

# KANTAR

## BRAND FOOTPRINT 2024

## DECODING BRAND CHOICES IN INDIA



# Agenda:

1 What is Brand Footprint?

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2 Evolution of CRPs

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3 The Most Chosen **In-Home** Indian FMCG Brands

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4 Highlights

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5 The Success Stories

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6 The Most Chosen **OOH** Indian FMCG Brands

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# 1 What is Brand Footprint?





## BRAND FOOTPRINT

### ○ What is it?

The Brand Footprint report is Kantar's Worldpanel annual ranking of the most chosen FMCG brands worldwide.

It employs a unique metric known as Consumer Reach Points (CRP) to measure and compare the success of brands across different markets and regions. One CRP represents a single instance of a shopper choosing a brand, integrating data on population, penetration, and frequency to provide a holistic view of brand performance.

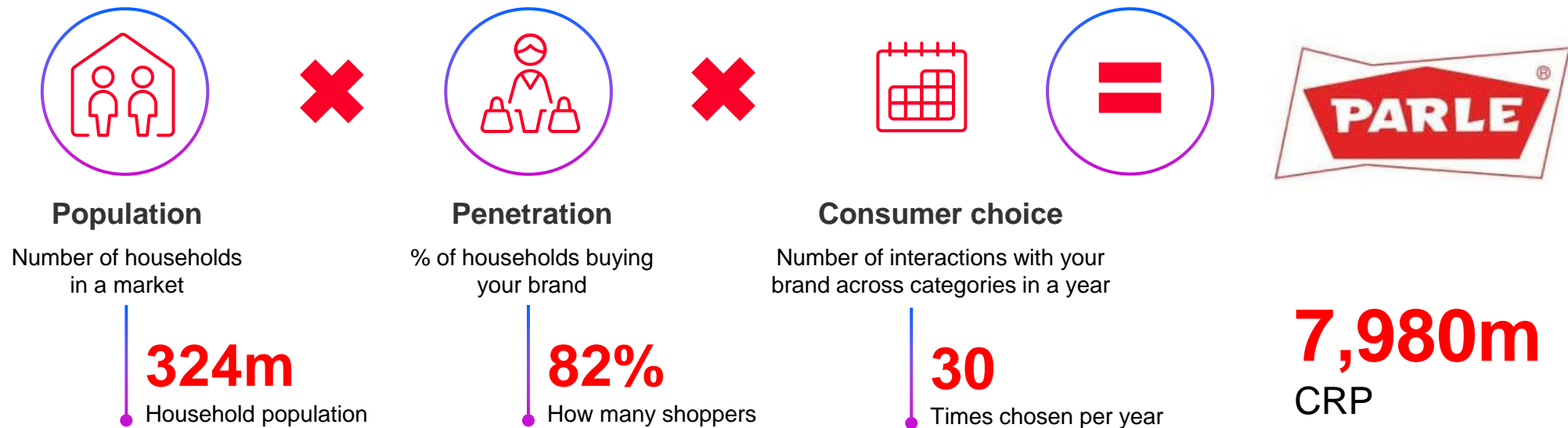
Every strategy, campaign, and marketing investment converge at a pivotal moment — the shopper's final choice. Our rankings distinctly capture this moment of truth, confirming the ultimate expression of shopper conversion.



