillette, Oral B and Nivea; suggesting consumers are spending more on innovative products in all areas of the market.â€•

â€œIt's clear which way the wind is blowing - brands ignore the trend toward health at their peril,â€• says Lucy Barrett, deputy editor of Marketing. â€œSavvy companies such as Walkers and McCain have responded and are now thriving. This year's figures show that consumers are only too willing to punish brands that don't take similar steps.â€•

The full results can be viewed at www.brandrepublic.com/marketing from 09:00 on Tuesday 21 August 2007.