

## Top 20 Consumer Superbrands Ranking The Brands

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### Top 20 Consumer Superbrands Ranking

Top 20 Consumer Superbrands BRAND 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 Education

### Top 20 Consumer Superbrands - Ranking The Brands

The Brand Rankings, Official Top Consumer Superbrands - 2019 by The Centre for Brand Analysis ... Official Top Consumer Superbrands | 2019. By: The Centre for Brand Analysis. The

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brands are voted based on the opinions of marketing experts, business professionals and 2,500 British adults. The voted brands in this ranking are deemed to be UK's ...

## **Official Top Consumer Superbrands - Ranking The Brands**

Top 10 Consumer Superbrands BRAND CATEGORY  
LEGO 1 Child Products - Toys and Education  
Apple 2 Technology - General  
Gillette 3 Toiletries - Men's Grooming  
Rolex 4 Watches  
British Airways 5 Travel - Airlines  
Coca-Cola 6 Drinks - Non-Alcoholic - Carbonated Soft Drinks  
Andrex 7 Household - Kitchen Rolls, Toilet Roll and Tissues  
Mastercard 8 ...

## **Top 10 Consumer Superbrands - Ranking The Brands**

"In the core Superbrands survey we congratulate LEGO on retaining its position as the number one Superbrand, continuing its strong performance over the last five years." The top 20 Consumer Superbrands for net relevancy gain in 2019 are: 1. Amazon 2. Aldi 3. Macmillan Cancer Support 4. Netflix 5. Google 6. Lidl 7. PayPal 8. LEGO 9. Samsung 10. YouTube 11.

## **Top 20 'Superbrands': Amazon gaining most relevance ...**

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

## **Top 20 Consumer Superbrands - Ranking The Brands**

2018 Consumer Top 20 1. LEGO 2. Gillette 3. Apple 4. Andrex 5. Coca-Cola 6. Disney 7. Marks & Spencer 8. Boots 9. Heinz 10. BMW 11. Cadbury 12. Rolex 13. BP 14. Shell 15. John Lewis 16. Heathrow 17. Jaguar 18. Kleenex 19. Visa 20. Häagen-Dazs

## **Consumer Top 20 — Superbrands**

Top 20 Consumer Superbrands BRAND CATEGORY  
British Airways 1 Travel - Airlines  
Rolex 2 Watches  
BBC 3 Media - TV Stations  
Microsoft 4 Technology - General  
Nike 5 Sportswear & Equipment  
John Lewis 6 Retail - Department Stores & General Retailers  
Gillette 7 Toiletries - Men's Grooming  
Mercedes-Benz 8

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Automotive - Vehicle Manufacturer

## **Top 20 Consumer Superbrands - rankingthebrands.com**

Marks and Spencer and Cadbury have both fallen out of an annual survey ranking the top 20 consumer brands in the UK. ... The Consumer Superbrands ranking has been compiled since 1995.

## **Cadbury and M&S lose top 20 brand ranking in annual survey ...**

The overall top 20 consumer Superbrands for 2018 are: 1. Lego 2. Gillette 3. Apple 4. Andrex 5. Coca-Cola 6. Disney 7. Marks & Spencer 8. Boots 9. Heinz 10. BMW 11. Cadbury 12. Rolex 13. BP 14 ...

## **BP and Shell listed in top 20 'superbrands' in UK - News**

...

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**

Since 1995, the Consumer Superbrands ranking has taken the views of 3,000 adults to judge which companies are working hardest for a place in British consumers' hearts. The Centre for Brand Analysis, which conducts the research, has released a list that contains some surprises, but many names that RN readers might expect.

## **British Airways Top Consumer Superbrands List ...**

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 ...**

The Consumer Superbrands ranking has been compiled since 1995. This ranking is a list that is drawn up after polling 2,500 British adults, who were asked to rank their favourite brands

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from a choice of 1,500 popular brands. Marks and Spencer and Cadbury have both fallen out of an annual survey ranking the top 20 consumer brands in the UK.

## **Cadbury and M&S lose top 20 brand ranking in annual survey ...**

APPLE has dropped while British Airways has soared in this year's Superbrands survey of the top 20 consumer brands in the UK. ... The Superbrands ranking, compiled since 1995, is based on a survey ...

## **British Airways tops brands ranking**

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands status strengthens a brands position, adds prestige and reassures consumers and suppliers that they are buying the best brand in its category.

## **Home UK - Superbrands UK**

According to the annual Superbrands ranking by the Centre for Brand Analysis, the company is still thriving as a business brand. However, as a consumer brand Microsoft has dropped out of the top 20.

## **Microsoft Loses Consumer Position in UK Superbrands ...**

Gillette took second place in 2018 Consumer Superbrands ranking, followed by Apple and Andrex. Meanwhile, Apple was the most popular brand in the Business Superbrands ranking, followed by BP and ...

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