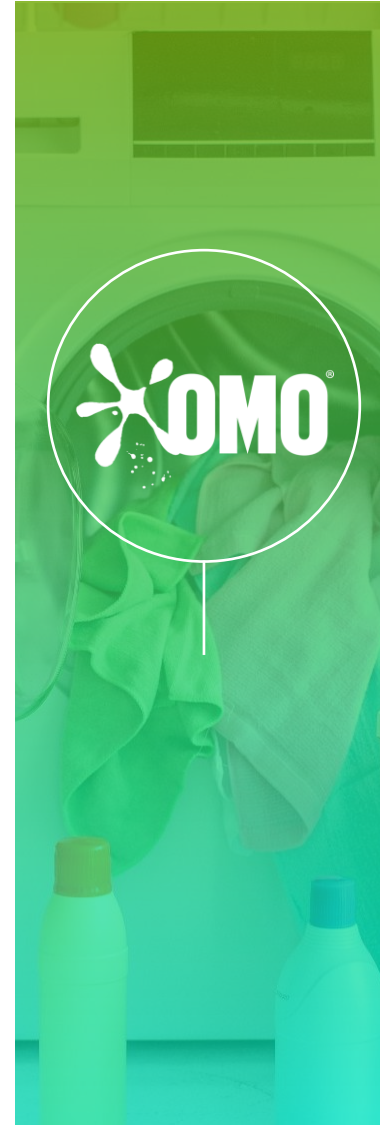
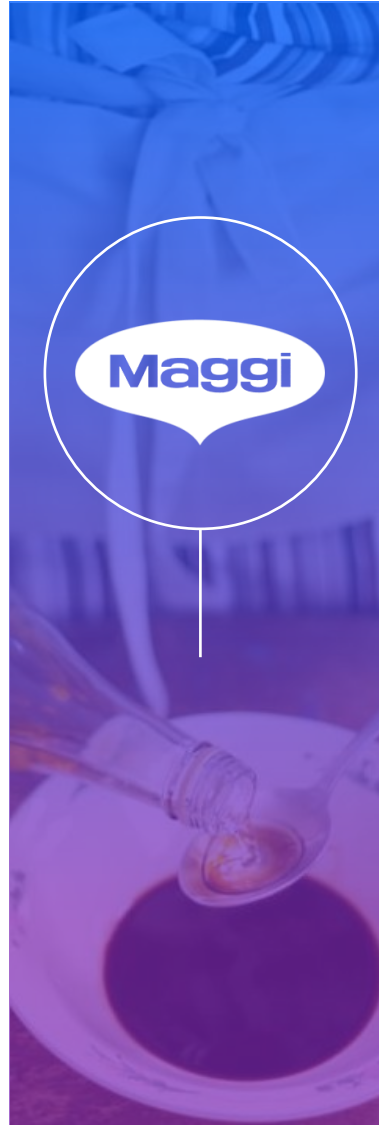
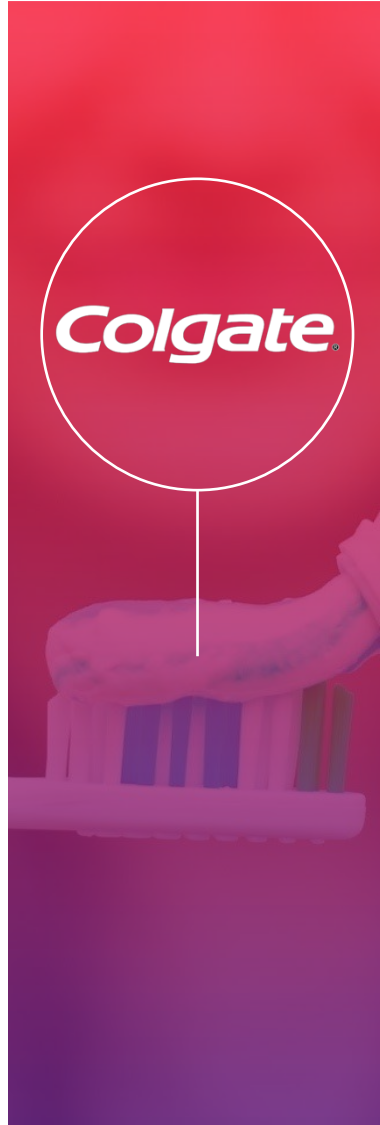
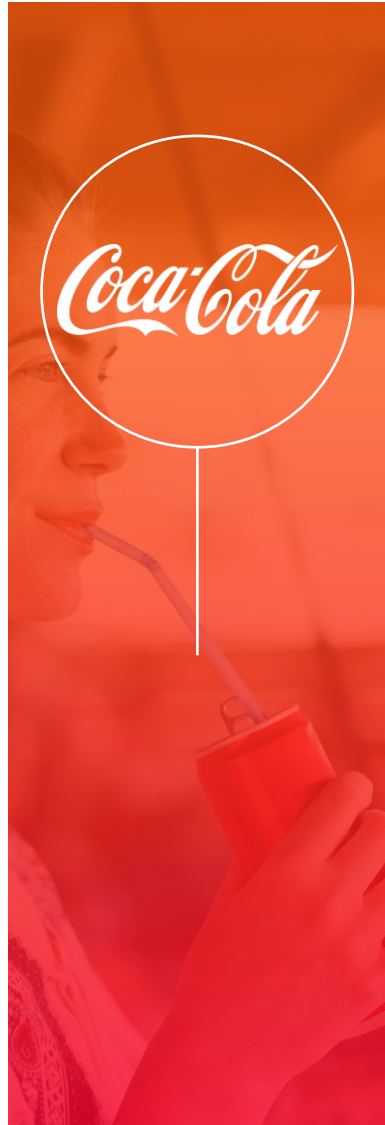
# ○ What is CRP (Consumer Reach Points)

The Brand Footprint report is Kantar's Worldpanel annual ranking of the most chosen Fast-Moving Consumer Goods brands worldwide.

