

## Brand Leaders - UK - December 2016

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“Perceptions of the biggest brands in FMCG sectors tend to be fairly secure and steady, suggesting that consumers have a mindset about familiar brands that rarely wavers. However, in other more dynamic markets there is less of a bias towards heritage brands, allowing new entrants to compete with established brands almost immediately.”  
**– Richard Hopping, Brand and Household Analyst**

This report looks at the following areas:

The same brands tend to dominate across many different brand metrics, highlighting the influence and importance of the brands that people tend to use on a regular basis. The brands that people are familiar with are able to demonstrate what they can offer through regular contact, and as a result are looked upon more favourably.

For this reason, the major brands in many individual FMCG (Fast-Moving Consumer Goods) sectors look set to stay on top of the tree, with consumer opinions unwavering. However, in more dynamic, innovative sectors, and sectors without brands that benefit from a strong heritage (such as technology, finance, fashion and foodservice), things may be more fluid, leaving space for new brand leaders to emerge.

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- Household staples earn most preference

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