

Top 10 Consumer Superbrands

BRAND CATEGORY

LEGO	1	Child Products - Toys and Education
Apple	2	Technology - General
Gillette	3	Toiletries - Men's Grooming
Rolex	4	Watches
British Airways	5	Travel - Airlines
Coca-Cola	6	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Andrex	7	Household - Kitchen Rolls, Toilet Roll and Tissues
Mastercard	8	Financial - General
Visa	9	Financial - General
Dyson	10	Household & Personal Care Appliances

Relevancy Index Top 20

BRAND CATEGORY

Amazon	1	Retail - Entertainment & Gifts
Aldi	2	Retail - Food & Drink
Macmillan Cancer Support	3	Charities
Netflix	4	Media - TV
Google	5	Social, Search & Comparison Sites
Lidl	6	Retail - Food & Drink
PayPal	7	Financial - General
LEGO	8	Child Products - Toys and Education
Samsung	9	Technology - General
YouTube	10	Social, Search & Comparison Sites
Visa	11	Financial - General
Heathrow	12	Travel - Airports
Purplebricks	13	Real Estate
Cancer Research UK	14	Charities
Oral-B	15	Toiletries - Oral Care
Apple	16	Technology - General
Dyson	17	Household & Personal Care Appliances
TripAdvisor	18	Travel - Agents & Tour Operators
Nike	19	Sportswear & Equipment
Disney	20	Child Products - Toys and Education

Category Winners

CATEGORY	BRAND
Automotive - Products	Michelin
Automotive - Services	AA
Automotive - Vehicle Manufacturer	Mercedes-Benz
Charities	Cancer Research UK
Child Products - Buggies, Seats and Cots	Mamas & Papas
Child Products - General	JOHNSON'S
Child Products - Toys and Education	LEGO
Drinks - Alcoholic - Beer, Ale and Cider	Budweiser
Drinks - Alcoholic - Spirits	Jack Daniel's
Drinks - Alcoholic - Wine	Jacob's Creek
Drinks - Non-Alcoholic - Carbonated Soft Drinks	Coca-Cola
Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks	Nescafé
Drinks - Non-Alcoholic - Dairy Drinks & Milk	Actimel
Drinks - Non-Alcoholic - Soft Drinks General	Robinsons
Drinks - Non-Alcoholic - Water	evian
Financial - Banks and Building Societies	Barclays
Financial - General	Mastercard
Financial - Insurance	Aviva
Food - Bakery	Warburtons
Food - Biscuits, Sweets & Snacks	McVitie's
Food - Cereals & Breakfast Foods	Kellogg's
Food - Children's Food	Cow & Gate
Food - Confectionery	Thorntons
Food - Crisps & Popcorn	Walkers
Food - Dairy Products	Lurpak
Food - Desserts & Ice Cream	Häagen-Dazs
Food - Fresh & Frozen Meats / Meat Substitutes	Birds Eye
Food - General	McCain
Food - Sauces, Spreads & Condiments	Hellmann's
Food - Tins, Cans & Packets	Heinz
Household - Beds and Bedroom Furniture	Silentnight Beds
Household - Cleaning Products	Fairy
Household - Garden Products	Flymo
Household - General	Dulux
Household - Kitchen Rolls, Toilet Roll and Tissues	Andrex
Household - Pet Products	Whiskas
Household & Personal Care Appliances	Dyson
Leisure & Entertainment - Destinations	Alton Towers
Leisure & Entertainment - Gambling	The National Lottery
Leisure & Entertainment - Sport & Fitness	Manchester United
Media - Newspapers	The Times
Media - Radio & Music Streaming	Capital FM
Media - TV	BBC
Oil & Gas	Shell
Pharmaceutical	Durex
Real Estate	Rightmove
Restaurants & Coffee Shops	McDonald's
Retail - Chemists, Wellbeing and Opticians	Boots
Retail - Children Products	Mothercare
Retail - Clothing & Accessories	Next
Retail - Cycling, Outdoor & Leisure	Halfords

