

Other brands

Just 16% of the megabrands are not packaged food, beauty and personal care or soft drinks brands.

Top 10 'Other' FMCG Brands Worldwide, 2017

Rank	Name	Position change vs. 2014's data	FMCG Category	Brand value (USD billion)
1	Nescafé	▲	Hot Drinks	10-15
2	Pampers	▼	Tissue and Hygiene	10-15
3	Tide / Ariel	▼	Home Care	10-15
4	Huggies	▲	Tissue and Hygiene	10-15
5	Pedigree	▼	Pet Care	6-7
6	Herbalife	▼	Consumer Health	4-5
7	Kleenex	▼	Tissue and Hygiene	4-5
8	Omo	▲	Home Care	4-5
9	Nespresso	▲	Hot Drinks	4-5
10	Always	▲	Tissue and Hygiene	4-5

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

Nescafé, Pampers, Tide / Ariel and Huggies are all amongst the top 10 FMCG brands worldwide that do not belong to packaged food, beauty and personal care or soft drinks industries. The 10th ranked brand here, Always, resides at number 62 in the wider table.

Mars' leading position in the pet care category is clear, as it owns two of the three pet care brands to make it into the top 100 — Pedigree and Whiskas (31 and 68 in the overall ranking). However, the future may not be quite so assured for these two brands. Firmly mid-market for a number of years, they have been slowly losing share of global dog and cat food value sales as premium brands gain against them.

Amongst the 10 brands in this category, Nespresso rose furthest up the megabrand ranking since the 2014 data. Global retail sales bounced back after dipping in 2015 despite competition from lower cost alternatives that came to market when European court rulings opened up the Nespresso system to manufacturers of compatible, generic coffee pods. Sales in emerging markets and a shift in developed market strategy that emphasises online subscription helped drive growth.