

Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products
 - <http://globalfoodforums.com/new-food-products-emerging-markets/> - Composed May 2005

APPENDIX III-43 Billion Dollar Brands

ACNielsen Study Finds 43 Brands Have Billion Dollar Global Presence					
Billion Dollar Global Brands					
Source: ACNielsen					
Brand	Countries Max. 30	Segment	Global Sales	EMEA Sales	
			for 12 months ending Q1 2001 (US\$)		
Total Coca-Cola Coca-Cola (Regular)* Diet Coke/Coca-Cola Light*	30	Carbonated Beverages	> \$15 B	> \$5 B	
Marlboro Marlboro (Regular)* Marlboro Lights*	25	Tobacco			
Total Pepsi Pepsi (Regular)* Diet Pepsi/Pepsi Light*	30	Carbonated Beverages	\$5-15 B	\$1-5 B	
Budweiser	25	Beer	\$3-5 B	\$0.5-1 B	
Campbell's	21	Soup		< \$500 M	
Kellogg's	27	Cereal		\$1-5 B	
Pampers	27	Diapers			
Benson & Hedges	21	Tobacco			
Camel	24	Tobacco	\$2-3 B	\$1-5 B	
Danone	25	Yogurt			
Fanta	29	Carbonated Beverages			
Friskies	24	Pet Food		\$0.5-1 B	
Gillette	29	Blades & Razors			
Huggies	25	Diapers			
Nescafe	29	Coffee		\$1-5 B	
Sprite	30	Carbonated Beverages		\$0.5-1 B	
Tide	11	Laundry Detergent		< \$500 M	
Tropicana	17	Still Beverages			
Wrigley's	27	Chewing Gum		\$1-5 B	
Colgate	29	Toothpaste		\$1.5-2 B	\$0.5-1 B
Duracell	28	Batteries			< \$500 M
Heineken	26	Beer			\$1-5 B
Kodak	13	Consumer Films			< \$500 M
L&M	18	Tobacco	\$1-5 B		
Lay's	22	Chips & Snacks	< \$500 M		
Pedigree	25	Pet Food	\$0.5-1 B		
Always	22	Sanitary Protection	\$1-1.5 B		< \$500 M
Doritos	20	Chips & Snacks			
Energizer	28	Batteries			
Gatorade	22	Sports Beverages			
Guinness	23	Beer			\$1-5 B
Kinder	28	Chocolate			\$0.5-1 B
Kleenex	26	Facial Tissue			< \$500 M
L'Oreal	27	Colorants			\$0.5-1 B
Maxwell House	19	Coffee		< \$500 M	
Minute Maid	16	Still Beverages		< \$500 M	
Nivea	29	Moisturizers/Cleansers		\$0.5-1 B	
Pantene	30	Shampoo/Conditioners		< \$500 M	
Philadelphia	25	Cheese		< \$500 M	
Pringles	30	Chips & Snacks		< \$500 M	
Seven-Up/7-Up	30	Carbonated Beverages		\$0.5-1 B	
Tylenol	9	OTC Pain Remedies	< \$500 M		
Whiskas	24	Cat Food	\$0.5-1 B		

Note: Brands are alphabetized within each global sales dollar segment

Denote sub-brands which independently meet the global billion dollar mark but are included in the total for the brand
 Source: ACNielsen