It employs a unique metric known as Consumer Reach Points (CRP) to measure and compare the success of brands across different markets and regions. One CRP represents a single instance of a shopper choosing a brand, integrating data on population, penetration, and consumer choice to provide a holistic view of brand performance:



# The five most chosen FMCG brands on the planet



Source: Worldpanel Division, Kantar, Numerator, CPS-GfK, Intage Brand Footprint 2024

# FMCG sectors considered

445  
Brands



Beverages



Home care



Foods



Health & Beauty



Dairy



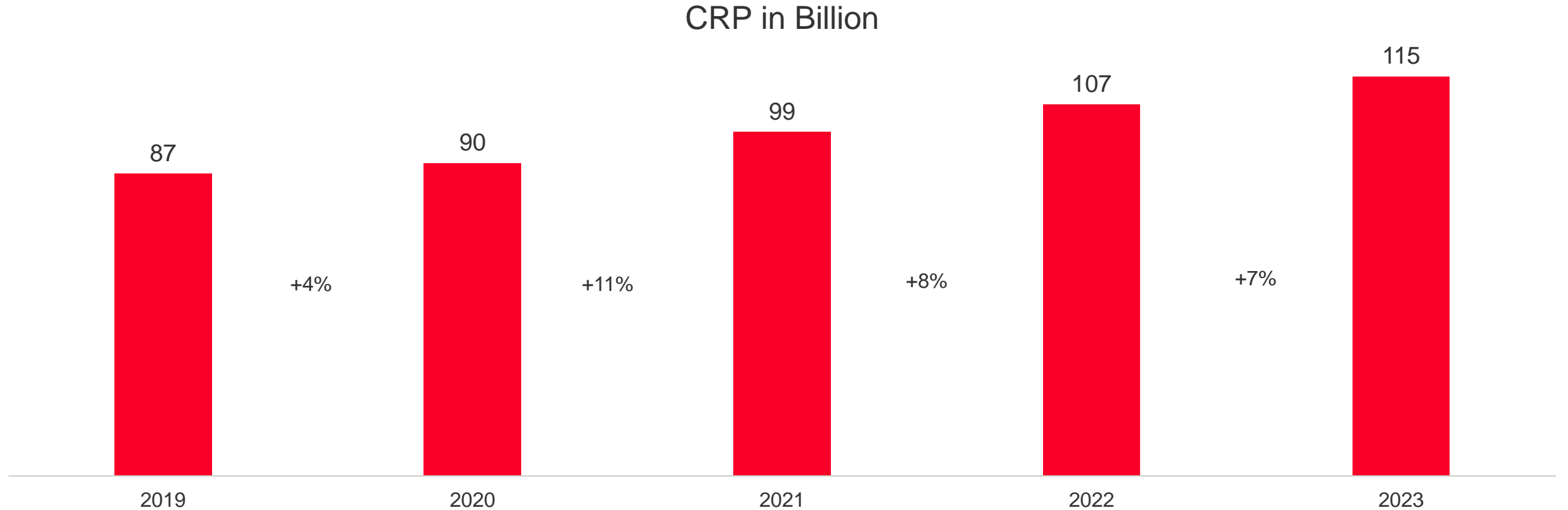
## 2 Evolution of CRPs



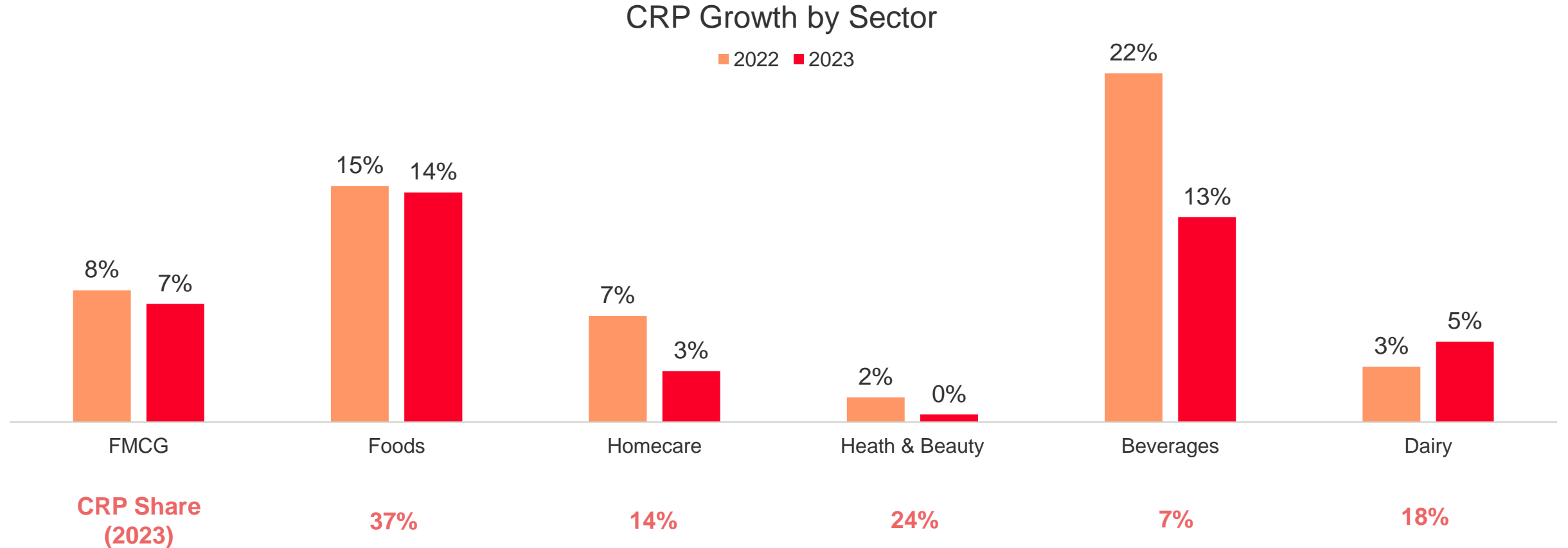


# CRPs continued to grow; However slightly lower than last year

Overall consumer reach points have increased almost 33% in the last five years



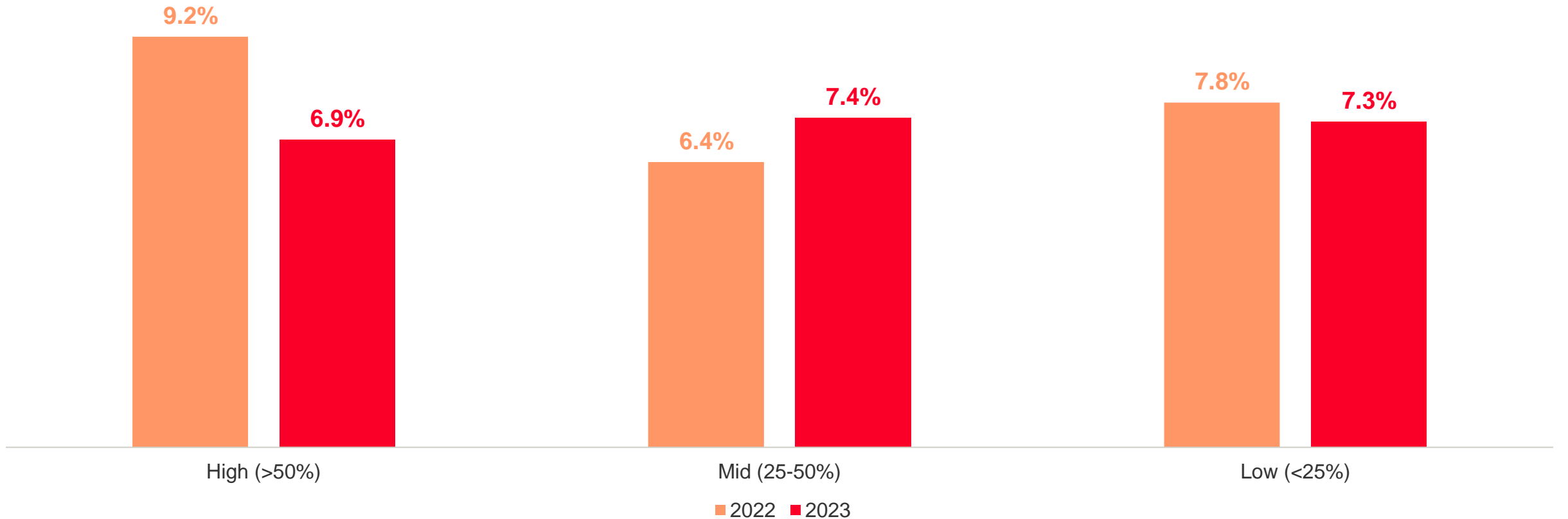
# All the sectors CRP growth slowed down except for Dairy





