

YouGov

FMCG/CPG RANKINGS 2021

Top Ranked



YouGov FMCG/CPG Rankings 2021



YOUNGOV FMCG/CPG RANKINGS 2021 IN FRANCE: SNACKS & CONFECTIONERY		
Rank	Brand Name	Score
1	St Michel	40.7
2	Lindt	39.9
3	Côte d'Or	36.3
4	LU	35.3
5	Bonne Maman	34.1
6	Milka	30.7
7	Ferrero Rocher	30.2
8	Poulain	26.3
9	Petit Ecolier	25.8
10	Delacre	23.9

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

YouGov FMCG/CPG Rankings 2021



YOUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: BREAD, HOT BEVERAGES AND BREAKFAST

Rank	Brand Name	Score
1	Carte Noire	28.5
2	Poulain	24.9
3	Lipton	24.2
4	Pasquier	22.5
5	Nesquik	21.7
6	Nespresso	20.1
7	Harrys	20.1
8	L'Or	19.4
9	Senseo	17.5
10	Grand'Mère	17.1

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YouGov FMCG/CPG Rankings 2021



YOUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: CHILLED & FROZEN FOOD

Rank	Brand Name	Score
1	Carte d'Or	34.6
2	Häagen-Dazs	32.3
3	Magnum	30.3
4	Lustucru	26.8
5	Marie	21.5
6	Charal	20.7
7	Fleury Michon	19.8
8	McCain	19.3
9	Aoste	18.8
10	Findus	16

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YUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: DAIRY PRODUCTS AND DESSERTS		
Rank	Brand Name	Score
1	Bonne Maman	37.8
2	La Laitière	37.1
3	Président	35.3
4	Danone	33.7
5	Danette	27.7
6	Boursin	26.3
7	Andros	26.1
8	Yoplait	26.1
9	Panier de Yoplait	25.8
10	St Môret	24.3

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YUOGOV FMCG/CPG RANKINGS 2021 IN FRANCE: DRIED & AMBIENT FOOD		
Rank	Brand Name	Score
1	Panzani	36.9
2	Barilla	36.4
3	Bonduelle	32
4	Lustucru	31.1
5	Amora	30.7
6	Maille	30.3
7	Ducros	27.8
8	Petit Navire	27.5
9	Puget	27.5
10	Lesieur	27.3

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YOUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: WATER, JUICES AND SOFT DRINKS

Rank	Brand Name	Score
1	Cristaline	42.2
2	Evian	36.7
3	Perrier	34.3
4	Vittel	30.7
5	Volvic	30.4
6	Badoit	30.1
7	San Pellegrino	23.7
8	Contrex	23.1
9	Hépar	21.8
10	Salvetat	20.5

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YOUNGOV FMCG/CPG RANKINGS 2021 IN FRANCE: BEER & CIDER		
Rank	Brand Name	Score
1	Leffe	32.7
2	Heineken	21.5
3	Desperados	20.2
4	Grimbergen	18.9
5	1664	18.7
6	Affligem	15.2
7	Guinness	14.6
8	La Goudale	14.1
9	Hoegaarden	13.7
10	Loïc Raison	12.5

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YouGov FMCG/CPG Rankings 2021



YOUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: PERSONAL CARE

Rank	Brand Name	Score
1	Le Petit Marseillais	41.3
2	Oral B	28.3
3	Signal	27.7
4	Gillette	26.1
5	Dove	24.8
6	Colgate	23.7
7	Sanex	22.1
8	Rogé Cavallès	19.2
9	Philips	18.6
10	Elseve	16.2

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YouGov FMCG/CPG Rankings 2021



YUUGOV FMCG/CPG RANKINGS 2021 IN FRANCE: SKIN CARE AND COSMETICS

Rank	Brand Name	Score
1	Nivea	33.5
2	Yves Rocher	28.3
3	La Roche Posay	26.2
4	Dior	24.2
5	L'Oréal Paris	23.9
6	Chanel	22.6
7	Avène	22.1
8	Yves Saint Laurent	22.1
9	Lancôme	21.4
10	Guerlain	20.2

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Méthodologie

BrandIndex : l'outil de suivi en temps réel & continu des marques et de toutes les prises de parole qui leur sont dédiées. En France, plus de 1 300 marques sont évaluées de manière quotidienne via notre panel d'environ 660 000 répondants.

Les classements reposent sur les scores obtenus via l'indicateur d'Index - cet indice mesure la moyenne de l'Impression, la Qualité, le Rapport Qualité-Prix, la Réputation / Marque Employeur, la Satisfaction et la Recommandation. L'Index est un score pouvant varier de -100 à +100.

Les classements mettent en évidence les marques ayant obtenu le meilleur score moyen d'Index entre le 1er août 2020 et le 31 juillet 2021. Les scores sont représentatifs de la population globale des adultes de 18 ans et plus.

Chaque marque figurant dans les classements a été suivie pendant au moins 6 mois dans notre outil. Tous les scores sont arrondis à une seule décimale, toutefois, nous avons utilisé une précision supplémentaire pour attribuer les classements.