

# Asia's Top 1000 Brands 2011

## Top 5 brands by category

### Alcohol and Tobacco

Ranking	Beer	Spirits	Cigarette
1st	Heineken	Johnnie Walker	Marlboro
2nd	Carlsberg	Chivas	Dunhill
3rd	Tsingtao	Hennessy	Mild Seven
4th	Tiger Beer	Moutai	Zhonghua (Cigarette)
5th	Kirin	Wuliangye	Krong Thip

### Financial Service

Ranking	Bank	Credit Card	Insurance Provider
1st	HSBC	VISA	AIA
2nd	Maybank	MasterCard	Prudential (UK)
3rd	Kookmin Bank (KB)	Citibank	Life Insurance Corporation of India (LIC)
4th	Bank of China	HSBC	Samsung
5th	Citibank	American Express	Ping An Insurance

### Automotive

Ranking	Car	Motorcycle	Tyre
1st	Toyota	Honda	Michelin
2nd	BMW	Yamaha	Bridgestone
3rd	Mercedes-Benz	Harley Davidson	Goodyear
4th	Honda	Suzuki	Dunlop
5th	Hyundai (Motors)	Kawasaki	Hankook

### Retail

Ranking	Convenience Store	Pharmacy/ Drugstore	OTC Pharmaceuticals	Supermarket	Petrol / Gas Station
1st	7-Eleven	Watsons	Panadol	Wellcome	Shell
2nd	FamilyMart	Guardian	Apollo	Tesco	Caltex
3rd	Circle K	Cosmed	Matsumoto Kiyoshi	Carrefour	Esso
4th	Lawson	Manning's	Paracetamol	Park n shop	CPC (Taiwan)
5th	GS 25	Apollo	Tylenol	NTUC FairPrice	Sinopec

Ranking	Women's Fashion Retailer	Women's Shoes	Luxury Fashion Retailer	Jewellery	Watch
1st	Zara	BATA	Louis Vuitton (LV)	Tiffany & Co.	Rolex
2nd	Chanel	Kumkang	Gucci	Chow Tai Fook	Seiko
3rd	Gucci	Gucci	Chanel	Cartier	Casio
4th	G2000	Salvatore Ferragamo	Prada	Chow Sang Sang	Omega
5th	Louis Vuitton (LV)	Belle	Armani	Habib Jewels	Citizen

Ranking	Men's Fashion Retailer	Men's Shoes	Sportswear
1st	G2000	Nike	Nike
2nd	Armani	Adidas	Adidas
3rd	Aoyama	BATA	Reebok
4th	Ralph Lauren	Clarks	Puma
5th	Levi's	Kumkang	Li Ning

### Beverage

Ranking	Milk	Mineral Water	Carbonated Soft Drink	Fruit Juice	Sports Drink
1st	Meiji	Evian	Coca-Cola	Tropicana	Pocari Sweat
2nd	Mengniu	Bisleri	Pepsi	Minute Maid	Gatorade
3rd	Seoul Milk	Watsons	Sprite	Sunkist	100 Plus
4th	Dutch Lady	Nongfu Shan Quan	F&N	Uni-president	Red Bull
5th	Amul	Spritzer	Hey Song	Marigold	Powerade

Ranking	Coffee	Ready-to-drink Tea
1st	Nescafe	Lipton
2nd	Nestle	Uni-president
3rd	Starbucks	MasterKong
4th	Moccona	Tao Ti
5th	Bru	Oishi

### Consumer Electronics

Ranking	Camcorder	Camera	Home Audio	Personal portable music player	TV	Gaming Console
1st	Sony	Canon	Sony	Sony	Sony	Playstation
2nd	Canon	Nikon	Panasonic	Apple	Samsung	Nintendo
3rd	Panasonic	Sony	Samsung	Samsung	Panasonic	Xbox
4th	Samsung	Panasonic	Philips	Panasonic	LG	Sony
5th	JVC	Olympus	LG	Philips	Sharp	Apple

Ranking	Refrigerator	Washing Machine	Air Conditioner
1st	LG	LG	LG
2nd	Panasonic	Samsung	Panasonic
3rd	Samsung	Panasonic	Daikin
4th	Hitachi	Hitachi	Mitsubishi
5th	Toshiba	Toshiba	Hitachi

