

FMCG SUPER CATEGORY



RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME	CATEGORY
1	13	15	2	PATANJALI	Diversified
2	29	28	-1	LAKME	Cosmetics
3	34	20	-14	LUX	Bath/Beauty
4	52	30	-22	COLGATE	Oral Hygiene
5	66	25	-41	DOVE	Bath/Beauty
6	69	38	-31	PONDS	Cosmetics
7	80	51	-29	DETTOL	Antiseptic Products
8	86	91	9	LOREAL	Cosmetics
9	86	235	149	HINDUSTAN UNILEVER	Diversified
10	98	87	-11	NIVEA	Bath/Beauty
11	111	70	-41	SUNSLIK	Hair Care
12	129	109	-20	LOTUS	Cosmetics
13	139	162	23	RIN	Fabric Care
14	143	72	-71	FOGG	Deo/Perfume
15	144	84	-60	GARNIER	Bath/Beauty
16	148	108	-40	LIFEBUOY	Bath/Beauty
17	151	170	19	GILLETTE	Shaving Products
18	176	119	-57	P&G	Diversified
19	177	119	-58	AMWAY	Direct Selling
20	185	98	-87	PEARS	Bath/Beauty
21	186	252	66	PAMPERS	Diapers
22	194	99	-95	PEPSODENT	Oral Hygiene
23	197	125	-72	PARACHUTE	Hairoil
24	208	100	-108	PANTENE	Hair Care
25	211	141	-70	TIDE	Fabric Care
26	219	163	-56	NIRMA	Diversified
27	234	190	-44	SANTOOR	Bath/Beauty
28	237	131	-106	SURF EXCEL	Fabric Care
29	238	-	-	AVON	Direct Selling
30	239	166	-73	AXE	Deo/Perfume
31	240	146	-94	CLOSE UP	Oral Hygiene
32	253	149	-104	FAIR & LOVELY	Skin Lightening Products
33	259	223	-36	MEDIMIX	Bath/Beauty - Ayurvedic
34	260	514	254	MARLBORO	Cigarette
35	263	208	-55	BOROLINE	Antiseptic Cream - Ayurvedic
36	271	135	-136	CINTHOL	Bath/Beauty
37	276	479	203	DURACELL	Consumer Batteries
38	278	86	-192	REXONA	Deo/Perfume
39	291	291	0	FEVICOL	Adhesive
40	299	156	-143	CLINIC PLUS	Hair Care
41	306	352	46	GOLD FLAKE	Cigarette
42	318	246	-72	UJALA	Fabric Care
43	321	215	-106	VASELINE	Skincare
44	324	229	-95	VIM	Dishcare
45	326	657	331	NIPPO BATTERIES	Consumer Batteries
46	336	247	-89	HAMAM	Bath/Beauty
47	339	626	287	EVEREADY	Consumer Batteries
48	340	366	26	EMAMI	Diversified
49	343	88	-255	OLAY	Cosmetics
50	356	318	-38	VICCO	Bath/Beauty - Ayurvedic
51	368	307	-61	WHEEL	Fabric Care
52	370	338	-32	SAVLON	Antiseptic Products
53	372	242	-130	ARIEL	Fabric Care
54	375	182	-193	BOROPLUS	Antiseptic Cream - Ayurvedic
55	386	550	164	REVOLON	Cosmetics
56	419	437	18	HARPIC	Toilet Cleaner
57	420	422	2	SUNLIGHT	Fabric Care
58	427	475	48	HEAD & SHOULDER	Hair Care
59	433	179	-254	ALL OUT	Pest Repellent
60	435	234	-201	GHARI	Fabric Care
61	451	401	-50	ORIFLAME	Direct Selling
62	472	216	-256	MORTEIN	Pest Repellent
63	491	423	-68	WHISPER	Personal Hygiene Products
64	493	361	-132	MAYBELLINE	Cosmetics
65	498	407	-91	WILD STONE	Deo/Perfume
66	512	218	-294	GOODKNIGHT	Pest Repellent
67	514	753	239	EVERYUTH	Skincare
68	550	207	-343	VIVEL	Bath/Beauty
69	569	827	258	CLASSIC	Cigarette
70	586	470	-116	DABUR VATIKA	Hair Care
71	595	-	-	WISDOM	Oral Hygiene
72	604	320	-284	AYUR	Bath/Beauty - Ayurvedic
73	606	219	-387	BABOOL	Oral Hygiene
74	607	-	-	SUPER-MAX	Shaving Products
75	608	848	240	TOPAZ	Shaving Products
76	638	391	-247	LIRIL	Bath/Beauty
77	641	691	50	HENKO	Fabric Care
78	645	380	-265	MARGO	Bath/Beauty
79	648	504	-144	LIVON	Hair Care
80	649	812	163	COLGATE CIBACA	Oral Hygiene
81	656	542	-114	SET WET	Bath/Beauty
82	662	746	84	CYCLE AGARBATTI	Agarbatti
83	671	728	57	DENVER	Deo/Perfume
84	674	201	-473	ELLE 18	Cosmetics
85	676	436	-240	YARDLEY	Bath/Beauty
86	682	806	124	KOHINOOR	Condoms
87	688	831	143	MAXO	Pest Repellent
88	694	-	-	COLIN	Surface Cleaner
89	699	490	-209	LIZOL	Disinfectant
90	700	220	-480	ORAL B	Oral Hygiene
91	701	204	-497	SENSODYNE	Oral Hygiene
92	708	539	-169	CHANDRIKA	Bath/Beauty - Ayurvedic
93	714	-	-	LYNX	Bath/Beauty - Men
94	753	526	-227	JOY COSMETICS	Cosmetics
95	759	664	-95	ENGAGE	Deo/Perfume
96	770	433	-337	VEET	Hair Removal
97	777	-	-	MOODS	Condoms
98	790	245	-545	CAVINKARE	Diversified
99	791	-	-	FIAMA	Bath/Beauty
100	808	948	140	KUTICURA	Skincare
101	815	-	-	CITRA	Skincare
102	829	642	-187	HIMANI NAVARATNA HAIR OIL	Hairoil
103	833	725	-108	HIT	Pest Repellent
104	844	823	-21	ODONIL	Air Freshener
105	854	635	-219	TRESEMME	Hair Care
106	858	508	-350	VENUS	Shaving Products - Women
107	866	845	-21	MAN FORCE	Condoms
108	872	-	-	FOUR SQUARE	Cigarette
109	873	254	-619	HUGGIES	Diapers
110	876	625	-251	EVA	Deo/Perfume
111	878	616	-262	PRIL	Dishcare
112	885	-	-	WELLA	Hair colour
113	888	-	-	ODOMOS	Pest Repellent
114	909	-	-	KAMASUTRA	Condoms
115	911	546	-365	FENA	Fabric Care
116	918	-	-	BRISTOL	Cigarette
117	930	-	-	BODYCARE	Cosmetics
118	934	455	-479	DOMEX	Toilet Cleaner
119	947	810	-137	COMFORT FABRIC SOFTNER	Fabric Conditioner
120	955	993	38	FAIR AND HANDSOME	Skin Lightening Products
121	966	-	-	KAMA	Bath/Beauty - Ayurvedic
122	973	-	-	BABA	Flavoured Tobacco
123	987	771	-216	EXO	Dishcare
124	993	968	-25	SOFY	Personal Hygiene Products
125	994	-	-	CLEAR	Hair Care

