

The Megabrands: The Top 100 fmcg Brands Worldwide

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Abstracts

The megabrands are the top 100 fmcg brands measured by retail sales value. While a number of the major names have maintained their rankings for some time, the balance across the list is shifting. Consumer attitudes to health, premiumisation and changes in how consumers research and shop online are having a profound impact. In addition, the importance of different regions of the world has changed for many megabrands, and many have faced the question of where best to focus resources.

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