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CATEGORY BRAND

Retail - Department Stores & General Retailers	John Lewis & Partners
Retail - DIY, Gardens & Homes	IKEA
Retail - Electronics	Currys
Retail - Entertainment & Gifts	Amazon
Retail - Food & Drink	Tesco
Retail - Footwear	Clarks
Retail - Jewellers	Swarovski
Services	eBay
Social, Search & Comparison Sites	Google
Sportswear & Equipment	Nike
Technology - General	Apple
Telecommunications & Broadband	BT
Toiletries - Feminine Hygiene	Tampax
Toiletries - Haircare	Head & Shoulders
Toiletries - Men's Grooming	Gillette
Toiletries - Oral Care	Oral-B
Toiletries - Skincare	Nivea
Toiletries - Soaps, Bathing & Deodorants	Dove
Travel - Agents & Tour Operators	TripAdvisor
Travel - Airlines	British Airways
Travel - Airports	Heathrow
Travel - Bus & Rail Operators	Eurostar
Travel - Cruises & Ferries	P&O Cruises
Travel - Hotels & Resorts	Hilton Hotels & Resorts
Utilities	British Gas
Vitamins & Supplements	Seven Seas
Watches	Rolex

Qualifying Consumer Superbrands (A-Z)

BRAND CATEGORY

7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - Services
ABSOLUT VODKA	Drinks - Alcoholic - Spirits
Actimel	Drinks - Non-Alcoholic - Dairy Drinks & Milk
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
Aldi	Retail - Food & Drink
Alfa Romeo	Automotive - Vehicle Manufacturer
Alpen	Food - Cereals & Breakfast Foods
Alton Towers	Leisure & Entertainment - Destinations
Always	Toiletries - Feminine Hygiene
Amazon	Retail - Entertainment & Gifts
Ambre Solaire	Toiletries - Skincare
American Airlines	Travel - Airlines
American Express	Financial - General
Anchor	Food - Dairy Products
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Apple	Technology - General
Aptamil	Food - Children's Food
Aquafresh	Toiletries - Oral Care

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BRAND	CATEGORY
Argos	Retail - Department Stores & General Retailers
Ariel	Household - Cleaning Products
Arsenal FC	Leisure & Entertainment - Sport & Fitness
ASDA	Retail - Food & Drink
Audi	Automotive - Vehicle Manufacturer
Aunt Bessie's	Food - General
Auto Trader	Services
Autoglass	Automotive - Services
Avis	Automotive - Services
Aviva	Financial - Insurance
AXA	Financial - Insurance
B&Q	Retail - DIY, Gardens & Homes
Bacardi	Drinks - Alcoholic - Spirits
Baileys	Drinks - Alcoholic - Spirits
Bakers	Household - Pet Products
Barclaycard	Financial - General
Barclays	Financial - Banks and Building Societies
BBC	Media - TV
BBC Children in Need	Charities
Beck's	Drinks - Alcoholic - Beer, Ale and Cider
Beechams	Pharmaceutical
Ben & Jerry's	Food - Desserts & Ice Cream
Benylin	Pharmaceutical
Bertolli	Food - Dairy Products
BIC	Toiletries - Men's Grooming
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes
Bisto	Food - Sauces, Spreads & Condiments
BLACK+DECKER	Household & Personal Care Appliances
BMW	Automotive - Vehicle Manufacturer
Bodyform	Toiletries - Feminine Hygiene
Bold	Household - Cleaning Products
Bombay Sapphire	Drinks - Alcoholic - Spirits
Bonjela	Pharmaceutical
Booking.com	Travel - Agents & Tour Operators
Boots	Retail - Chemists, Wellbeing and Opticians
Bosch	Household & Personal Care Appliances
Bose	Technology - General
Bovril	Food - Sauces, Spreads & Condiments
BP	Oil & Gas
Branston	Food - Sauces, Spreads & Condiments
Braun	Household & Personal Care Appliances
Bridgestone	Automotive - Products
British Airways	Travel - Airlines
British Gas	Utilities
British Heart Foundation	Charities
British Red Cross	Charities
Britvic	Drinks - Non-Alcoholic - Soft Drinks General
BT	Telecommunications & Broadband
BT Sport	Media - TV
Budweiser	Drinks - Alcoholic - Beer, Ale and Cider
Bulmers	Drinks - Alcoholic - Beer, Ale and Cider
Bupa	Financial - Insurance
Burger King	Restaurants & Coffee Shops
Buxton	Drinks - Non-Alcoholic - Water

