

# Walkers Crisps is Britain's Biggest Brand

Contributed by TNS  
 Wednesday, 24 August 2005  
 Last Updated Wednesday, 24 August 2005

## WALKERS CRISPS IS BRITAIN'S BIGGEST BRAND FOR THE 2ND YEAR RUNNING

Results revealed from the TNS Biggest Brands Survey for Marketing magazine

London, 23rd August 2005. According to the annual survey conducted for Marketing magazine by TNS, a world leader in market information, Walkers Crisps is the biggest brand in Britain, with sales of up to ?505 million. Birds Eye, Kelloggs and Cadbury Chocolate have all held on to positions two to four respectively, with Muller showing a significant 14 per cent year-on-year growth in sales to take the number five slot from Heinz.

The number one category remains as soft drinks, worth close to ?2.2 billion this year, with strong growth being driven by soft drink brands such as Tropicana and Schweppes, indicating increased health awareness amongst Britons.

However, our interest in the less-health orientated alcohol categories cannot be denied with wine leapfrogging beer to become the second largest branded category in Great Britain - a 15 per cent rise sees the market now valued at ?1.9 billion. Spirits and chocolate confectionary round off the top five with sectors worth ?1.46 and ?1.41 billion respectively.

## TOP 10 BRANDS IN GREAT BRITAIN

2004

2005

Brand

2005 sales (?m)

% change

1

1

Walkers Crisps

500-505

-2

2

2

Birds Eye

495-500

-3

3

3

Kelloggs

485-490

-2

4

4

Cadburys Chocolate

480-485

0

7

5

Muller

425-430

14

5

6

Heinz

425-430

-2

6

7

Coca Cola and Diet Coke

385-390

1

9

8

Bernard Matthews

335-340

0

8

9  
McVities  
330-335  
-3  
10  
10  
Stella Artois Lager  
310-315  
1

Based on TNS Superpanel data, 52 week ending 19th June 2005

Edward Garner, Communications Director TNS Superpanel, said: "It is notable that nearly all of the top 10 brands can be considered convenience foods – the British population continues in its "cash rich, time poor" trend which is demonstrated through our food choices. We strive for a balance between enjoyment and convenience, indicated by the rise in self-indulgent brands alongside convenience focused brands.

However, we are also seeing increasing health awareness amongst consumers, indicated by the strong growth of brands such as Flora Proactive, Danone and Muller. Consumer understanding of our diets and health will continue to grow and brands must be prepared to adapt to this changing influence on our decisions."

- ends -

#### About the Survey

All data used to compile the "Biggest Brands" list has been provided by TNS using syndicated databases from the Superpanel and Impulse services.

The list has been compiled from the Superpanel "Retailer Share Track" database which is a total grocery database covering 234 of the biggest markets within five categories (fresh foods, packaged grocery, alcohol, toiletries and healthcare). Superpanel covers "take home" purchasing only.

All data provided is for the 52 week ending period to 19th June 2005.

#### About TNS Superpanel:

Superpanel is a sample of 15,000 households around Great Britain, which is representative demographically, and geographically of Great Britain as a whole. Using an in home scanning device, panellists scan their entire take home purchasing. As the sample is representative of Great Britain, these purchase records can be grossed up to represent purchasing behaviour of every Great British home.

#### About TNS:

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling.

From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations. Further information on TNS can be found on [www.tns-global.com](http://www.tns-global.com).

#### About Marketing magazine:

Marketing is one of the UK's leading marketing trade magazines, the magazine is covering all aspects of marketing activity, aimed at marketing, advertising and media professionals.?

Marketing is published weekly and contains a mix of breaking news stories, news-based feature pieces, sector analysis and in-depth issues-based feature articles. It has a large focus on branding and consumer purchasing issues looking at what is happening to brands and services and why.