

date ► 16th October 2010

Press Release

Coca-Cola, Milka and Argeta are the Strongest FMCG Brands in the Area of Former Yugoslavia

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Recent PGM research positioned the three above-referenced brands at the top of the market that covers the territory of former Yugoslavia and represents a total of 22 million consumers. Two Slovenian brands, Argeta paté and Paloma tissues, are top among the domestic brands as they rank third and fourth respectively. The two Croatian brands of Vegeta and Cedevida follow in seventh and eighth places, while the first Serbian brand, Smoki, is ranked tenth. Fifteen out of the 25 ranking places are taken by brands from former Yugoslavia, while most of the remaining ten brands are marketed by strong global multi-national companies with long-standing traditions in their respective industries.

In early 2010, the Valicon company measured the strength of FMCG brands marketed in the territory of former Yugoslavia for the first time, namely those marketed in Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Macedonia, Montenegro and Kosovo. The previous such list was published in 2008, but only included the four largest countries, while this time the whole area of the former country was included.

1	Coca Cola
2	Milka chocolate
3	Argeta
4	Paloma tissues
5	Fanta
6	Nivea facial care
7	Vegeta
8	Cedevida
9	Gillette
10	Smoki
11	Cockta
12	Plazma biscuits
13	Pepsi
14	Paloma toilet paper
15	Negro candy
16	Domaćica
17	Orbit chewing gum
18	KiKi
19	Dorina
20	Snickers
21	Jaffa Cakes
22	Medeno srce
23	Nescafe
24	Nesquik
25	Fructal juices

A more detailed insight which came from the list reveals that a brand can be ranked amongst the top 25 only if it is present throughout the entire region. For this reason, the list does not include strong local brands from different categories of mass consumption, which are usually dominated by local brands (i.e. beer and coffee). The same is true of brands of products that are less commonly consumed, for example cigarettes, or brands from the high-end product category. Serbian brands (i.e. Negro candy) are more likely to be ranked on the list due to the relative size of the market. Also, latest brands cannot be found on the list as all the brands that were ranked among the top 25 have been present on the market for a long time.

Methodology

The strength of a brand is measured according to the level of brand awareness, experience and usage. In this context, a brand is defined as a brand when it appears on the consumer level within a specific category. For example, in the case of the Domačica brand, which is produced by the Kraš company, only this specific brand was included and positioned in 16th place. But if all the brands of biscuits produced under the Kraš name were taken into consideration, Kraš would have been ranked second. The case of Paloma is very similar, since the strength of the brand was calculated for tissues and toilet paper separately. Furthermore, there are more examples where the corporate brand is present in different categories, such as Fructal, Frikom, Ledo etc. **The size of the market or the strength of a brand in a specific market affects the total strength proportionally to the size of a specific market.** For example, a brand that shows the same strength in Slovenia and Croatia contributes to the total strength of this brand for the Slovenian market only half as much as for the strength of the same brand in Croatia, since the Croatian market is twice the size.

Advantages of the Applied Classification Type

Over recent years, several different classifications have been published, which created lists of brands by applying different methods and taking different criteria into consideration. However, it should be emphasized that only the classification used in this research is based on responses from a representative group of consumers, captures the whole territory of the former Yugoslavia using the same method, and is, after all, based on the combination of three concrete and “tangible” indexes showing the brand strength (awareness, experience and usage). The brand strength has been measured by means of a uniform methodology in a representative group since 2003 and has been measured throughout the entire territory of the former country since 2009.

About the survey

PGM – Product Group Manager; Contractor: Valicon

Research period	April - June 2010
Sample Size	n=1000/1500 per country
Population age	15 - 65 years
Interview method	Personal interviews and self-surveys
Representation factors	Sex, age, education, region

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Valicon is one of the leading marketing consulting and research companies which is mostly active in the area of South-Eastern Europe. The company specialises in small markets and offers customised solutions, advanced methodologies, and in-depth insights into the client's industries. The company's core business is marketing consulting that is based on market research. The knowledge and skills of Valicon's employees extend to disciplines such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services throughout the entire territory of former Yugoslavia, as well as in other parts of South-Eastern Europe through selected partners.

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