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BRAND	CATEGORY
Cadbury	Food - Confectionery
Caffè Nero	Restaurants & Coffee Shops
CALPOL	Pharmaceutical
Campbell's	Food - Tins, Cans & Packets
Cancer Research UK	Charities
Canon	Technology - General
Capital FM	Media - Radio & Music Streaming
Captain Morgan	Drinks - Alcoholic - Spirits
Carling	Drinks - Alcoholic - Beer, Ale and Cider
Carlsberg	Drinks - Alcoholic - Beer, Ale and Cider
Carphone Warehouse	Retail - Electronics
Carte D'Or	Food - Desserts & Ice Cream
Cathay Pacific	Travel - Airlines
Cathedral City	Food - Dairy Products
Center Parcs	Travel - Hotels & Resorts
Centrum	Vitamins & Supplements
Cesar	Household - Pet Products
Channel 4	Media - TV
Chelsea FC	Leisure & Entertainment - Sport & Fitness
Chessington World of Adventures	Leisure & Entertainment - Destinations
Churchill	Financial - Insurance
Clarks	Retail - Footwear
Classic FM	Media - Radio & Music Streaming
Clearasil	Toiletries - Skincare
Coca-Cola	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Coca-Cola London Eye	Leisure & Entertainment - Destinations
Colgate	Toiletries - Oral Care
Colman's	Food - Sauces, Spreads & Condiments
Comfort	Household - Cleaning Products
comparethemarket.com	Social, Search & Comparison Sites
Continental	Automotive - Products
Converse	Sportswear & Equipment
Cornetto	Food - Desserts & Ice Cream
Corona	Drinks - Alcoholic - Beer, Ale and Cider
Corsodyl	Toiletries - Oral Care
Costa	Restaurants & Coffee Shops
Country Life	Food - Dairy Products
Courvoisier	Drinks - Alcoholic - Spirits
Cow & Gate	Food - Children's Food
Cravendale	Drinks - Non-Alcoholic - Dairy Drinks & Milk
Crayola	Child Products - Toys and Education
Crowne Plaza	Travel - Hotels & Resorts
Cunard	Travel - Cruises & Ferries
Cuprinol	Household - Garden Products
Currys	Retail - Electronics
Cushelle	Household - Kitchen Rolls, Toilet Roll and Tissues
Daily Mail	Media - Newspapers
Dairylea	Food - Dairy Products
Danone	Food - Dairy Products
David Lloyd Clubs	Leisure & Entertainment - Sport & Fitness
Debenhams	Retail - Department Stores & General Retailers
Dell	Technology - General
Dettol	Household - Cleaning Products
Direct Line	Financial - Insurance

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BRAND	CATEGORY
Disney	Child Products - Toys and Education
Disney Channel	Media - TV
Dolmio	Food - Sauces, Spreads & Condiments
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Doritos	Food - Crisps & Popcorn
Douwe Egberts	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Dove	Toiletries - Soaps, Bathing & Deodorants
Dr Pepper	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Dreams	Retail - DIY, Gardens & Homes
Dulux	Household - General
Dunlop	Automotive - Products
Duracell	Household - General
Durex	Pharmaceutical
Dyson	Household & Personal Care Appliances
E45	Toiletries - Skincare
Early Learning Centre	Retail - Children Products
easyJet	Travel - Airlines
eBay	Services
Echo Falls	Drinks - Alcoholic - Wine
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
EE	Telecommunications & Broadband
Elastoplast	Pharmaceutical
Emirates	Travel - Airlines
Etihad	Travel - Airlines
Europcar	Automotive - Services
Eurostar	Travel - Bus & Rail Operators
Eurotunnel	Travel - Bus & Rail Operators
evian	Drinks - Non-Alcoholic - Water
Expedia	Travel - Agents & Tour Operators
Facebook	Social, Search & Comparison Sites
Fairy	Household - Cleaning Products
Fanta	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Farley's	Food - Children's Food
Febreze	Household - Cleaning Products
Felix	Household - Pet Products
Ferrero Rocher	Food - Confectionery
Financial Times	Media - Newspapers
Fisher-Price	Child Products - Toys and Education
Fitbit	Sportswear & Equipment
Flash	Household - Cleaning Products
Flora	Food - Dairy Products
Flymo	Household - Garden Products
Foot Locker	Retail - Footwear
Ford	Automotive - Vehicle Manufacturer
Foster's	Drinks - Alcoholic - Beer, Ale and Cider
Fred Perry	Sportswear & Equipment
Freeview	Media - TV
Galaxy	Food - Confectionery
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
Gillette	Toiletries - Men's Grooming

