

The Megabrands: Top 100 Ranking

Brand name	Rank	FMCG category	Brand value (USD billion)
Coca-Cola	1	◆ Soft Drinks	35-45
Pepsi	2	◆ Soft Drinks	10-15
Nescafé	3	▲ Hot Drinks, Soft Drinks	10-15
Lay's	4	▲ Packaged Food	10-15
L'Oréal Paris	5	◆ Beauty and Personal Care	10-15
Red Bull	6	▲ Soft Drinks	10-15
Pampers	7	▼ Tissue and Hygiene, Beauty and Personal Care	10-15
Tide / Ariel	8	◆ Home Care	10-15
Nivea	9	▲ Beauty and Personal Care	10-15
Huggies	10	▲ Tissue and Hygiene, Beauty and Personal Care	10-15
Colgate	11	▲ Beauty and Personal Care	10-15
Master Kong	12	▼ Packaged Food, Soft Drinks	8-9
Sprite	13	▼ Soft Drinks	8-9
Gillette	14	▼ Beauty and Personal Care	8-9
Kellogg's	15	▼ Packaged Food	8-9
Mengniu	16	▲ Packaged Food	8-9
Gatorade	17	▲ Soft Drinks	8-9
Yili	18	▼ Packaged Food	8-9
Diet Coke	19	▼ Soft Drinks	8-9
Fanta	20	▼ Soft Drinks	6-7
Avon	21	▼ Beauty and Personal Care	6-7
Dove	22	◆ Beauty and Personal Care	6-7
Wrigley's	23	▼ Packaged Food	6-7
Arawana	24	▲ Packaged Food	6-7
Monster	25	▲ Soft Drinks	6-7
Kraft	26	▼ Packaged Food	6-7
Cadbury	27	▼ Packaged Food	6-7
Kinder	28	◆ Packaged Food	6-7

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

Source: Euromonitor International