# Bigger and small size brands CRP growth slow down

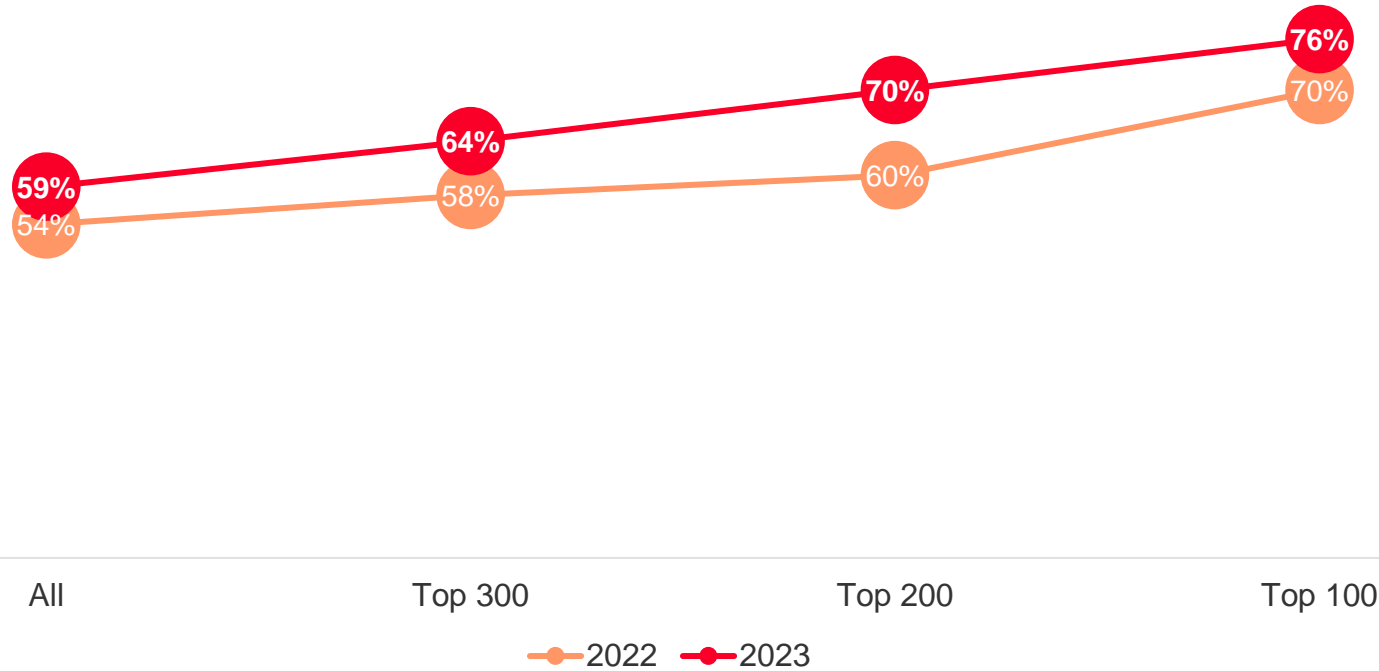
CRP Growth by penetration of brand



2022: High 16, Mid-23 and Small 369 brands  
2023: High 18, Mid-28 and Small 399 brands