Adhesive

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	291	291	0	FEVICOL

Agarbatti

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	662	746	84	CYCLE AGARBATTI

Air Freshener

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	844	823	-21	ODONIL

Antiseptic Cream - Ayurvedic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	263	208	-55	BOROLINE
2	375	182	-193	BOROPLUS

Flavoured Tobacco

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	973	-	-	BABA

Antiseptic Products

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	80	51	-29	DETTOL
2	370	338	-32	SAVLON

Bath/Beauty

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	34	20	-14	LUX
2	66	25	-41	DOVE
3	98	87	-11	NIVEA
4	144	84	-60	GARNIER
5	148	108	-40	LIFEBUOY
6	185	98	-87	PEARS
7	234	190	-44	SANTOOR
8	271	135	-136	CINTHOL
9	336	247	-89	HAMAM
10	550	207	-343	VIVEL
11	638	391	-247	LIRIL
12	645	380	-265	MARGO
13	656	542	-114	SET WET
14	676	436	-240	YARDLEY
15	791	-	-	FIAMA

Bath/Beauty - Ayurvedic

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	259	223	-36	MEDIMIX
2	356	318	-38	VICCO
3	604	320	-284	AYUR
4	708	539	-169	CHANDRIKA
5	966	-	-	KAMA

Bath/Beauty - Men

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	714	-	-	LYNX

Cigarette

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	260	514	254	MARLBORO
2	306	352	46	GOLD FLAKE
3	569	827	258	CLASSIC
4	872	-	-	FOUR SQUARE
5	918	-	-	BRISTOL

Condoms

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	682	806	124	KOHINOOR
2	777	-	-	MOODS
3	866	845	-21	MAN FORCE
4	909	-	-	KAMASUTRA

Consumer Batteries

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	276	479	203	DURACELL
2	326	657	331	NIPPO BATTERIES
3	339	626	287	EVEREADY

Cosmetics

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	29	28	-1	LAKME
2	69	38	-31	PONDS
3	82	91	9	LOREAL
4	129	109	-20	LOTUS
5	343	88	OLAY	
6	386	550	164	REVOLON
7	493	361	-132	MAYBELLINE
8	674	201	-473	ELLE 18
9	753	526	-227	JOY COSMETICS
10	930	-	-	BODYCARE

Deo/Perfume

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	143	72	-71	FOGG
2	239	166	-73	AXE
3	278	86	-192	REXONA
4	498	407	-91	WILD STONE
5	671	728	57	DENVER
6	759	664	-95	ENGAGE
7	876	625	-251	EVA

Diapers

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	186	252	66	PAMPERS
2	873	254	-619	HUGGIES

Direct Selling

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	177	119	-58	AMWAY
2	238	-	-	AVON
3	451	401	-50	ORIFLAME

Dishcare

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	324	229	-95	VIM
2	878	616	-262	PRIL
3	987	771	-216	EXO

Disinfectant

RANK	BTR 2018	BTR 2017	RANK DIFF.	BRAND NAME
1	699	49		