

Dettol, Galaxy, Almarai and Nadec top YouGov's FMCG/CPG Rankings 2021 in Saudi Arabia

- **The rankings reveal the brands in KSA that are perceived as delivering best against their brand promise on key brand health related metrics.**
- **The FMCG rankings in KSA are divided into six sub-categories: Personal Care, Home care Snacks, Beverages, Dairy and Food Pantry**
- **Dettol tops the Personal Care & Home Care rankings**
- **Home grown brands feature prominently in the 'Dairy' and 'Beverages' categories by topping and featuring heavily in the top 10 rankings on brand health.**

YouGov's [FMCG/CPG Rankings 2021](#) reveal Dettol, Galaxy, Almarai and Nadec are the FMCG brands that enjoy the best brand health among residents of the Kingdom of Saudi Arabia.

The FMCG rankings in KSA are divided into six sub-categories: Personal Care, Snacks, Beverages, Dairy, Food Pantry and Home care. Each category features the top ten brands that have the best brand health among the residents of the country.

The rankings are compiled using YouGov BrandIndex Index score, a measure of overall brand health calculated by taking the average of the net Impression, Quality, Value, Satisfaction, Recommend and Reputation scores collected from a nationally representative sample between 1st August 2020 and 31st July 2021.

Personal Care

With the pandemic putting a focus on health and hygiene, it is not surprising to see leading hygiene brand Dettol (39.2) emerging as the healthiest brand among KSA residents in the Personal Care category.

Dove, Nivea and Sensodyne follow in second (29.6), third (25.9) and fourth (25.3) spot in the list.

Baby care brands like Johnson's and Pampers also featured in the list, in sixth (21.1) and tenth (16.5), respectively.

Other brands making an appearance in the list are Lux in fifth (21.2), Lifebuoy in seventh (19.8), Head & Shoulders in eighth (19.7) and Signal in ninth (16.6)

YOUNG & RUBICAM FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: PERSONAL CARE

| Rank | Brand Name | Score |
|------|------------------|-------|
| 1 | Dettol | 39.2 |
| 2 | Dove | 29.6 |
| 3 | Nivea | 25.9 |
| 4 | Sensodyne | 25.3 |
| 5 | Lux | 21.2 |
| 6 | Johnson's | 21.1 |
| 7 | Lifebuoy | 19.8 |
| 8 | Head & Shoulders | 19.7 |
| 9 | Signal | 16.6 |
| 10 | Pampers | 16.5 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Home Care

In the 'Home Care' category, hygiene brand Dettol emerges on the top of with an Index score of 43.2. Fairy, Clorox and Tide take the second (36.2), third (34.0) and fourth spot (32.0) respectively.

Global detergent brand Ariel appears in fifth (28.0) while local brand Fine lands in sixth (26.0).

The rest of the list features Kleenex in seventh (24.3), Downy in eighth (22.8), Comfort in ninth (19.3) and Persil in tenth (16.7).

YOUNG & RUBICAM FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: HOME CARE

| Rank | Brand Name | Score |
|------|------------|-------|
| 1 | Dettol | 43.2 |
| 2 | Fairy | 36.2 |
| 3 | Clorox | 34.0 |
| 4 | Tide | 32.0 |
| 5 | Ariel | 28.0 |
| 6 | Fine | 26.0 |
| 7 | Kleenex | 24.3 |
| 8 | Downy | 22.8 |
| 9 | Comfort | 19.3 |
| 10 | Persil | 16.7 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Snacks

Within the 'Snacks' category chocolate brand Galaxy takes the top spot in KSA rankings with an Index score of +37.7. Kit Kat takes the second place (31.0), followed by Oreo in third (30.7).

The top 10 rankings under the Snacks category is dominated by chocolate brands made by Mars Inc., Mondalez International and Nestle and Ferrero.

Along with Galaxy, popular assorted chocolates Galaxy Jewels also features in the list, in sixth (27.0).

Snickers, Twix and Kinder are other featured brands, placed in fourth (28.3), ninth (24.7) and tenth (23.7) respectively.

Apart from these, Turkish brand Ülker lands in fifth place, followed by Baskin-Robbins in seventh (26.1) and Nutella in eight (26.1).

| YOUNGOV FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: SNACKS | | |
|--|----------------|-------|
| Rank | Brand Name | Score |
| 1 | Galaxy | 37.7 |
| 2 | Kit Kat | 31.0 |
| 3 | Oreo | 30.7 |
| 4 | Snickers | 28.3 |
| 5 | Ülker | 28.1 |
| 6 | Galaxy Jewels | 27.0 |
| 7 | Baskin-Robbins | 26.1 |
| 8 | Nutella | 26.1 |
| 9 | Twix | 24.7 |
| 10 | Kinder | 23.7 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Beverages

In Beverages category, the Saudi multinational dairy and Juices company, Almarai emerged as the brand leading in terms of brand health with an Index score of 49.6.

