

There are 41 packaged food brands in the top 100, more than any other category. Beauty and personal care brands take second position, with 25 brands in the top 100. Soft drinks brands are third, with 18 in the ranking. Beyond these three categories, 16 brands make the top 100, with five tissue and hygiene brands amongst them.

APAC leads for FMCG sales

Asia Pacific accounts for the single biggest percentage of FMCG sales by region, with almost USD3 of every USD10 spent. North America and Western Europe each account for just over one-fifth of the total spent.

FMCG Sales by Region, 2017

Region	FMCG % sales, 2017
Asia Pacific	29.5
North America	21.2
Western Europe	21.1
Latin America	12.1
Middle East and Africa	7.7
Eastern Europe	6.5
Australasia	1.8

Source: Euromonitor International

The importance of the Asia Pacific region — and specifically China — to FMCG sales is underlined by the fact that there are a number of monogamous megabrands in the higher reaches of the top 100. A monogamous megabrand is a FMCG brand which sells in one country only but still sells enough to rank highly at a global level and make it into the top 100. Chinese examples include dairy brand Mengniu (16th on the top 100 worldwide), dairy brand Yili (18th) and cooking oil brand Arawana (24th).