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BRAND	CATEGORY
Glenfiddich	Drinks - Alcoholic - Spirits
Goodyear	Automotive - Products
Google	Social, Search & Comparison Sites
Gordon's	Drinks - Alcoholic - Spirits
Gourmet	Household - Pet Products
Great Ormond Street Hospital Charity	Charities
Green & Black's	Food - Confectionery
Green Flag	Automotive - Services
Greggs	Restaurants & Coffee Shops
Groupon	Services
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
Gumtree	Services
H&M	Retail - Clothing & Accessories
Häagen-Dazs	Food - Desserts & Ice Cream
Halfords	Retail - Cycling, Outdoor & Leisure
Halfords Autocentre	Automotive - Services
Halifax	Financial - Banks and Building Societies
Hallmark	Retail - Entertainment & Gifts
Halls	Pharmaceutical
Hamleys	Retail - Children Products
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Biscuits, Sweets & Snacks
Hartley's	Food - Sauces, Spreads & Condiments
Head & Shoulders	Toiletries - Haircare
Heart	Media - Radio & Music Streaming
Heathrow	Travel - Airports
Heineken	Drinks - Alcoholic - Beer, Ale and Cider
Heinz	Food - Tins, Cans & Packets
Hellmann's	Food - Sauces, Spreads & Condiments
Help for Heroes	Charities
Herbal Essences	Toiletries - Haircare
Hertz	Automotive - Services
Highland Spring	Drinks - Non-Alcoholic - Water
Hilton Hotels & Resorts	Travel - Hotels & Resorts
Holiday Inn	Travel - Hotels & Resorts
Holland & Barrett	Retail - Chemists, Wellbeing and Opticians
Hoover	Household & Personal Care Appliances
Hornby	Child Products - Toys and Education
Hotels.com	Travel - Agents & Tour Operators
Hotpoint	Household & Personal Care Appliances
House of Fraser	Retail - Department Stores & General Retailers
Hovis	Food - Bakery
Hozelock	Household - Garden Products
HP	Technology - General
HP Sauce	Food - Sauces, Spreads & Condiments
HSBC	Financial - Banks and Building Societies
Huggies® Wipes	Child Products - General
Iams	Household - Pet Products
Iceland	Retail - Food & Drink
IKEA	Retail - DIY, Gardens & Homes
Imperial Leather	Toiletries - Soaps, Bathing & Deodorants
innocent	Drinks - Non-Alcoholic - Soft Drinks General
Instagram	Social, Search & Comparison Sites
ITV	Media - TV

