

Dettol, Oreo and Almarai top YouGov's FMCG/CPG Rankings 2021 in UAE

- The rankings reveal the brands that are perceived as delivering best against their brand promise on key brand health related metrics as shared by UAE residents
- The FMCG rankings in UAE are divided into six sub-categories: Personal Care, Home care, Snacks, Beverages, Dairy and Food Pantry
- Dettol leads the rankings in Personal Care and Home Care category
- Almarai had a strong year in terms of brand health, topping the rankings in three categories
- Top 10 Rankings for Beverages prominently features home grown brands

YouGov's FMCG/CPG Rankings 2021 reveal Dettol, Oreo and Almarai are the FMCG brands that enjoy the best brand health among UAE residents.

The FMCG rankings in UAE are divided into six sub-categories: Personal Care, Home care, Snacks, Beverages, Dairy and Food Pantry. 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

Dettol leads the Personal Care rankings in UAE with an Index score of +39.3. The world's leading personal hygiene brand had a strong year amidst the pandemic strengthening its position among residents of the country.

Popular oral health and toothpaste brands Colgate, Sensodyne, Oral B and Close Up occupy the third (29.6), fifth (25.4), eighth (20.5) and ninth (20.4) place respectively.

Dove (33.4), Nivea (29.4), Vaseline (24.8), Head & Shoulders (23.3) and Lifebuoy (19.2) are other brands that complete UAE's top 10 rankings for Personal Care category.

YOUNGOV FMCG/CPG RANKINGS 2021 IN THE UAE: PERSONAL CARE		
Rank	Brand Name	Score
1	Dettol	39.3
2	Dove	33.4
3	Colgate	29.6
4	Nivea	29.4
5	Sensodyne	25.4
6	Vaseline	24.8
7	Head & Shoulders	23.3
8	Oral B	20.5
9	Close Up	20.4
10	Lifebuoy	19.2

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, Dettol (44.4) emerges at the top, followed by Ariel in second (35.5), Downy in third (28.8) and Tide in the fourth (28.0) place.

Dishwashing brand Fairy appears in fifth (27.0), while fabric softener brand Comfort takes the sixth (26.4) place.

Clorox (26.2) and Persil (20.0) along with the local brands Fine (19.9) and Alokozay (19.8) complete the UAE top ten for the Home Care category.

YUGOV FMCG/CPG RANKINGS 2021 IN THE UAE: HOME CARE		
Rank	Brand Name	Score
1	Dettol	45.4
2	Ariel	35.5
3	Downy	28.8
4	Tide	28.0
5	Fairy	27.0
6	Comfort	26.4
7	Clorox	26.2
8	Persil	20.0
9	Fine	19.9
10	Alokozay	19.8

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

Snacks

The ‘*Snacks*’ category in UAE is topped by Oreo, leading with a score of +36.1. Another American brand Baskin-Robbins takes the second (35.7) place, followed by Kit Kat in third (29.9).

The top ten list has a mix of ice-cream brands like Baskin-Robbins in second (35.7) and London Dairy appearing in sixth (27.9), Chocolate brands such as Kit Kat in third (29.9), Galaxy in fifth (28.2) and Ferrero Rocher in tenth (25.6), and popular potato chips brands: Pringles and Lays, in seventh (27.7) and eighth (26.8).

Finally, Nestle and Nutella complete the list in fourth (28.9) and ninth (25.7), respectively.

YOUNGOV FMCG/CPG RANKINGS 2021 IN THE UAE: SNACKS		
Rank	Brand Name	Score
1	Oreo	36.1
2	Baskin-Robbins	35.7
3	Kit Kat	29.9
4	Nestlé	28.9
5	Galaxy	28.2
6	London Dairy	27.9
7	Pringles	27.7
8	Lays	26.8
9	Nutella	25.7
10	Ferrero Rocher	25.6

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

Beverages

When it comes to the category of '*Beverages*', the Saudi multinational dairy and juices brand Almarai takes the top place with an Index score of 42.7.

Homegrown brands feature prominently in the top 10 along with global brands. Al Ain, Masafi, Mai Dubai, Al Rawabi and Lacnor all occupy a spot in the top 10 rankings, highlighting the strong perceptions of local brands with UAE residents.

World famous soft drink brands Coca-Cola, 7Up and Pepsi also take a spot each- in fifth (28.6), seventh (27.2) and eighth (25.5) respectively. Lipton Green tea rounds up the top 10 Beverages ranking for UAE, placing in tenth (22.5).

YUGOV FMCG/CPG RANKINGS 2021 IN THE UAE: BEVERAGES		
Rank	Brand Name	Score
1	Almarai	42.7
2	Al Ain	35.7
3	Masafi	32.8
4	Mai Dubai	31.1
5	Coca-Cola	28.6
6	Al Rawabi	27.7
7	7Up	27.2
8	Pepsi	25.5
9	Lacnor	22.8
10	Lipton Green tea	22.5

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

Dairy

Within the 'Dairy' category, Almarai takes the top spot and emerges as the brand in UAE that performs best on brand health with an Index score of +50.9.

Following Almarai, UAE's leading homegrown dairy brands make the top four in this year's list. Al Rawabi is in second (34.1), Rainbow in third (25.2) and Nido in fourth (21.3).

Popular international brands also featured in the rankings, namely, American brand Kraft in fifth (20.7), followed by Anchor, Puck, Kiri in sixth (19.2), seventh (19.1) and eighth (15.3) place respectively.

Finally, Coffee-Mate (15.2) and Philadelphia (13.5) complete the top ten list for this category.

YOUGOV FMCG/CPG RANKINGS 2021 IN THE UAE: DAIRY		
Rank	Brand Name	Score
1	Almarai	50.9
2	Al Rawabi	34.1
3	Rainbow	25.2
4	Nido	21.3
5	Kraft	20.7
6	Anchor	19.2
7	Puck	19.1
8	Kiri	15.3
9	Coffee-Mate	15.2
10	Philadelphia	13.5

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

Food Pantry

The strong brand health perceptions for Almarai carry in to the food pantry category (Index score of 49.1) in UAE and has it leading this category as well. The brand that offers a diverse mix of products seems to be performing well in terms of brand health among UAE residents, across categories.

Danish brand Lurpak is in the second place (32.2), followed by Sadia and Heinz in third (27.0) and fourth (26.2).

Next to feature in the top ten list are Maggie (25.9), Knorr (22.4), Americana (20.6), Anchor (19.3), American Garden (19.1) and Noor Oil (17.1).

YUGOV FMCG/CPG RANKINGS 2021 IN THE UAE: FOOD PANTRY		
Rank	Brand Name	Score
1	Almarai	49.1
2	Lurpak	32.2
3	Sadia	27.0
4	Heinz	26.2
5	Maggi	25.9
6	Knorr	22.4
7	Americana	20.6
8	Anchor	19.3
9	American Garden	19.1
10	Noor Oil	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

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

Our 17 million registered members provide us with a highly engaged proprietary panel that delivers thousands of data points on consumer opinions, attitudes and behaviour on a daily basis. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East, India and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com/fmcg