

The UK's top 20 superbrands

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The Centre for Brand Analysis has published its annual Superbrands ranking, with a big change at the top.



Superbrands

The Centre for Brand Analysis has published its annual study on the UK's top brands.

The study is based on the views of 2,500 consumers and ranks brands according to their quality, reliability and distinctiveness.

There was a major change in the rankings in 2018, with last year's leader British Airways falling out of the Top 20 altogether. Find out who replaced the UK flag carrier at the top...