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BRAND	CATEGORY
J2O	Drinks - Non-Alcoholic - Soft Drinks General
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's	Food - Bakery
Jacob's Creek	Drinks - Alcoholic - Wine
Jaguar	Automotive - Vehicle Manufacturer
Jameson	Drinks - Alcoholic - Spirits
Jammie Dodgers	Food - Biscuits, Sweets & Snacks
JD Sports	Retail - Cycling, Outdoor & Leisure
Jim Beam	Drinks - Alcoholic - Spirits
John Frieda	Toiletries - Haircare
John Lewis & Partners	Retail - Department Stores & General Retailers
John West	Food - Tins, Cans & Packets
Johnnie Walker	Drinks - Alcoholic - Spirits
JOHNSON'S	Child Products - General
Jordans	Food - Cereals & Breakfast Foods
JUST EAT	Services
Kellogg's	Food - Cereals & Breakfast Foods
Kenco	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Kenwood (Kitchen Appliances)	Household & Personal Care Appliances
KETTLE Chips	Food - Crisps & Popcorn
Kew Gardens	Leisure & Entertainment - Destinations
KFC	Restaurants & Coffee Shops
Kindle	Technology - General
Kingsmill	Food - Bakery
KitKat	Food - Confectionery
Kleenex	Household - Kitchen Rolls, Toilet Roll and Tissues
Knorr	Food - Tins, Cans & Packets
Krispy Kreme	Food - Biscuits, Sweets & Snacks
Kronenbourg 1664	Drinks - Alcoholic - Beer, Ale and Cider
Kwik Fit	Automotive - Services
L'Oreal Elvive	Toiletries - Haircare
Lacoste	Sportswear & Equipment
Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Child Products - Toys and Education
Land Rover	Automotive - Vehicle Manufacturer
lastminute.com	Travel - Agents & Tour Operators
Le Creuset	Household - General
Lea & Perrins	Food - Sauces, Spreads & Condiments
Legal & General	Financial - Insurance
LEGO	Child Products - Toys and Education
LEGOLAND	Leisure & Entertainment - Destinations
LEGOLAND Discovery Centre	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
Lenovo	Technology - General
Lexus	Automotive - Vehicle Manufacturer
LG	Technology - General
Lidl	Retail - Food & Drink
Lindt	Food - Confectionery
Listerine	Toiletries - Oral Care
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds Bank	Financial - Banks and Building Societies
Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lurpak	Food - Dairy Products

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BRAND	CATEGORY
Lynx	Toiletries - Soaps, Bathing & Deodorants
Maclaren	Child Products - Buggies, Seats and Cots
Macmillan Cancer Support	Charities
Madame Tussauds	Leisure & Entertainment - Destinations
Magnum	Food - Desserts & Ice Cream
Maltesers	Food - Confectionery
Mamas & Papas	Child Products - Buggies, Seats and Cots
Manchester Airport	Travel - Airports
Manchester City FC	Leisure & Entertainment - Sport & Fitness
Manchester United	Leisure & Entertainment - Sport & Fitness
Marie Curie	Charities
Marks & Spencer	Retail - Department Stores & General Retailers
Marmite	Food - Sauces, Spreads & Condiments
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery
Martini	Drinks - Alcoholic - Spirits
Marvel	Child Products - Toys and Education
Mastercard	Financial - General
Maynards Bassetts	Food - Biscuits, Sweets & Snacks
McCain	Food - General
McCoy's	Food - Crisps & Popcorn
McDonald's	Restaurants & Coffee Shops
McVitie's	Food - Biscuits, Sweets & Snacks
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - Products
Microsoft	Technology - General
Miele	Household & Personal Care Appliances
MINI	Automotive - Vehicle Manufacturer
Miracle-Gro	Household - Garden Products
Molton Brown	Toiletries - Soaps, Bathing & Deodorants
MoneySuperMarket	Social, Search & Comparison Sites
MORE TH>N	Financial - Insurance
Morrisons	Retail - Food & Drink
Mothercare	Retail - Children Products
Mr Kipling	Food - Biscuits, Sweets & Snacks
Mr Muscle	Household - Cleaning Products
Mr Sheen	Household - Cleaning Products
Müller	Food - Dairy Products
Nando's	Restaurants & Coffee Shops
National Express	Travel - Bus & Rail Operators
National Trust	Charities
Nationwide	Financial - Banks and Building Societies
NatWest	Financial - Banks and Building Societies
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Nespresso	Household & Personal Care Appliances
Nestlé Cereals	Food - Cereals & Breakfast Foods
Netflix	Media - TV
Neutrogena	Toiletries - Skincare
Next	Retail - Clothing & Accessories
Nicorette	Pharmaceutical
Night Nurse	Pharmaceutical
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Technology - General