# Brands chosen more often have greater probability of growing in CRP

% of brands Growing in 2023





3

# The Most Chosen In-Home Indian FMCG Brands

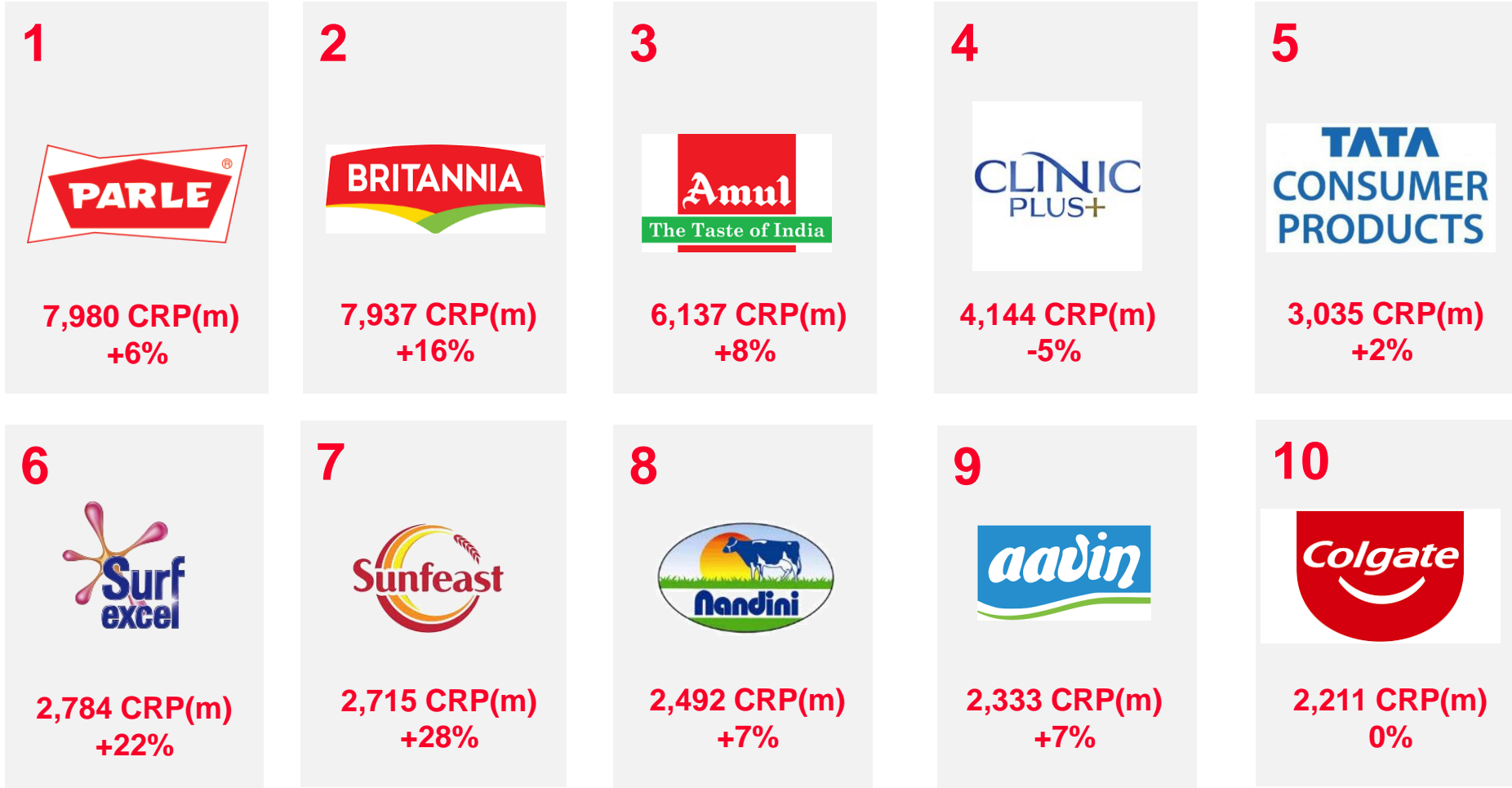


# Most chosen in-home brands – Rank 11<sup>th</sup> to 25<sup>th</sup>





# Most chosen in-home brands – Rank 1<sup>st</sup> to 10<sup>th</sup>



# 4 Highlights



# Highlights

Whisper and Stayfree new brands features in top 100 from newly added sanitary products category



Rank  
**77**



Rank  
**79**

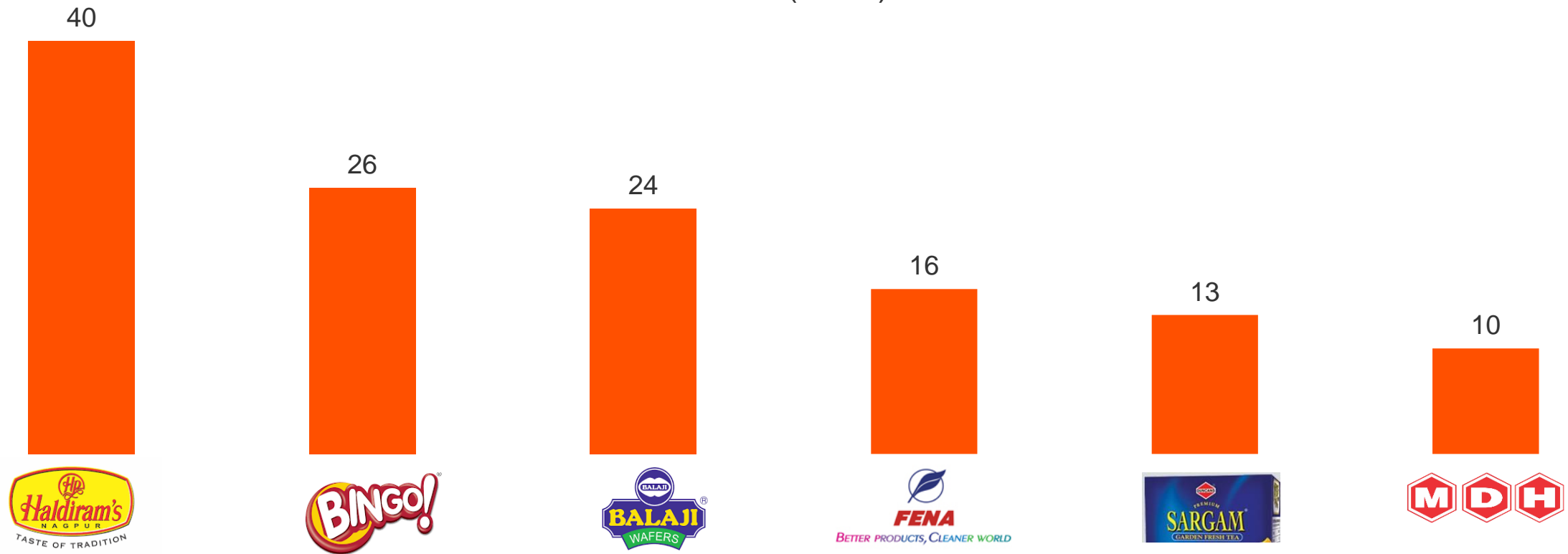




# Highlights

Some of Indian brands in top 100 grows by more than 30% in CRP

Penetration (2023)



