



CHECKOUT Top 100 Brands 2017

Everything You Need To Know

Matt Clark, Commercial Director, Ireland, at Nielsen explains how the Top 100 Brands issue comes together.



Delivering Data: Matt Clark,
Commercial Director, Ireland, Nielsen

Congratulations to all the brands featured in the Top 100 Brands 2017. Nielsen has been partnering with *Checkout Magazine* since 2005 to produce this report. The Top 100 is an acknowledged industry barometer for the Irish-branded FMCG sector, showcasing Ireland's biggest brands and the performance of the biggest players in FMCG. Entering the Top 100 is a real achievement, and staying there over many tough years, as some brands do, is a real testament to the enduring power of these brands.

About The Nielsen Survey

Over 5,000 brands from over 200 product classes are considered for this survey. Big brands in FMCG count, and the importance of the Top 100 Brands to the Irish industry is highlighted all the more when we consider that their value represents almost 50% of the total of the brands polled within this survey.

What The Survey Includes

- Top 100 Brands (Grocery & Confectionery)
- Top 100 Categories (Grocery &

Confectionery): The top five brands within each category and their cumulative share of that category

- Separate listing of the Top 50 Beers, Wines and Spirits, featuring a Top 20 ranking within each
- Separate listing of the Top Cigarette Brands

Market Source

The rankings are put together using Nielsen's Retail Measurement Services for the most robust read of the Irish FMCG market. Nielsen ScanTrack/MarketTrack is made up as follows:

- Multiples: Census data for Tesco Multiples, SuperValu, Marks & Spencer and Eurospar. Excludes any Dunnes estimate
- Symbol Groups: Census EPOS, sample EPOS and universe projection representing Centra, Tesco Express, Spar, Mace, Londis, Gala, Costcutter, XL, Checkout, Daybreak and Quik Pick groups
- Forecourts: Census EPOS, sample EPOS and universe projection representing Topaz, Esso, Centra, Spar, Mace, Londis, Gala, Costcutter, XL, Checkout, Daybreak and Quik Pick groups, plus other independents
- Hard Discounters: Cash-slip collection methodology for both Aldi and Lidl
- Specialist Off-Licences: Census EPOS and universe projection for full off-licence chains (>10 stores), such as Next Door, Carry Out, Fine Wines, O'Donovan's, O'Brien's, Molloy's. For Alcohol product classes only.
- Independents (MarketTrack): Audit data is collected from a sample of representative stores. For Confectionery/Alcohol/Cigarettes, product classes measured only.

The data reported is value sales for 12 months to April 2016. The sales value used to determine the rankings is derived from the price scanned or observed on the day of audit.

How A Brand Is Defined

The brand definition remains the same as in previous years. For the purpose of the

survey, the following points should be noted:

- A brand is defined as every product falling under a brand banner within a specific product category
- No cross-product category brand combinations are included
- The product categories are the Nielsen view of the market. They are made up of groups of items that satisfy the same needs and are in competition with each other (e.g. Milk)
- No private-label brands are included

For example, Knorr can be found in a number of product categories including Total Sauces as well as Soups, among others. As Sauces and Soups have fundamentally different product characteristics and could not be perceived to be in direct competition, Knorr Sauces and Knorr Soups are defined in the survey as two distinct brands.

Similarly, a decision has to be made in instances where brands share their name with their manufacturer. In the case of Kellogg's or Jacob's, for example, the business model of the companies together with the product classes in which they compete has been taken into consideration to determine the brand definition.

What The Top 100 Ranking Includes & Excludes

The Top 100 Brands covers product classes that are tracked by Nielsen to brand level, with over 200 product classes now included in this survey. Random weight and non-barcode items are excluded. Sales channels such as Foodservice and Pharmacy are excluded from Nielsen Retail Measurement services.

Enjoy perusing the brand rankings within this issue of *Checkout* magazine. We hope that it will provide some stimulating debate in the FMCG industry.