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BRAND CATEGORY

Nivea	Toiletries - Skincare
npower	Utilities
NSPCC	Charities
Nurofen	Pharmaceutical
Nutella	Food - Sauces, Spreads & Condiments
O2	Telecommunications & Broadband
Oasis	Drinks - Non-Alcoholic - Soft Drinks General
ODEON	Leisure & Entertainment - Destinations
Olay	Toiletries - Skincare
Omega	Watches
Optrex	Pharmaceutical
Oral-B	Toiletries - Oral Care
Oxfam	Charities
OXO	Food - Sauces, Spreads & Condiments
P&O Cruises	Travel - Cruises & Ferries
P&O Ferries	Travel - Cruises & Ferries
Paddy Power	Leisure & Entertainment - Gambling
Pampers	Child Products - General
Panadol	Pharmaceutical
Panasonic	Technology - General
Pandora	Retail - Jewellers
Pantene	Toiletries - Haircare
PAXO	Food - General
PayPal	Financial - General
PC World	Retail - Electronics
Pedigree	Household - Pet Products
Pepsi	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Perrier	Drinks - Non-Alcoholic - Water
Persil	Household - Cleaning Products
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food - Dairy Products
Philips	Technology - General
PIMM'S	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Pirton	Pharmaceutical
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
PlayStation	Technology - General
Post Office	Retail - Department Stores & General Retailers
Pot Noodle	Food - General
Premier Inn	Travel - Hotels & Resorts
Pret	Restaurants & Coffee Shops
Primark	Retail - Clothing & Accessories
Princess Cruises	Travel - Cruises & Ferries
Pringles	Food - Crisps & Popcorn
Prudential	Financial - Insurance
Puma	Sportswear & Equipment
Purina	Household - Pet Products
Purplebricks	Real Estate
PYREX	Household - General
Qatar Airways	Travel - Airlines
Quaker Oats	Food - Cereals & Breakfast Foods
Quality Street	Food - Confectionery

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BRAND	CATEGORY
RAC	Automotive - Services
Radisson Hotels	Travel - Hotels & Resorts
Radox	Toiletries - Soaps, Bathing & Deodorants
Red Bull	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Reebok	Sportswear & Equipment
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic - Soft Drinks General
Right Guard	Toiletries - Soaps, Bathing & Deodorants
Rightmove	Real Estate
River Island	Retail - Clothing & Accessories
Robertson's	Food - Sauces, Spreads & Condiments
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
Rolex	Watches
Rotary	Watches
Rowntree's	Food - Biscuits, Sweets & Snacks
Royal Albert Hall	Leisure & Entertainment - Destinations
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Mail	Services
RSPCA	Charities
Ryvita	Food - Bakery
S.Pellegrino	Drinks - Non-Alcoholic - Water
Sainsbury's	Retail - Food & Drink
Samsung	Technology - General
San Miguel	Drinks - Alcoholic - Beer, Ale and Cider
Sanatogen	Vitamins & Supplements
Sandals Resorts	Travel - Hotels & Resorts
Santander	Financial - Banks and Building Societies
Sarson's	Food - Sauces, Spreads & Condiments
Savlon	Pharmaceutical
Scalextric	Child Products - Toys and Education
Schwartz	Food - Sauces, Spreads & Condiments
Schwarzkopf	Toiletries - Haircare
Schweppes	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Scottish Widows	Financial - Insurance
ScottishPower	Utilities
Screwfix	Retail - DIY, Gardens & Homes
SEA LIFE Centres	Leisure & Entertainment - Destinations
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seven Seas	Vitamins & Supplements
Sharwood's	Food - Sauces, Spreads & Condiments
Sheba	Household - Pet Products
Shell	Oil & Gas
Shredded Wheat	Food - Cereals & Breakfast Foods
Siemens	Technology - General
Silentnight Beds	Household - Beds and Bedroom Furniture
Silver Cross	Child Products - Buggies, Seats and Cots
Silver Spoon	Food - Sauces, Spreads & Condiments
Simple	Toiletries - Skincare
Singapore Airlines	Travel - Airlines
Sky	Media - TV
Slumberland	Household - Beds and Bedroom Furniture
Smeg	Household & Personal Care Appliances