# Highlights

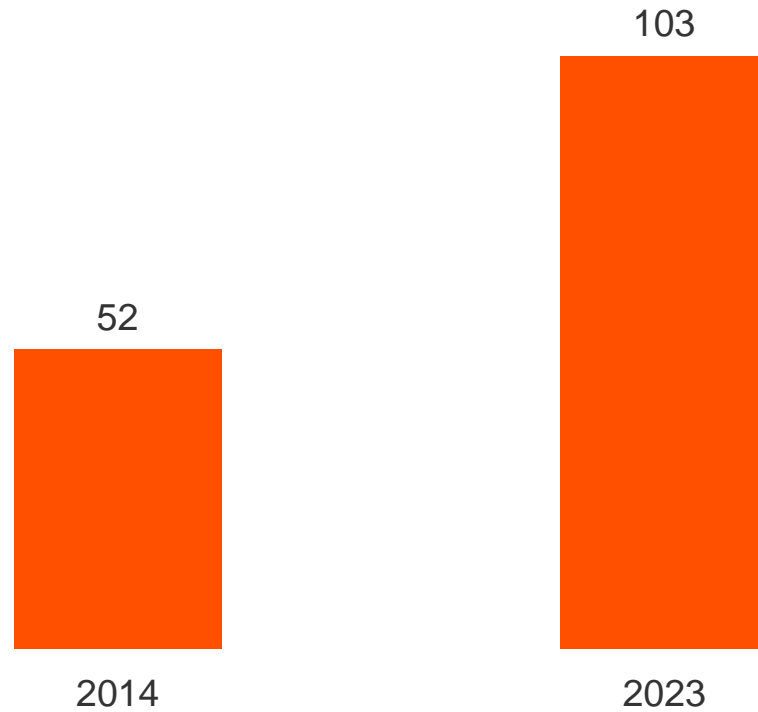
The brands having biggest penetration gains



# Highlights

Top 100 brands consumer choices doubled in decade

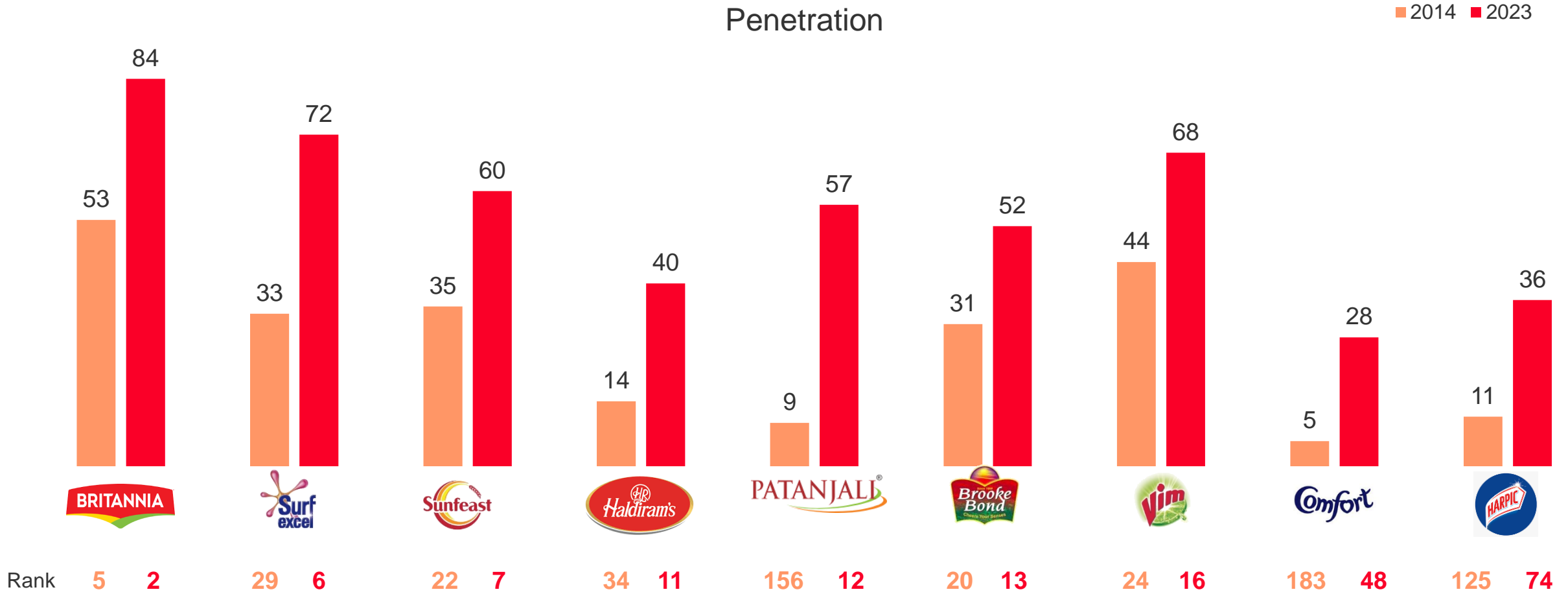
CRP for top 100 brands (billion)





# Highlights

Brands shown more than 20% penetration increase in ten years



# 5 The Success Stories







2,148(M) CRPs; 40% Penetration  
**+8 increase in rank**

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**BFP India Ranking**  
**#4 in Foods**  
**#11 in FMCG**

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**Recipe for Growth**  
**Focus on traditional namkeen**





# Surf Excel



2,784 (M) CRPs; 72% Penetration  
**+22 CRP growth**

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BFP India Ranking  
**#1 in Homecare**  
**#6 in FMCG**

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Recipe for Growth  
**Muti format focus**  
**Rs 10 pack continues to drive**





**2,085 (M) CRPs; 57% Penetration**  
**+6 increase in rank**

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**BFP India Ranking**  
**#12 in FMCG**

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**Recipe for Growth**  
**Expansion in new geographies**  
**Focus on health biscuits**



**272 (M) CRPs; 28% Penetration**

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**BFP India Ranking**  
**#21 in Health & Beauty**  
**#79 in FMCG**

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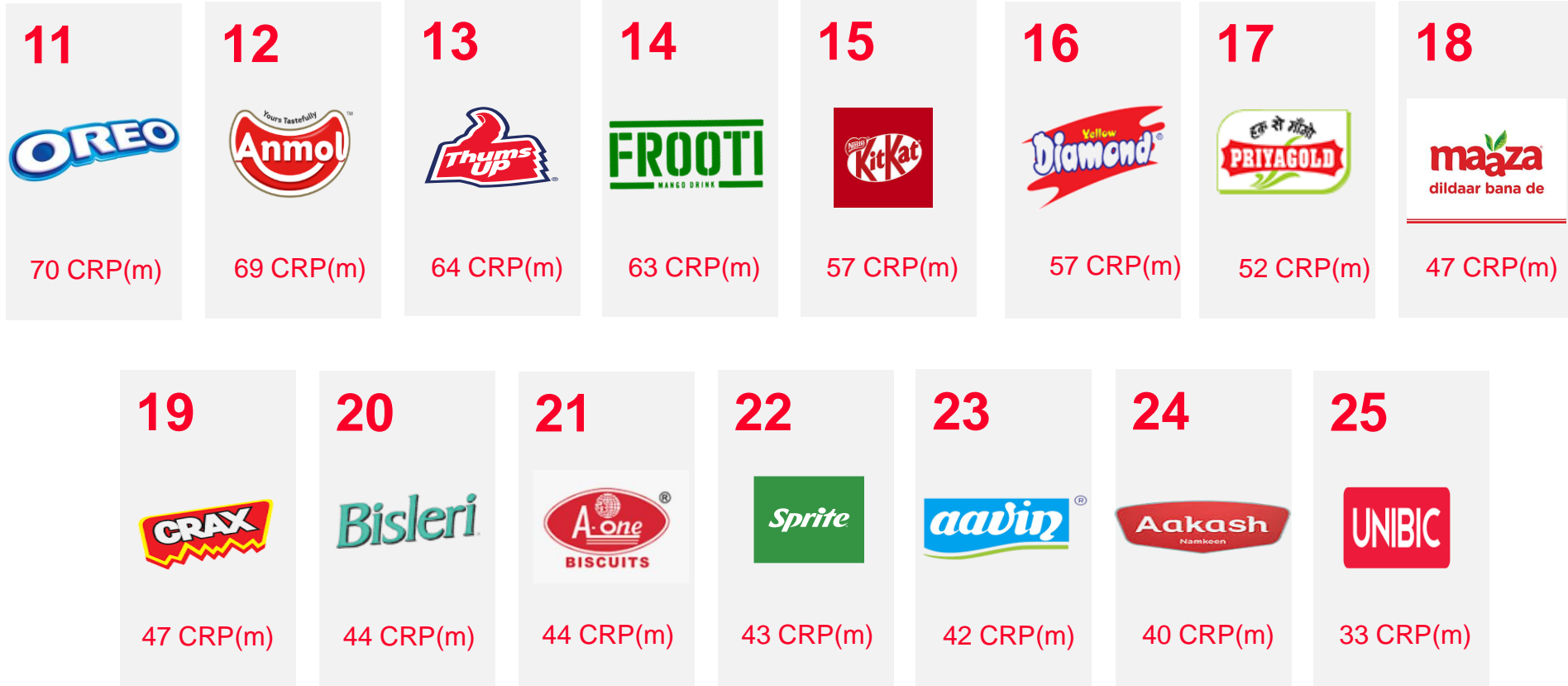
**Recipe for Growth**  
**Focus on small packs**  
**Converting more Rural buyers**



6  
The Most Chosen  
**OOH** Indian FMCG  
Brands



# Most chosen brands – OOH – Rank 11<sup>th</sup> to 25<sup>th</sup>



# The ten most chosen **FMCG** brands in India – OOH





# The five most chosen **BEVERAGE** brands in India – OOH

1



64 CRP(m)

2



63 CRP(m)

3



60 CRP(m)

4



47 CRP(m)

5



44 CRP(m)

## Meet the Global #1 Billionaire Brand:





# Thank you Thank you

## **Manoj Menon**

Director, Commercial

Kantar Worldpanel, South Asia

**Explore more & download the report at:**

[www.kantar.com/brandfootprint](http://www.kantar.com/brandfootprint)