



News › Business › Business News

Lego voted UK's strongest consumer brand ahead of Gillette, Apple and Andrex

British Airways, Google and Amazon all dropped out of the top 20, as did Kellogg's and Fairy

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The Danish toy manufacturer's victory comes as the group celebrates its 60th anniversary in 2018 *Reuters*

Lego has been voted the UK's strongest consumer brand in an annual ranking, as last year's leader **British Airways** slipped out of the top 20 altogether.

A survey of 2,500 members of the British public awarded the Danish toy manufacturer the highest honour in Superbrands' 2018 consumer list, which is based on perceived quality, reliability and distinction.

Out of a longlist of more than 1,500 companies, shaving brand **Gillette** rose three places to score second spot, followed by technology giant **Apple**, toilet paper brand **Andrex** and **Coca-Cola** in fifth position.

Disney, Marks & Spencer, Boots, Heinz and BMW rounded out the top 10.



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Lego sales fall for first time since 2004

Lego was in 25th spot back in 2014 and secured second position last year. Its victory in 2018 comes as the group celebrates its 60th anniversary.

In addition to last year's winner British Airways, Google and Amazon all dropped out of the top 20, as

did Kellogg's and Fairy.

Disney and Heathrow both re-entered the ranking for the first time since 2013. BP and Shell also regained a spot after a four- and three-year absence respectively.

Superbrands chairman Stephen Cheliotis said that British Airways falling out of the top 20 “should be a wake-up call for all brands”.

“In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations. No brand, however strong, is immune to changing consumer sentiment,” he said.

“The rise of fresh, disruptive brands – particularly in terms of relevance to consumers’ lives – should be an added warning to more established brands,” he added.

“The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum and the established elite don’t respond fast enough.”

Here’s the full 2018 list:

1. Lego
2. Gillette
3. Apple
4. Andrex
5. Coca-Cola
6. Disney
7. Marks & Spencer
8. Boots

9. Heinz

10. BMW

11. Cadbury

12. Rolex

13. BP

14. Shell

15. John Lewis

16. Heathrow

17. Jaguar

18. Kleenex

19. Visa

20. Häagen-Dazs ●

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