The top 10 list for beverages in Saudi Arabia prominently features homegrown brands, highlighting the popularity of local brands in the kingdom. Following Almarai, Nadec takes a place in third (28.4), followed by Rabea Tea, Nova and Al Rabie, in the fifth (22.4), sixth (22.3) and seventh (22.0) position, respectively.

Global soft drink giants 7Up, Pepsi and Coca-Cola also occupy a spot in the rankings- in second (29.1), fourth (24.2) and ninth (19.2), respectively.

Non-alcoholic malt beverage brand Moussy is in eight (19.8) and Lipton- Yellow label Black Tea completes KSA's top ten list, securing the tenth (19.0) position.

| YUGOV FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: BEVERAGES | | |
|---|--------------------------------|-------|
| Rank | Brand Name | Score |
| 1 | Almarai | 49.6 |
| 2 | 7Up | 29.1 |
| 3 | Nadec | 28.4 |
| 4 | Pepsi | 24.2 |
| 5 | Rabea Tea | 22.4 |
| 6 | Nova | 22.3 |
| 7 | Al Rabie | 22.0 |
| 8 | Moussy | 19.8 |
| 9 | Coca-Cola | 19.2 |
| 10 | Lipton- Yellow label Black Tea | 19.0 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Dairy

When it comes to the '*Dairy*' category, Saudi's much-loved brand Almarai (52.0), again leads the KSA rankings. Once again we see the dominance of home grown brands within this category. Along with Almarai, the rankings feature Saudia/Sadafco (36.0), Nadec (26.8), Al Saifi (22.2) and Nido (19.6) in top five, and Al Rabie (13.9) in tenth.

Popular cheese brands Kiri and Puck are at sixth (18.0) and seventh (17.2) place in the list, followed by Kraft in eight (15.9) and Rainbow in ninth (14.7).

| YUGOV FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: DAIRY | | |
|---|------------|-------|
| Rank | Brand Name | Score |
| 1 | Almarai | 52.0 |
| 2 | Saudia | 36.0 |
| 3 | Nadec | 26.8 |
| 4 | Al Safi | 22.2 |
| 5 | Nido | 19.6 |
| 6 | Kiri | 18.0 |
| 7 | Puck | 17.2 |
| 8 | Kraft | 15.9 |
| 9 | Rainbow | 14.7 |
| 10 | Al Rabie | 13.9 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Food Pantry:

The 'Food pantry' category features Saudi's indigenous brands Nadec and Afia at the first (31.8) and the second place (30.6) respectively.

Next in the list is Americana placed in third (23.9) and California Garden in fourth (22.1).

Al Walimah, famous for its Basmati rice takes the fifth (21.5) spot, followed by Danish butter brand Lurpak in sixth (21.5) and Almarai's bakery brand L'usine in seventh (21.4).

Maggie, Betty Crocker and Sadia are other brands that enjoy the best brand health among KSA residents, appearing in the eight (19.3), ninth (17.6) and tenth (17.1) place, respectively.

| YUOGOV FMCG/CPG RANKINGS 2021 IN SAUDI ARABIA: FOOD PANTRY | | |
|--|-------------------|-------|
| Rank | Brand Name | Score |
| 1 | Nadec | 31.8 |
| 2 | Afia | 30.6 |
| 3 | Americana | 23.9 |
| 4 | California Garden | 22.1 |
| 5 | Al Walimah | 21.5 |
| 6 | Lurpak | 21.5 |
| 7 | L'usine | 21.4 |
| 8 | Maggi | 19.3 |
| 9 | Betty Crocker | 17.6 |
| 10 | Sadia | 17.1 |

Chart shows the brands with the highest average Index score between August 1st, 2020 to July 31st, 2021

Methodology:

The brands in YouGov FMCG/CPG Rankings were ranked based on their Index score, which is a measure of overall brand health calculated by taking the average of Impression, Quality, Value, Satisfaction, Recommend and Reputation over a period of 12 months.

The rankings chart shows the brands with the highest average index score between August 1st 2020 until July 31st 2021. The scores are representative of the general population of adults 18+ (some are online representative).

All scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands have been tracked for at least 6 months to be included in the rankings.

About YouGov

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