



CheckoutSmart

Top 100 Online Brands

Top 100 Online Grocery Brands – Coca-Cola Reigns Supreme Again

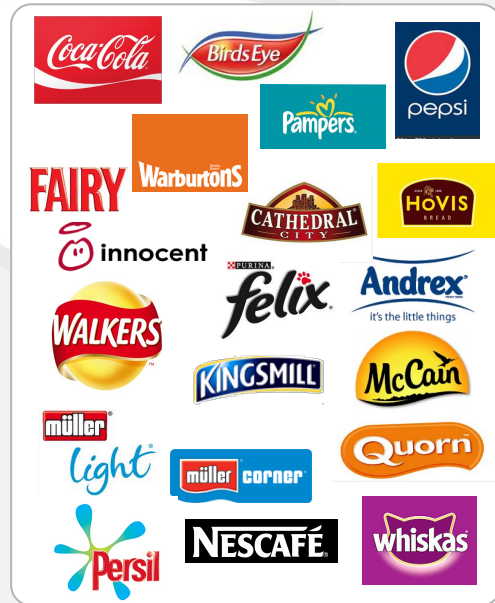
Coca-Cola takes the online crown for the second time in our Top 100 Brands Report as the biggest grocery brand – accounting for £1.06 in every £100 spent in UK online grocery over the last 52 weeks. That's an increase of 9p, a refreshing 9.3% growth on last year.

Birds Eye has lost a small amount of spend (-3p / -1.2%) but still comes in a comfortable second with Pampers seeing growth but unable to reach those top two spots. These family brands account for 77p & 62p respectively in every £100 spent.

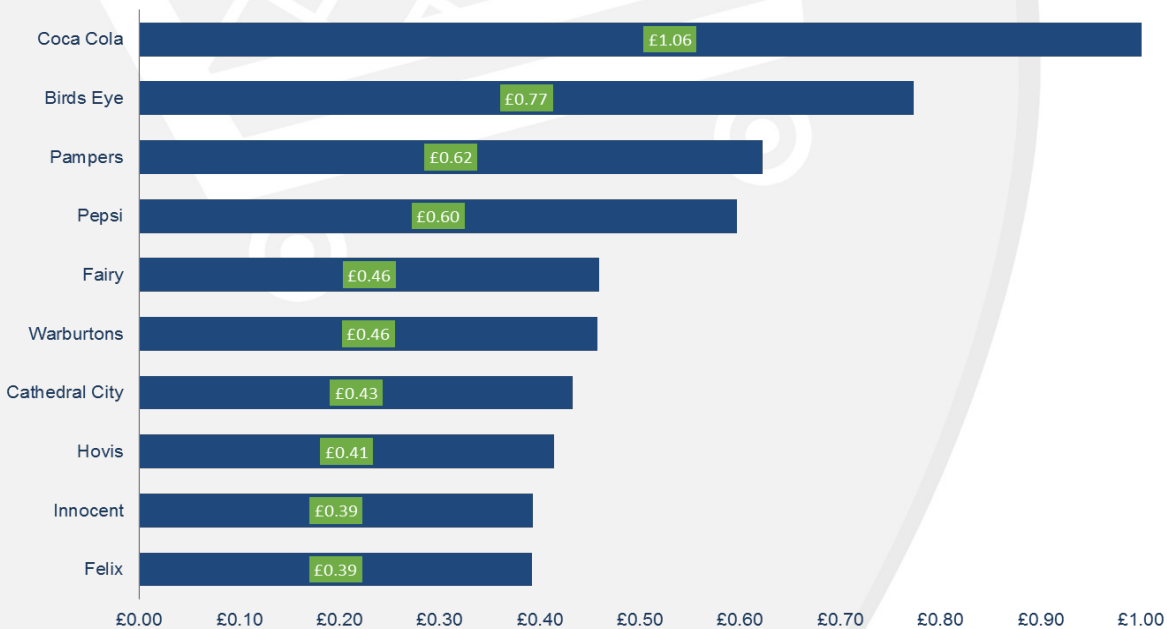
Hot on the heels of Pampers is Pepsi. The beloved beverage brand has seen a dramatic rise to the dizzy heights of fourth place, after languishing in ninth last year. A gain of 19p, a huge 46.3% growth.

Once again our nation's love of bread is evident from the position of top bakery brands Warburton's, Hovis, and Kingsmill all making it within the top 14. Warburtons has climbed up to sixth place, a spot enjoyed by Hovis last year, which falls two spots to eighth.

The biggest climbers are dairy brands Muller Light and Yeo Valley, moving up 11 and 8 places respectively to sit comfortably in the top 25.



Spend in every £100



19,579 members



230,087 baskets

Time period: 12/05/14 – 10/05/15

Disclaimer

Brands are coded at our discretion. We do not share individual information about our customers with other companies except in order to conduct our business, comply with applicable law, or make available special offers of products and services that we feel may be of interest to our customers.



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£1.06

in every £100 spent is on the Coca-Cola brand, which also accounts for 57.8% of the Soft Drink category.


£1.66

in every £100 spent is in the Food Cupboard category, the largest with 10 brands present in the list, 3 of which belong to Heinz.


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of the top 100 are Dairy brands such as Cathedral City and Muller Light.

Rank	Rank vs. LY	Brand	Per £100 Online Spend	Index vs. Coke
1	-	Coca-Cola	£1.06	100
2	-	Birds Eye	£0.77	86
3	-	Pampers	£0.62	78
4	+5	Pepsi	£0.60	52
5	-1	Fairy	£0.46	51
6	+4	Warburtons	£0.46	48
7	-	Cathedral City	£0.43	43
8	-2	Hovis	£0.41	39
9	-1	Innocent	£0.39	39
10	+5	Felix	£0.39	37
11	-6	Andrex	£0.39	37
12	+2	Walkers Crisps	£0.36	37
13	-	Kingsmill	£0.36	36
14	-3	Mccain	£0.35	36
15	+11	Muller Light	£0.34	35
16	-	Muller Corner	£0.33	34
17	+4	Quorn	£0.31	34
18	+1	Nescafe	£0.31	32
19	-1	Persil	£0.31	32
20	-	Whiskas	£0.29	32
21	-4	Finish	£0.29	31
22	-	Cravendale	£0.29	30
23	+6	Lurpak	£0.28	29
24	+8	Yeo Valley	£0.28	26
25	+3	Aptamil	£0.28	26

Rank	Rank vs. LY	Brand	Per £100 Online Spend	Index vs. Coke
26	+1	Petits Filous	£0.28	25
27	-3	Heinz Beans	£0.27	25
28	-16	Robinsons	£0.27	25
29	+2	Princes	£0.26	25
30	+7	Heinz Soup	£0.25	24
31	-6	Young's	£0.25	24
32	+9	Cow & Gate	£0.22	24
33	+7	Uncle Bens	£0.22	24
34	+1	Huggies	£0.21	24
35	+9	Napolina	£0.21	23
36	+3	Stella Artois	£0.21	22
37	-7	Ariel	£0.21	21
38	-2	Dolmio	£0.20	21
39	+7	John West	£0.20	21
40	-7	Danone Activia	£0.20	21
41	-3	Heinz Sauce	£0.19	21
42	+3	Aunt Bessie's	£0.19	20
43	-	Weetabix	£0.19	20
44	-10	Tropicana	£0.19	20
45	+4	Comfort	£0.18	20
46	+28	Alpro	£0.18	20
47	+6	Dettol	£0.18	19
48	+39	Ellas Kitchen	£0.17	19
49	-1	Fosters	£0.17	19
50	+4	Cadbury Dairy Milk	£0.17	19



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£2.51

in every £100 spent online goes to the Soft Drink category.



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of the brands have the same rank as last year with 4 in the top 10 (Coca-Cola, Birds Eye, Pampers, Cathedral City).

Rank	Rank vs. LY	Brand	Per £100 Online Spend	Index vs. Coke
51	-4	Dove	£0.17	19
52	-10	Weight Watchers	£0.16	19
53	-2	Pizza Express	£0.16	18
54	+10	Pedigree	£0.16	18
55	+10	Anchor	£0.16	18
56	+6	Tilda	£0.16	18
57	+16	Quaker Oats	£0.16	18
58	-8	Kellogg's Special K	£0.15	18
59	-3	Kleenex	£0.15	18
60	-2	Old El Paso	£0.15	18
61	-	Hardy's	£0.15	17
62	-7	Plenty	£0.15	17
63	-11	Gillette	£0.14	17
64	+19	Hipp Organic	£0.14	17
65	+5	Budweiser	£0.14	17
66	+5	Sure	£0.14	17
67	-10	Richmond	£0.14	17
68	-	Bold	£0.13	17
69	-46	Colgate	£0.13	16
70	+16	Nivea	£0.13	16
71	-4	Bisto	£0.13	16
72	+5	Lenor	£0.13	16
73	-10	Philadelphia	£0.13	16
74	+24	Rachel's	£0.13	16
75	-3	Kenco	£0.13	16

Rank	Rank vs. LY	Brand	Per £100 Online Spend	Index vs. Coke
76	-16	Velvet	£0.13	15
77	-11	Organix	£0.13	15
78	NEW	Danone Actimel	£0.13	15
79	+21	Heinz Pasta	£0.13	15
80	+9	Kellogg's Rice Krispies	£0.13	15
81	-3	Johnson's	£0.12	15
82	+17	Nestle Munch Bunch	£0.12	14
83	NEW	Chicago Town	£0.12	14
84	-8	Dairylea	£0.12	14
85	-6	Dr Oetker	£0.12	14
86	-4	Doritos	£0.12	14
87	NEW	Kellogg's Crunchy Nut	£0.12	14
88	+7	Cushelle	£0.12	14
89	-9	Hellmanns	£0.11	13
90	-6	Nestle Kit Kat	£0.11	13
91	+3	Ambrosia	£0.11	13
92	NEW	KP Hula Hoops	£0.11	13
93	NEW	New York Bakery Company	£0.11	13
94	-4	Nestle Shreddies	£0.11	13
95	-4	Goodfellas	£0.11	13
96	-21	Sharwoods	£0.11	13
97	NEW	Hartleys	£0.11	13
98	NEW	Mr Kipling	£0.11	13
99	NEW	Radox	£0.11	13
100	NEW	Lynx	£0.11	13

CheckoutSmart is a game-changing app that enables FMCG brands to connect directly with shoppers before, during and after their shop. The app delivers personalised digital offers on grocery brands to our audience of 1m UK shoppers via their smartphone (75% of the UK population now own a smartphone). CheckoutSmart analyses all the receipt data offering fresh insights into UK shopping habits.

The Top 100 Online Grocery Brands Report is produced based on our online data.