

Brand name	Rank		FMCG category	Brand value (USD billion)
Wahaha	65	▼	Packaged Food, Soft Drinks	4-5
Fortune	66	▲	Packaged Food	2-3
Olay	67	▼	Beauty and Personal Care	2-3
Whiskas	68	▼	Pet Care	2-3
Clinique	69	▼	Beauty and Personal Care	2-3
Quaker	70	▲	Packaged Food	2-3
Georgia	71	▼	Soft Drinks	2-3
Oreo	72	▲	Packaged Food	2-3
Amul	73	▲	Packaged Food	2-3
Nutrilite	74	▼	Consumer Health	2-3
Cheetos	75	▲	Packaged Food	2-3
Shineway	76	▼	Packaged Food	2-3
Bath & Body Works	77	▲	Beauty and Personal Care, Home Care	2-3
Rexona	78	▼	Beauty and Personal Care	2-3
Starbucks	79	▲	Hot Drinks, Soft Drinks	2-3
Christian Dior	80	▼	Beauty and Personal Care	2-3
Dr Pepper	81	▲	Soft Drinks	2-3
Palmolive	82	▼	Beauty and Personal Care, Home Care	2-3
Purina Friskies	83	▲	Pet Care	2-3
Pringles	84	▲	Packaged Food	2-3
Neutrogena	85	▲	Beauty and Personal Care, Tissue and Hygiene	2-3
Président	86	▼	Packaged Food	2-3
Snickers	87	▼	Packaged Food	2-3
Similac	88	▲	Packaged Food	2-3
Hershey's	89	▲	Packaged Food	2-3
Barilla	90	▼	Packaged Food	2-3
Charmin	91	▲	Tissue and Hygiene	2-3
Persil	92	▲	Home Care	2-3
Yoplait	93	▼	Packaged Food	2-3
Boss	94	▲	Soft Drinks	2-3
Enfamil	95	▲	Packaged Food	2-3
Danone	96	▼	Packaged Food	2-3
Arla	97	▼	Packaged Food	2-3
Milka	98	▼	Packaged Food	2-3
Yamazaki	99	▲	Packaged Food	2-3
Bimbo	100	▼	Packaged Food	2-3

▲ Improvement ◆ No Change ▼ Worsened

Position change in ranking compared to 2014's data

Source: Euromonitor International