

# Top 20 Consumer Superbrands Ranking The Brands

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CATEGORY LEGO 1 Child  
Products - Toys and  
Education Gillette 2  
Toiletries - Men's  
Grooming Apple 3  
Technology - General  
Andrex 4 Household -  
Kitchen Rolls, Toilet Roll

and Tissues Coca-Cola 5  
Drinks - Non-Alcoholic -  
Carbonated Soft Drinks  
Disney 6 Child Products -  
Toys and EducationTop 20  
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20 Consumer  
Superbrands BRAND  
CATEGORY British Airways  
1 Travel - Airlines Rolex 2  
Watches LEGO 3 Child  
Products - Toys and  
Education Dyson 4  
Household - Appliances  
Gillette 5 Toiletries -  
Men's Grooming  
Mercedes-Benz 6  
Automotive - Vehicle  
Manufacturer Apple 7

Technology - General  
Jaguar 8 Automotive -  
Vehicle ManufacturerTop  
20 Consumer  
Superbrands - Ranking  
The Brands2018  
Consumer Top 20. First  
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Consumer Superbrands is  
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Council of senior industry  
figures.Consumer Top 20  
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Consumer Superbrands for 2019 are: LEGO Apple Gillette Rolex British Airways Coca-Cola Andrex Mastercard Visa Dyson. Separately, the parallel Business Superbrands survey results were also revealed today, showing Apple as the number one brand according to UK business professionals and marketing experts. Top 20 'Superbrands': Amazon gaining most relevance ... Superbrands' bogus methodology regularly turns up inexplicable and nonsensical 'findings'. Here are my top 10 aberrations from this year's Superbrands Consumer Top 20 ranking. By Mark Ritson 14 Mar 2018 3:21 pm 10 reasons why Superbrands 2018 is a worthless list The highest mover into the top 20 was also a UK firm - British Airways, which rose 43 places to fifth in the rankings. The business superbrands are selected by a panel of experts and 1600 ... Rolls-Royce tops list of superbrands - NewsComAu Here is the top 20 Consumer Superbrands 2015. The annual league table is based on the opinions of marketing experts, business professionals and thousands of British

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sixth time in East Africa. For 2019/20, just fewer than 1,000 brands were shortlisted. Consumers' insights and results were derived based on Superbrands' globally used parameters of the three pillars of quality, reliability and distinctiveness. Kenya's Top 10 Brands of 2019 As Determined By Consumers ...20. Heineken Holding N.V.\* \$24,717: 5.3%: Anna ... Ferrero Group and Dole Food Co. are absent from the rankings. (Mars, for instance, would be a top 15 company with its roughly \$35 billion in annual sales.) It should also be noted that only revenues from the sale of consumer goods are considered when ranking companies that also have extensive ...Top 100 Consumer Goods Companies of 2018 | Consumer Goods ...At a glance | The top 20 consumer Superbrands for 2018 Superbrands chairman Stephen Cheliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for ...Britain's favourite brands revealed: Traditional names ...Best budget option: \$190: 30 (20 under new standards) Passive: No: Honeywell

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Top 20 Consumer Superbrands BRAND CATEGORY  
 British Airways 1 Travel - Airlines  
 Rolex 2 Watches  
 LEGO 3 Child Products - Toys and Education  
 Dyson 4 Household - Appliances  
 Gillette 5 Toiletries - Men's Grooming  
 Mercedes-Benz 6 Automotive - Vehicle Manufacturer  
 Apple 7 Technology - General  
 Jaguar 8 Automotive - Vehicle Manufacturer  
**Consumer Top 20 — Superbrands**

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Nike 20. Disney. The overall top 10 Consumer Superbrands for 2019 are: LEGO Apple Gillette Rolex British Airways Coca-Cola Andrex Mastercard Visa Dyson. Separately, the parallel Business Superbrands survey results were also revealed

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