# Asia's Top 1000 Brands 2011

## Top 5 brands by category

### Food

Ranking	Chocolate	Sweet and Candy (excluding chocolate)	Savoury Snack Food (excluding chocolate, sweet & candy)	Chewing/ Bubble gum	Ice-cream
1st	Cadbury	Mentos	Lay's	Wrigley's Arrow	Haagen-Dazs
2nd	Ferrero Rocher	Sugus	Ethnicans	Lotte	Wall's
3rd	Lindt	Halls	Pringles	Extra	Baskin Robbins
4th	Meiji	Lotte	Twisties	Doublemint	Nestle
5th	Hershey's	Chupa Chups	Calbee	Airwaves	Swensen's

Ranking	Cereal	Instant Noodle	Sauce / Condiment
1st	Kellogg's	Maggi	Maggi
2nd	Nestle	Nissin	Lee Kum Kee
3rd	Quaker	Uni-president	Heinz
4th	Post	MasterKong	Kissan
5th	Sanitarium	Mama	Kikkoman

### Media and Telecommunication

Ranking	Mobile Phone / Smartphone	Mobile Service Provider	Internet Search Engine	Social Networking Site
1st	Apple	Vodafone	Google	Facebook
2nd	Nokia	China Mobile	Yahoo	Twitter
3rd	Samsung	SK telecom	Baidu	MSN
4th	HTC	NTT	Bing	Orkut
5th	Sony Ericsson	Singtel	Naver	Xiaonei / Renren

### Computer Hardware

Ranking	Computer	Printer
1st	Hewlett-Packard	Hewlett-Packard
2nd	Dell	Canon
3rd	Apple	Epson
4th	Acer	Samsung
5th	Sony	Brother

### Courier/ Logistics

Ranking	Courier Company
1st	DHL
2nd	FedEx
3rd	UPS
4th	Kuroneko Yamato
5th	Sagawa

### Restaurants

Ranking	Fast Food	Coffee Shop
1st	McDonald's	Starbucks
2nd	KFC	Cafe Coffee Day
3rd	Burger King	Coffee Bean
4th	Lotteria	Kopitiam
5th	Mos Burger	Pacific Coffee

### Household and Personal Care

Ranking	Milk Powder	Baby food (excluding milk powder)	Diaper	Detergent	Pet Food	Fragrance/ Perfume
1st	Nestle	Heinz	Pampers	Breeze	Pedigree	Chanel
2nd	Dumex	Nestle	Huggies	Omo	Whiskas	Christian Dior
3rd	Amul	Cerelac	Mamy Poko	Surf	Friskies	Calvin Klein
4th	Mead Johnson	Gerber	Drypers	Fab	PAL	Gucci
5th	Abbott	Quaker	Merries	Attack	Cesar	Lancome

Ranking	Male Skincare Product	Female Skincare Product	Cosmetics	Toothpaste	Shower gel /soap	Shampoo
1st	Nivea	SK-II	Shiseido	Colgate	Lux	Pantene
2nd	L'Oreal	Olay	L'Oreal	Darlie	Dove	Head & Shoulders
3rd	Garnier	Shiseido	Lancome	Sensodyne	Dettol	Sunsilk
4th	Biotherm	L'Oreal	SK-II	Lion	Johnson & Johnson	Dove
5th	Biore	Nivea	Christian Dior	Pepsodent	Palolive	Rejoice

### Travel & Leisure

Ranking	Hotel	Full-Service Airlines	Budget Airlines
1st	Hilton	Singapore Airlines	Air Asia
2nd	Shangri-La	Cathay Pacific	Jetstar
3rd	Hyatt	Thai Airways	Tiger Airways
4th	Sheraton	Malaysia Airlines	Nok Air
5th	Taj	Korean Air	Virgin

For enquiries, please write to: [marketing.hk@tnsglobal.com](mailto:marketing.hk@tnsglobal.com)  
[www.tnsglobal.com.hk](http://www.tnsglobal.com.hk)