

Brand Leaders - UK - December 2018

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“Although many brands are undertaking new and exciting initiatives, particularly in terms of product/service development or ethical behaviour, there tends to be a prevailing attitude amongst consumers that brands which have ‘been there and done that’ are the ones that excel.”
– **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

Although many brands are undertaking new and exciting initiatives, particularly in terms of product/service development or ethical behaviour, there tends to be a prevailing attitude amongst consumers that brands which have ‘been there and done that’ are the ones that excel.

This suggests that until a brand can illustrate that its message is authentic and durable, consumers will remain faithful to those they already know and trust. Not only does this cover factors like ethicality, but also aspects like innovation or proving to consumers that brands care about people’s health and wellbeing.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

Brand leaders
The most popular brands have almost ubiquitous usage
Figure 1: Top ranking of brands, by overall usage, January 2016-October 2018

Readily available brands in a stronger position to build trust
Figure 2: Top ranking of brands, by agreement with "A brand that I trust", January 2016-October 2018

Exposure, but not usage, appears essential in driving standout
Figure 3: Top ranking of brands, by perceived differentiation (net of "It stands out as being somewhat different" and "It's a unique brand"), January 2016-October 2018

Consumers recognise ethical early adopters
Figure 4: Top ranking of brands, by agreement with "Ethical", January 2016-October 2018

Usage and favouritism appear closely aligned
Figure 5: Top ranking of brands, by commitment (Net of "I prefer this brand over others" and "It's a favourite brand"), January 2016-October 2018

Reputation for technological advancement key in innovation
Figure 6: Top ranking of brands, by agreement with "A brand that is innovative", January 2016-October 2018

Retailers dominate value perceptions
Figure 7: Top ranking of brands, by agreement with "A brand that offers good value", January 2016-October 2018

Usage likely to impact upon perception of quality
Figure 8: Top ranking of brands, by agreement with "A brand that is consistently high quality", January 2016-October 2018

Apple and Samsung stand out for experience
Figure 9: Top ranking of brands, by excellent reviews, January 2016-October 2018

What we think

Brand Leaders – What You Need to Know

The most popular brands have almost ubiquitous usage
Readily available brands in a stronger position to build trust
Exposure, but not usage, appears essential in driving standout
Consumers recognise ethical early adopters
Usage and favouritism appear closely aligned
Reputation for technological advancement key in innovation
Retailers dominate value perceptions
Usage likely to impact upon perception of quality
Apple and Samsung stand out for experience

Usage Leaders

The most popular brands have almost ubiquitous usage

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Figure 10: Top ranking of brands, by overall usage, January 2016-October 2018

Household favourites are habitually ingrained

Figure 11: Top ranking of brands, by overall usage, January 2016-October 2018

Trust Leaders

Readily available brands in a stronger position to build trust

A focus on health and wellbeing appears influential

Figure 12: Top ranking of brands, by agreement with "A brand that I trust", January 2016-October 2018

Differentiation Leaders

Exposure, but not usage, appears essential in driving standout

Figure 13: Top ranking of brands, by perceived differentiation (net of "It stands out as being somewhat different" and "It's a unique brand"), January 2016-October 2018

Ethical Leaders

Importance of ethicality growing...

...but consumers recognise early adopters

Figure 14: Top ranking of brands, by agreement with "Ethical", January 2016-October 2018

Favouritism and Commitment Leaders

Usage and favouritism appear closely aligned

Broad appeal creates higher proportion of commitment

Figure 15: Top ranking of brands, by commitment (Net of "I prefer this brand over others" and "It's a favourite brand"), January 2016-October 2018

Innovation Leaders

Reputation for technological advancement key in innovation

Figure 16: Top ranking of brands, by agreement with "A brand that is innovative", January 2016-October 2018

Dyson stands out as an innovator

Figure 17: Dyson Airwrap in Dyson Demo stores, October 2018

Value Leaders

Retailers dominate value perceptions

NIVEA and Colgate are standout brands in FMCG

Figure 18: Top ranking of brands, by agreement with "A brand that offers good value", January 2016-October 2018

Not just high-cost brands that are considered worth paying more for

Figure 19: Top ranking of brands, by agreement with "A brand that is worth paying more for", January 2016-October 2018

Quality Leaders

Usage likely to impact upon perception of quality

Figure 20: Top ranking of brands, by agreement with "A brand that is consistently high quality", January 2016-October 2018

Household staples struggle to convert quality image into enthusiastic reviews

Experience Leaders

Apple and Samsung stand out for experience

Fairy and Lindt Excellence the only two excellent FMCG brands

Figure 21: Top ranking of brands, by excellent reviews, January 2016-October 2018

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Most recommended brands are completely different

Specific purpose gives basis for recommendation

Figure 22: Top ranking of brands, by likely recommendation, January 2016-October 2018

Sector Review – What You Need to Know

Sudocrem carves out high recommendation in BPC

Baileys' superior taste drives differentiation

The North Face takes its expertise into the city

Lindt Excellence's premium yet accessible image drives positivity

Dunelm most likely to be recommended in retail sector

Samsung's strengths in technology are evident

Automotive

Figure 23: Brand usage in the automotive sector, January 2016-October 2018

Audi

Figure 24: Key brand metrics for the automotive sector, January 2016-October 2018

AA

Figure 25: The AA rainbow flag vans to celebrate Pride, 2018

Figure 26: Brand attitudes in the automotive sector, January 2016-October 2018

BPC

Figure 27: Brand usage in the BPC sector, January 2016-October 2018

Gillette

Figure 28: Key brand metrics for the BPC sector, January 2016-October 2018

Sudocrem

Figure 29: My Little Sudocrem, November 2018

Figure 30: Brand attitudes in the BPC sector, January 2016-October 2018

Dove

Figure 31: Steven Universe and Dove partnership, April 2018

Drink

Figure 32: Brand usage in the drinks sector, January 2016-October 2018

Kopparberg

Figure 33: Kopparberg's Outside is Ours campaign, May 2018

Figure 34: Key brand metrics for the drinks sector, January 2016-October 2018

Baileys

Figure 35: Examples of Baileys' product launches, 2018

Fever-Tree

Figure 36: Brand attitudes in the drinks sector, January 2016-October 2018

Fashion/Apparel

Figure 37: Brand usage in the fashion/apparel sector, January 2016-October 2018

Clarks

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Report Price: £2195.00 | \$2963.91 | €2470.25

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Figure 38: Clarks' Originals Mickey Mouse edition, November 2018

Figure 39: Clarks' x Land Rover Life. Limitless Collection, October 2018

Figure 40: Key brand metrics for the fashion/apparel sector, January 2016-October 2018

Nike

Figure 41: Colin Kaepernick's Nike campaign, September 2018

Figure 42: Brand attitudes in the fashion/apparel sector, January 2016-October 2018

The North Face

Figure 43: The North Face Pinnacle Project in Manchester, October 2018

Financial Services

Figure 44: Brand usage in the financial services sector, January 2016-October 2018

Post Office

Figure 45: Key brand metrics for the financial services sector, January 2016-October 2018

First Direct

Figure 46: Brand attitudes in the financial services sector, January 2016-October 2018

Comparethemarket.com

Food

Figure 47: Brand usage in the food sector, January 2016-October 2018

Heinz

Figure 48: Heinz Eat Well Soups, 2018

Figure 49: Key brand metrics for the food sector, January 2016-October 2018

Lindt Excellence

Figure 50: Brand attitudes in the food sector, January 2016-October 2018

Flora

Foodservice

Figure 51: Brand usage in the foodservice sector, January 2016-October 2018

McDonald's

Figure 52: McDonald's support of recycling initiatives as part of Leeds By Example, October 2018

Figure 53: Key brand metrics for the foodservice sector, January 2016-October 2018

Subway

Figure 54: Subway support of NFL Play Flag Football programme, July 2018

Figure 55: Brand attitudes in the foodservice sector, January 2016-October 2018

Household Care

Figure 56: Brand usage in the household care sector, January 2016-October 2018

Fairy

Figure 57: Key brand metrics for the household care sector, January 2016-October 2018

Dyson

Figure 58: Brand attitudes in the household care sector, January 2016-October 2018

Dettol

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Retail

Figure 59: Brand usage in the retail sector, January 2016-October 2018

Amazon

Figure 60: Amazon Black Friday pop-up, November 2018

Figure 61: Key brand metrics for the retail sector, January 2016-October 2018

Dunelm

Figure 62: Brand attitudes in the retail sector, January 2016-October 2018

eBay

Boots

Figure 63: The Niomi Smart range at Boots, November 2018

Technology Products

Figure 64: Brand usage in the technology products sector, January 2016-October 2018

Apple

Figure 65: Key brand metrics for the technology products sector, January 2016-October 2018

Samsung

Figure 66: Samsung Modern Masterpieces, October 2018

Figure 67: Brand attitudes in the technology products sector, January 2016-October 2018

Technology Services

Figure 68: Brand usage in the technology services sector, January 2016-October 2018

Sky

Figure 69: Key brand metrics for the technology services sector, January 2016-October 2018

Spotify

Figure 70: Brand attitudes in the technology services sector, January 2016-October 2018

Netflix

Travel

Figure 71: Brand usage in the travel sector, January 2016-October 2018

TripAdvisor

Figure 72: Key brand metrics for the travel sector, January 2016-October 2018

British Airways

Figure 73: Brand attitudes in the travel sector, January 2016-October 2018

Ones to Watch – What You Need to Know

Gtech using advertising to push innovative image

Benefit's fun image is leading to high positivity

Patagonia is ahead of the slow fashion curve

Airbnb is a major disruptor, but has room to grow

B&M goes against the tide in discounting

Gtech

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What the brand is doing

What consumers think

Figure 74: Top ranking of brands, by agreement with "A brand that is innovative", January 2016-October 2018

Why it's successful

Benefit

What the brand is doing

Figure 75: Benefit Extreme Brow Bar, April 2018

What consumers think

Why it's successful

Patagonia

What the brand is doing

Figure 76: Patagonia's mobile repair truck, August 2018

What consumers think

Why it's successful

Figure 77: Clothing shopping behaviours, August 2018

Airbnb

What the brand is doing

What consumers think

Figure 78: Attitudes towards hotels versus Airbnb, September 2018

Why it's successful

B&M

What the brand is doing

What consumers think

Why it's successful

Figure 79: Attitudes towards price and shopping at discounters, June 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Appendix – Brands Covered

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