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BRAND	CATEGORY
Smirnoff	Drinks - Alcoholic - Spirits
Sony	Technology - General
Southern Comfort	Drinks - Alcoholic - Spirits
Specsavers	Retail - Chemists, Wellbeing and Opticians
Spotify	Media - Radio & Music Streaming
Sprite	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Starbucks	Restaurants & Coffee Shops
Stella Artois	Drinks - Alcoholic - Beer, Ale and Cider
Strepsils	Pharmaceutical
Strongbow	Drinks - Alcoholic - Beer, Ale and Cider
Subway	Restaurants & Coffee Shops
Sudafed	Pharmaceutical
Sudocrem	Pharmaceutical
Superdrug	Retail - Chemists, Wellbeing and Opticians
Superdry	Retail - Clothing & Accessories
Sure	Toiletries - Soaps, Bathing & Deodorants
Surf	Household - Cleaning Products
Swarovski	Retail - Jewellers
Tabasco	Food - Sauces, Spreads & Condiments
TAG Heuer	Watches
TalkTalk	Telecommunications & Broadband
Tampax	Toiletries - Feminine Hygiene
Tate & Lyle Cane Sugar	Food - Sauces, Spreads & Condiments
Taylors of Harrogate	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Ted Baker	Retail - Clothing & Accessories
TEMPUR	Household - Beds and Bedroom Furniture
Tesco	Retail - Food & Drink
Tetley	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Texaco	Oil & Gas
The Body Shop	Retail - Chemists, Wellbeing and Opticians
The Daily Telegraph	Media - Newspapers
The Famous Grouse	Drinks - Alcoholic - Spirits
The Guardian	Media - Newspapers
The National Lottery	Leisure & Entertainment - Gambling
The North Face	Sportswear & Equipment
The Sun	Media - Newspapers
The Times	Media - Newspapers
Thomas Cook	Travel - Agents & Tour Operators
Thorntons	Food - Confectionery
Thorpe Park	Leisure & Entertainment - Destinations
Ticketmaster	Services
Tissot	Watches
Tommee Tippee	Child Products - General
TomTom	Automotive - Products
TONI&GUY	Toiletries - Haircare
Topman	Retail - Clothing & Accessories
Topshop	Retail - Clothing & Accessories
Toshiba	Technology - General
Toyota	Automotive - Vehicle Manufacturer
Travelodge	Travel - Hotels & Resorts
TRESemmé	Toiletries - Haircare
TripAdvisor	Travel - Agents & Tour Operators
trivago	Travel - Agents & Tour Operators
Tropicana	Drinks - Non-Alcoholic - Soft Drinks General

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BRAND	CATEGORY
TUI	Travel - Agents & Tour Operators
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Twitter	Social, Search & Comparison Sites
Typhoo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Tyrrells	Food - Crisps & Popcorn
Uncle Ben's	Food - Tins, Cans & Packets
Vanish	Household - Cleaning Products
Vaseline	Toiletries - Skincare
Veet	Toiletries - Feminine Hygiene
Vicks	Pharmaceutical
Viking Cruises	Travel - Cruises & Ferries
Virgin Atlantic	Travel - Airlines
Virgin Holidays	Travel - Agents & Tour Operators
Virgin Media	Media - TV
Virgin Mobile	Telecommunications & Broadband
Virgin Trains	Travel - Bus & Rail Operators
Visa	Financial - General
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
Waitrose & Partners	Retail - Food & Drink
Walkers	Food - Crisps & Popcorn
Wall's	Food - Fresh & Frozen Meats / Meat Substitutes
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Warwick Castle	Leisure & Entertainment - Destinations
Waterford	Household - General
Waterstones	Retail - Entertainment & Gifts
WD-40	Household - General
Wedgwood	Household - General
Weetabix	Food - Cereals & Breakfast Foods
Western Union	Financial - General
WhatsApp	Social, Search & Comparison Sites
Whiskas	Household - Pet Products
WHSmith	Retail - Entertainment & Gifts
Wickes	Retail - DIY, Gardens & Homes
Wikipedia	Social, Search & Comparison Sites
Wilkinson Sword	Toiletries - Men's Grooming
William Hill	Leisure & Entertainment - Gambling
Wrigley's	Food - Biscuits, Sweets & Snacks
Xbox	Technology - General
Yakult	Drinks - Non-Alcoholic - Dairy Drinks & Milk
Yorkshire Tea	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
YouTube	Social, Search & Comparison Sites
Zara	Retail - Clothing & Accessories
Zoopla	Real Estate
Zurich	Financial - Insurance

Please note that these lists reflect the brands as presented in the Superbrands 2019 research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational