

Top 20 Consumer Superbrands

BRAND	CATEGORY
LEGO	1 Child Products - Toys and Education
Gillette	2 Toiletries - Men's Grooming
Apple	3 Technology - General
Andrex	4 Household - Kitchen Rolls, Toilet Roll and Tissues
Coca-Cola	5 Drinks - Non-Alcoholic - Carbonated Soft Drinks
Disney	6 Child Products - Toys and Education
Marks & Spencer	7 Retail - Department Stores & General Retailers
Boots	8 Retail - Chemists, Wellbeing and Opticians
Heinz	9 Food - Tins, Cans & Packets
BMW	10 Automotive - Vehicle Manufacturer
Cadbury	11 Food - Confectionery & Snacks
Rolex	12 Watches
BP	13 Oil & Gas
Shell	14 Oil & Gas
John Lewis	15 Retail - Department Stores & General Retailers
Heathrow	16 Travel - Airports
Jaguar	17 Automotive - Vehicle Manufacturer
Kleenex	18 Household - Kitchen Rolls, Toilet Roll and Tissues
Visa	19 Financial - General
Häagen-Dazs	20 Food - Desserts & Ice Cream

Category Winners

CATEGORY	BRAND
Automotive - Services	RAC
Automotive - Vehicle Manufacturer	BMW
Charities	Cancer Research UK
Child Products - Buggies, Seats and Cots	Mamas & Papas
Child Products - General	Pampers
Child Products - Toys and Education	LEGO
Drinks - Alcoholic - Beer, Ale and Cider	Guinness
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 & Cream	Actimel
Drinks - Non-Alcoholic - Soft Drinks General	Robinsons
Drinks - Non-Alcoholic - Water	evian
Financial - Banks and Building Societies	Barclays
Financial - General	Visa
Financial - Insurance	Aviva
Food - Bakery	Warburtons
Food - Cereals & Breakfast Foods	Kellogg's
Food - Children's Food	Cow & Gate
Food - Confectionery & Snacks	Cadbury
Food - Dairy Products	Lurpak
Food - Desserts & Ice Cream	Häagen-Dazs
Food - Fresh & Frozen Meats / Meat Substitutes	Birds Eye

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CATEGORY	BRAND
	McCain Food - General
	Hellmann's Food - Sauces, Spreads & Condiments
	Heinz Food - Tins, Cans & Packets
	Barratt Homes House Builders
	Dyson Household - Appliances
	Silentnight Beds Household - Beds and Bedroom Furniture
	Fairy Household - Cleaning Products
	Flymo Household - Garden Products
	Dulux Household - General
	Andrex Household - Kitchen Rolls, Toilet Roll and Tissues
	Pedigree Household - Pet Products
	LEGOLAND Leisure & Entertainment - Destinations
	The National Lottery Leisure & Entertainment - Gambling
	Manchester United Leisure & Entertainment - Sport & Fitness
	The Times Media - Newspapers
	Capital FM Media - Radio
	Sky Media - TV Stations
	BP Oil & Gas
	Durex Pharmaceutical
	Rightmove Real Estate
	Costa Restaurants & Coffee Shops
	Boots Retail - Chemists, Wellbeing and Opticians
	Toys R Us Retail - Children Products
	Next Retail - Clothing & Accessories
	Halfords Retail - Cycling, Outdoor & Leisure
	Marks & Spencer Retail - Department Stores & General Retailers
	IKEA Retail - DIY, Gardens & Homes
	Currys Retail - Electronics
	Amazon Retail - Entertainment & Gifts
	Sainsbury's Retail - Food & Drink
	Clarks Retail - Footwear
	Swarovski Retail - Jewellers
	eBay Retail - Marketplaces, Tickets & Exchanges
	Google Social, Search & Comparison Sites
	Nike Sportswear & Equipment
	Apple Technology - General
	BT Telecommunications & Broadband
	Tampax Toiletries - Feminine Hygiene
	Head & Shoulders Toiletries - Haircare
	Gillette Toiletries - Men's Grooming
	Oral-B Toiletries - Oral Care
	Nivea Toiletries - Skincare
	Dove Toiletries - Soaps, Bathing & Deodorants
	Thomas Cook Travel - Agents & Tour Operators
	British Airways Travel - Airlines
	Heathrow Travel - Airports
	National Express Travel - Bus & Rail Operators
	P&O Cruises Travel - Cruises & Ferries
	Hilton Hotels & Resorts Travel - Hotels & Resorts
	British Gas Utilities
	Seven Seas Vitamins & Supplements
	Rolex Watches

Qualifying Consumer Superbrands (A-Z)

BRAND	CATEGORY
7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - Services
ABSOLUT VODKA	Drinks - Alcoholic - Spirits
ABTA	Travel - Agents & Tour Operators
Actimel	Drinks - Non-Alcoholic - Dairy Drinks, Milk & Cream
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
Age UK	Charities
Aldi	Retail - Food & Drink
Alfa Romeo	Automotive - Vehicle Manufacturer
Alka-Seltzer	Pharmaceutical
Alpen	Food - Cereals & Breakfast Foods
Alpro	Drinks - Non-Alcoholic - Dairy Drinks, Milk & Cream
Alton Towers	Leisure & Entertainment - Destinations
Always	Toiletries - Feminine Hygiene
Amazon	Retail - Entertainment & Gifts
Ambre Solaire	Toiletries - Skincare
American Express	Financial - General
Anadin	Pharmaceutical
Anchor	Food - Dairy Products
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Ann Summers	Retail - Clothing & Accessories
Apple	Technology - General
Aquafresh	Toiletries - Oral Care
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	Retail - Marketplaces, Tickets & Exchanges
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
Barclaycard	Financial - General
Barclays	Financial - Banks and Building Societies
Barnados	Charities
Barratt Homes	House Builders
Bassett's	Food - Confectionery & Snacks
Baxters	Food - Tins, Cans & Packets
BBC	Media - TV Stations
BBC Children in Need	Charities
Beck's	Drinks - Alcoholic - Beer, Ale and Cider
Beechams	Pharmaceutical
Ben & Jerry's	Food - Desserts & Ice Cream
Benylin	Pharmaceutical
Bet365	Leisure & Entertainment - Gambling
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes

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BRAND	CATEGORY
Bisto	Food - Sauces, Spreads & Condiments
BLACK+DECKER	Household - 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 - Appliances
Bose	Technology - General
Bovril	Food - Sauces, Spreads & Condiments
BP	Oil & Gas
Branston	Food - Sauces, Spreads & Condiments
Braun	Household - Appliances
Breville	Household - Appliances
Bridgestone	Automotive - Products
Britax	Child Products - Buggies, Seats and Cots
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 Stations
Budweiser	Drinks - Alcoholic - Beer, Ale and Cider
Bulmers	Drinks - Alcoholic - Beer, Ale and Cider
Bupa	Financial - Insurance
Burger King	Restaurants & Coffee Shops
Butlins	Travel - Hotels & Resorts
Buxton	Drinks - Non-Alcoholic - Water
Cadbury	Food - Confectionery & Snacks
Caffè Nero	Restaurants & Coffee Shops
CALPOL	Pharmaceutical
Campbell's	Food - Tins, Cans & Packets
Cancer Research UK	Charities
Canon	Technology - General
Capital FM	Media - Radio
Captain Morgan	Drinks - Alcoholic - Spirits
Carlsberg	Drinks - Alcoholic - Beer, Ale and Cider
Carphone Warehouse	Retail - Electronics
Carte D'Or	Food - Desserts & Ice Cream
Carte Noire	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Castrol	Oil & Gas
Cath Kidston	Household - General
Cathedral City	Food - Dairy Products
Center Parcs	Travel - Hotels & Resorts
Centrum	Vitamins & Supplements
Cesar	Household - Pet Products
Channel 4	Media - TV Stations
Chelsea FC	Leisure & Entertainment - Sport & Fitness
Churchill	Financial - Insurance
Cillit Bang	Household - Cleaning Products
Clarks	Retail - Footwear

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BRAND	CATEGORY
Classic FM	Media - Radio
Clearasil	Toiletries - Skincare
Co-op Food	Retail - Food & Drink
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
Comic Relief	Charities
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
Courvoisier	Drinks - Alcoholic - Spirits
Cow & Gate	Food - Children's Food
Cravendale	Drinks - Non-Alcoholic - Dairy Drinks, Milk & Cream
Crayola	Child Products - Toys and Education
Crown Paints	Household - General
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
De'Longhi	Household - Appliances
Debenhams	Retail - Department Stores & General Retailers
Deep Heat	Pharmaceutical
Del Monte	Food - Tins, Cans & Packets
Dell	Technology - General
Dettol	Household - Cleaning Products
DFS	Retail - DIY, Gardens & Homes
Direct Line	Financial - Insurance
Disney	Child Products - Toys and Education
Dolmio	Food - Sauces, Spreads & Condiments
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Doritos	Food - Confectionery & Snacks
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 - Appliances
E.ON	Utilities
E45	Toiletries - Skincare
Early Learning Centre	Retail - Children Products
easyJet	Travel - Airlines
eBay	Retail - Marketplaces, Tickets & Exchanges

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BRAND	CATEGORY
Echo Falls	Drinks - Alcoholic - Wine
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
EE	Telecommunications & Broadband
Elastoplast	Pharmaceutical
Electrolux	Household - Appliances
Emirates	Travel - Airlines
Esso	Oil & Gas
Etihad	Travel - Airlines
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 & Snacks
Financial Times	Media - Newspapers
Finish	Household - Cleaning Products
Fisher-Price	Child Products - Toys and Education
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
Fox's Biscuits	Food - Confectionery & Snacks
Fred Perry	Sportswear & Equipment
Freeview	Media - TV Stations
French Connection	Retail - Clothing & Accessories
Fruit Shoot	Drinks - Non-Alcoholic - Soft Drinks General
Galaxy	Food - Confectionery & Snacks
GAME	Retail - Entertainment & Gifts
Gap	Retail - Clothing & Accessories
Garmin	Automotive - Products
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
Gillette	Toiletries - Men's Grooming
Glenfiddich	Drinks - Alcoholic - Spirits
Goodyear	Automotive - Products
Google	Social, Search & Comparison Sites
Gordon's	Drinks - Alcoholic - Spirits
Grant's	Drinks - Alcoholic - Spirits
Great Ormond Street Hospital Charity	Charities
Green & Black's	Food - Confectionery & Snacks
Green Flag	Automotive - Services
Greggs	Restaurants & Coffee Shops
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
Gumtree	Retail - Marketplaces, Tickets & Exchanges
H&M	Retail - Clothing & Accessories

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BRAND	CATEGORY
Häagen-Dazs	Food - Desserts & Ice Cream
Habitat	Retail - DIY, Gardens & Homes
Halfords	Retail - Cycling, Outdoor & Leisure
Halfords Autocentre	Automotive - Services
Halifax	Financial - Banks and Building Societies
Hallmark	Retail - Entertainment & Gifts
Hamleys	Retail - Children Products
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Confectionery & Snacks
Head & Shoulders	Toiletries - Haircare
Heart	Media - Radio
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
Hitachi	Technology - General
Holiday Inn	Travel - Hotels & Resorts
Holland & Barrett	Retail - Chemists, Wellbeing and Opticians
Homepride	Food - Sauces, Spreads & Condiments
Honda	Automotive - Vehicle Manufacturer
Hoover	Household - Appliances
Hornby	Child Products - Toys and Education
Hotels.com	Travel - Agents & Tour Operators
Hotpoint	Household - 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
IMODIUM	Pharmaceutical
Imperial Leather	Toiletries - Soaps, Bathing & Deodorants
innocent	Drinks - Non-Alcoholic - Soft Drinks General
Instagram	Social, Search & Comparison Sites
IRN-BRU	Drinks - Non-Alcoholic - Carbonated Soft Drinks
ITV	Media - TV Stations
J2O	Drinks - Non-Alcoholic - Soft Drinks General
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's	Food - Confectionery & Snacks
Jacob's Creek	Drinks - Alcoholic - Wine
Jaguar	Automotive - Vehicle Manufacturer
Jameson	Drinks - Alcoholic - Spirits
JD Sports	Retail - Cycling, Outdoor & Leisure
Jim Beam	Drinks - Alcoholic - Spirits
John Frieda	Toiletries - Haircare

BRAND	CATEGORY
John Lewis	Retail - Department Stores & General Retailers
John West	Food - Tins, Cans & Packets
Johnnie Walker	Drinks - Alcoholic - Spirits
JOHNSON'S Baby	Child Products - General
Jordans	Food - Cereals & Breakfast Foods
JUST EAT	Retail - Marketplaces, Tickets & Exchanges
Just for Men	Toiletries - Men's Grooming
Kellogg's	Food - Cereals & Breakfast Foods
Kenco	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Kenwood	Technology - General
Kenwood (Kitchen Appliances)	Household - Appliances
KETTLE Chips	Food - Confectionery & Snacks
Kew Gardens	Leisure & Entertainment - Destinations
KFC	Restaurants & Coffee Shops
Kinder	Food - Confectionery & Snacks
Kindle	Technology - General
Kingsmill	Food - Bakery
KitKat	Food - Confectionery & Snacks
Kleenex	Household - Kitchen Rolls, Toilet Roll and Tissues
KLM	Travel - Airlines
Knorr	Food - Tins, Cans & Packets
KP	Food - Confectionery & 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
Lakeland	Retail - DIY, Gardens & Homes
Land Rover	Automotive - Vehicle Manufacturer
lastminute.com	Travel - Agents & Tour Operators
Lea & Perrins	Food - Sauces, Spreads & Condiments
Legal & General	Financial - Insurance
LEGO	Child Products - Toys and Education
LEGOLAND	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
Lexus	Automotive - Vehicle Manufacturer
LG	Technology - General
Lidl	Retail - Food & Drink
Lil-Lets	Toiletries - Feminine Hygiene
Lindt	Food - Confectionery & Snacks
Listerine	Toiletries - Oral Care
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds Bank	Financial - Banks and Building Societies
LloydsPharmacy	Retail - Chemists, Wellbeing and Opticians
Locketts	Pharmaceutical
Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lufthansa	Travel - Airlines
Lurpak	Food - Dairy Products
Lynx	Toiletries - Soaps, Bathing & Deodorants
M&M's	Food - Confectionery & Snacks
Maclaren	Child Products - Buggies, Seats and Cots
Macmillan Cancer Support	Charities

BRAND	CATEGORY
Madame Tussauds	Leisure & Entertainment - Destinations
Magnum	Food - Desserts & Ice Cream
Maltesers	Food - Confectionery & Snacks
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 Cancer Care	Charities
Marks & Spencer	Retail - Department Stores & General Retailers
Marmite	Food - Sauces, Spreads & Condiments
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery & Snacks
Martini	Drinks - Alcoholic - Spirits
Marvel	Child Products - Toys and Education
Mastercard	Financial - General
Matalan	Retail - Department Stores & General Retailers
McCain	Food - General
McDonald's	Restaurants & Coffee Shops
McVitie's	Food - Confectionery & Snacks
Meccano	Child Products - Toys and Education
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - Products
Microsoft	Technology - General
Miele	Household - Appliances
MINI	Automotive - Vehicle Manufacturer
Miracle-Gro	Household - Garden Products
Miss Selfridge	Retail - Clothing & Accessories
Molton Brown	Toiletries - Soaps, Bathing & Deodorants
Moneysupermarket.com	Social, Search & Comparison Sites
Moonpig.com	Retail - Entertainment & Gifts
MORE TH>N	Financial - Insurance
Morphy Richards	Household - Appliances
Morrisons	Retail - Food & Drink
Mothercare	Retail - Children Products
Mr Kipling	Food - Bakery
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
NEFF	Household - Appliances
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Nesquik	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Netflix	Media - TV Stations
Neutrogena	Toiletries - Skincare
New Look	Retail - Clothing & Accessories
Next	Retail - Clothing & Accessories
Nicky Clarke	Toiletries - Haircare
Nicorette	Pharmaceutical
Night Nurse	Pharmaceutical
Nike	Sportswear & Equipment

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BRAND	CATEGORY
Nikon	Technology - General
Nintendo	Technology - General
Nivea	Toiletries - Skincare
npower	Utilities
NSPCC	Charities
Nurofen	Pharmaceutical
Nutella	Food - Sauces, Spreads & Condiments
O2	Telecommunications & Broadband
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
Pampers	Child Products - General
Panadol	Pharmaceutical
Panasonic	Technology - General
Pandora	Retail - Jewellers
Pantene	Toiletries - Haircare
Patak's	Food - Sauces, Spreads & Condiments
PAXO	Food - General
PayPal	Financial - General
PC World	Retail - Electronics
Pedigree	Household - Pet Products
Pepsi	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Peroni Nastro Azzurro	Drinks - Alcoholic - Beer, Ale and Cider
Perrier	Drinks - Non-Alcoholic - Water
Persil	Household - Cleaning Products
Pets at Home	Retail - DIY, Gardens & Homes
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food - Dairy Products
Philips	Technology - General
Pilgrims Choice	Food - Dairy Products
PIMM'S	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
PLAYMOBIL	Child Products - Toys and Education
PlayStation	Technology - General
Pledge	Household - Cleaning Products
Plenty	Household - Kitchen Rolls, Toilet Roll and Tissues
Post Office	Retail - Department Stores & General Retailers
Pot Noodle	Food - General
Premier Inn	Travel - Hotels & Resorts
Pret A Manger	Restaurants & Coffee Shops
Primark	Retail - Clothing & Accessories
Pringles	Food - Confectionery & Snacks
Prudential	Financial - Insurance
Puma	Sportswear & Equipment
Purina	Household - Pet Products

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BRAND	CATEGORY
PYREX	Household - General
Qatar Airways	Travel - Airlines
Quaker Oats	Food - Cereals & Breakfast Foods
Quality Street	Food - Confectionery & Snacks
Quorn	Food - Fresh & Frozen Meats / Meat Substitutes
RAC	Automotive - Services
Radisson Blu	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
Rimmel London	Toiletries - Skincare
River Island	Retail - Clothing & Accessories
Robertson's	Food - Sauces, Spreads & Condiments
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
Rolex	Watches
Ronseal	Household - General
Roses	Food - Confectionery & Snacks
Rotary	Watches
Rowntree's	Food - Confectionery & Snacks
Royal Albert Hall	Leisure & Entertainment - Destinations
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Worcester	Household - General
RSPCA	Charities
Russell & Bromley	Retail - Footwear
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
Sandals Resorts	Travel - Hotels & Resorts
Sanex	Toiletries - Soaps, Bathing & Deodorants
Santander	Financial - Banks and Building Societies
Save the Children	Charities
Savlon	Pharmaceutical
Scalextric	Child Products - Toys and Education
schuh	Retail - Footwear
Schwartz	Food - Sauces, Spreads & Condiments
Schwarzkopf	Toiletries - Haircare
Schweppes	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Scott's Porage Oats	Food - Cereals & Breakfast Foods
Scottish Widows	Financial - Insurance
Screwfix	Retail - DIY, Gardens & Homes
Sea World	Leisure & Entertainment - Destinations
Seiko	Watches
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seven Seas	Vitamins & Supplements
Sharwood's	Food - Sauces, Spreads & Condiments
Sheba	Household - Pet Products

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BRAND	CATEGORY
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 - Soaps, Bathing & Deodorants
Singapore Airlines	Travel - Airlines
Sky	Media - TV Stations
Skype	Telecommunications & Broadband
Slazenger	Sportswear & Equipment
Slumberland	Household - Beds and Bedroom Furniture
SMA	Food - Children's Food
Smeg	Household - Appliances
Smirnoff	Drinks - Alcoholic - Spirits
Snapchat	Social, Search & Comparison Sites
Snickers	Food - Confectionery & Snacks
Sony	Technology - General
Southern Comfort	Drinks - Alcoholic - Spirits
Specsavers	Retail - Chemists, Wellbeing and Opticians
Speedo	Sportswear & Equipment
SPORTSDIRECT.com	Retail - Cycling, Outdoor & Leisure
Sprite	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Standard Life	Financial - Insurance
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
Swatch	Watches
TAG Heuer	Watches
TalkTalk	Telecommunications & Broadband
Tampax	Toiletries - Feminine Hygiene
Tango	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Tassimo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Tate & Lyle Cane Sugar	Food - Sauces, Spreads & Condiments
Taylor's of Harrogate	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Ted Baker	Retail - Clothing & Accessories
Tefal	Household - Appliances
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

BRAND CATEGORY

The National Lottery	Leisure & Entertainment - Gambling
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers
The Sun	Media - Newspapers
The Times	Media - Newspapers
The Warner Bros. Studio Tour London	Leisure & Entertainment - Destinations
The White Company	Retail - DIY, Gardens & Homes
Thomas Cook	Travel - Agents & Tour Operators
Thorntons	Food - Confectionery & Snacks
Thorpe Park	Leisure & Entertainment - Destinations
Tia Maria	Drinks - Alcoholic - Spirits
Ticketmaster	Retail - Marketplaces, Tickets & Exchanges
Toblerone	Food - Confectionery & Snacks
Tommee Tippee	Child Products - General
TomTom	Automotive - Products
TOMY	Child Products - Toys and Education
TONI&GUY	Toiletries - Haircare
Topps Tiles	Retail - DIY, Gardens & Homes
Topshop	Retail - Clothing & Accessories
Toshiba	Technology - General
Toyota	Automotive - Vehicle Manufacturer
Toys R Us	Retail - Children Products
Trainline	Retail - Marketplaces, Tickets & Exchanges
Travelodge	Travel - Hotels & Resorts
TRESemmé	Toiletries - Haircare
TripAdvisor	Travel - Agents & Tour Operators
trivago	Travel - Agents & Tour Operators
Tropicana	Drinks - Non-Alcoholic - Soft Drinks General
TSB	Financial - Banks and Building Societies
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Twitter	Social, Search & Comparison Sites
Twix	Food - Confectionery & Snacks
Typhoo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Uncle Ben's	Food - Tins, Cans & Packets
Vanish	Household - Cleaning Products
Vaseline	Toiletries - Skincare
Veet	Toiletries - Feminine Hygiene
Velvet	Household - Kitchen Rolls, Toilet Roll and Tissues
Vicks	Pharmaceutical
Victoria Plumb	Retail - DIY, Gardens & Homes
Vidal Sassoon	Toiletries - Haircare
Virgin Atlantic	Travel - Airlines
Virgin Holidays	Travel - Agents & Tour Operators
Virgin Media	Media - TV Stations
Virgin Mobile	Telecommunications & Broadband
Virgin Trains	Travel - Bus & Rail Operators
Visa	Financial - General
Vision Express	Retail - Chemists, Wellbeing and Opticians
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Voltarol	Pharmaceutical
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
VTech	Child Products - Toys and Education

continues...

BRAND	CATEGORY
Vue Cinemas	Leisure & Entertainment - Destinations
Waitrose	Retail - Food & Drink
Walkers	Food - Confectionery & Snacks
Wall's	Food - Fresh & Frozen Meats / Meat Substitutes
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Waterford	Household - General
Waterstones	Retail - Entertainment & Gifts
WD-40	Household - General
Wedgwood	Household - General
Weetabix	Food - Cereals & Breakfast Foods
Weight Watchers	Food - Tins, Cans & Packets
Wella	Toiletries - Haircare
WhatsApp	Social, Search & Comparison Sites
Whirlpool	Household - Appliances
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
Winalot	Household - Pet Products
Wrigley's	Food - Confectionery & Snacks
Xbox	Technology - General
Yahoo!	Social, Search & Comparison Sites
Yakult	Drinks - Non-Alcoholic - Dairy Drinks, Milk & Cream
Yeo Valley	Food - Dairy Products
Yorkshire Tea	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Young's	Food - Fresh & Frozen Meats / Meat Substitutes
YouTube	Social, Search & Comparison Sites
Zanussi	Household - Appliances
Zara	Retail - Clothing & Accessories
Zoopla	Real Estate
ZSL London Zoo	Leisure & Entertainment - Destinations
Zurich	Financial - Insurance

Please note that these lists reflect the brands as presented in the Superbrands 2018 research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational