

Brand name	Rank		FMCG category	Brand value (USD billion)
Garnier	29	▼	Beauty and Personal Care	6-7
Knorr	30	▼	Packaged Food	6-7
Pedigree	31	▼	Pet Care	6-7
Lipton	32	◆	Soft Drinks, Packaged Food	4-5
Oscar Mayer	33	▲	Packaged Food	4-5
Shiseido	34	▲	Beauty and Personal Care	4-5
Gemey / Maybelline / Jade	35	▲	Beauty and Personal Care	4-5
Natura	36	▼	Beauty and Personal Care	4-5
Doritos	37	▲	Packaged Food	4-5
Pantene	38	▼	Beauty and Personal Care	4-5
Heinz	39	▲	Packaged Food	4-5
Nutricia	40	▲	Packaged Food	4-5
Minute Maid	41	▼	Soft Drinks	4-5
Lancôme	42	▲	Beauty and Personal Care	4-5
Herbalife	43	▼	Consumer Health	4-5
Activia	44	▼	Packaged Food	4-5
Kleenex	45	▼	Tissue and Hygiene	4-5
Yakult	46	▲	Packaged Food	4-5
Mary Kay	47	▼	Beauty and Personal Care	4-5
Omo	48	▲	Home Care	4-5
Coca-Cola Zero	49	▼	Soft Drinks	4-5
Oral-B	50	◆	Beauty and Personal Care	4-5
Nestlé	51	◆	Packaged Food	4-5
Maggi	52	▼	Packaged Food	4-5
Johnson's	53	▼	Beauty and Personal Care	4-5
Estée Lauder	54	▲	Beauty and Personal Care	4-5
Jiaduobao	55	▼	Soft Drinks	4-5
Mountain Dew	56	▲	Soft Drinks	4-5
Chanel	57	▲	Beauty and Personal Care	4-5
M&M's	58	▲	Packaged Food	4-5
Nespresso	59	▲	Hot Drinks	4-5
Nissin	60	▲	Packaged Food	4-5
Tropicana	61	▼	Soft Drinks	4-5
Always	62	▲	Tissue and Hygiene	4-5
Head & Shoulders	63	▼	Beauty and Personal Care	4-5
7-Up	64	▲	Soft Drinks	4-5

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

Source: Euromonitor International