



Top 10 Packaged Food Brands Worldwide, by Key Regional Rankings

World Rank	Name	Top 30 Rank in Asia Pacific	Top 30 Rank in Western Europe	Top 30 Rank in North America
1	Lay's	25	4	1
2	Kellogg's	-	6	4
3	Mengniu	1	-	-
4	Yili	2	-	-
5	Wrigley's	28	14	15
6	Arawana	3	-	-
7	Kraft	-	-	2
8	Cadbury	-	2	-
9	Kinder	-	1	-
10	Knorr	-	5	-

Note: ■ Green indicates a 1–5 rank, ■ Yellow indicates a 6–10 rank, ■ Orange indicates an 11–30 rank, “-” indicates not in top 30
 Source: Euromonitor International

Lay's global reach stands it in good stead for the future, with retail sales in all three key regions, Asia Pacific, Western Europe and North America, increasing since 2014's data. China is now its third largest market, behind the US and UK.

This contrasts strongly with number-two brand Kellogg's, which, while still in the top six packaged food brands in both Western Europe and North America, has seen sales fall in both regions.

Mengniu, Yili and Arawana demonstrate the importance of China as each is a “monogamous megabrand”. They make it into the top 10 packaged food brands worldwide based solely on their retail sales there.