

# Key Megabrand Categories

## Packaged Foods

41% of the megabrands are packaged food brands, a higher percentage than for any other category.

### Top 10 Packaged Food Brands Worldwide, 2017

Rank	Name	Position change vs. 2014's data	Brand value (USD billion)
1	Lay's	◆	10-15
2	Kellogg's	▲	8-9
3	Mengniu	▲	8-9
4	Yili	▼	8-9
5	Wrigley's	▼	6-7
6	Arawana	▲	6-7
7	Kraft	▲	6-7
8	Cadbury	▼	6-7
9	Kinder	▲	6-7
10	Knorr	▼	6-7

▲ Improvement    ◆ No Change    ▼ Worsened

Source: Euromonitor International

The top packaged food brand worldwide remains Lay's, a position it held in the previous top 100 FMCG brand list. Despite the shifting positions across ranks 2-10, only one brand has left the top 10 since 2014: Master Kong, at 12<sup>th</sup> place in packaged food worldwide in 2017. Kinder has entered.

The sustained blurring of once-traditional mealtimes has continued to impact the performance of packaged food brands. Those that can meet consumer demand for snacks and eating at various times throughout the day have seen the greatest success.