

No 3: Nescafé

RANK 3rd

RANKING CHANGE
SINCE 2014 Up one place from 4th

FMCG CATEGORY Hot Drinks, Soft Drinks

BRAND SALES USD10-15 billion

NESCAFÉ

Nescafé is the leading hot drinks brand worldwide and its owner Nestlé is the global leader in instant coffee, pod coffee and flavoured powder drinks. Asia Pacific is the leading region for Nescafé's retail sales, accounting for one-third of its total in 2017. Key countries are China, Japan and Thailand. Japan is Nescafé's top country for hot drink sales, driven by consumers' busy lifestyles and the wide availability of instant coffee in sachet packaging. Across the Asia Pacific region Nescafé enjoys strong loyalty which is maintained through constant product innovation.

Sales in Western Europe — Nescafé's second-most important market by retail value until 2014 — have declined in recent years. Competition includes the rise of pod machines (particularly Nestlé's own Nespresso, now the 59th ranked brand in the top 100) and a wider cultural disdain for instant when fresh alternatives are easily available.

The sheer size and geographic spread of Nescafé makes regional marketing strategies a necessity. The global slogan "It all starts with a Nescafé" plays into a focus on winning developing market consumers trying coffee for the first time. In India, for example, there is a Nescafé My First Cup.

