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Press Release

VALICON TOP25 BRANDS: The return of “local” brands among the top ten brands in the region. Milka continues to be the leading brand.

text ► Former Yugoslavian FMCG brands prevail on regional list. Among the top ten brands six of them have regional roots: Vegeta, Argeta, Cedevita, Cockta, Smoki and Fructal.

In 2013, Valicon conducted another annual FMCG brand strength measurement in the former Yugoslavia, much in the same way as measurements carried out in the preceding years. The research was conducted in all countries from the region, this time for the eleventh consecutive year.

VALICON TOP25 BRANDS in Former Yugoslavia:

- 1 Milka
- 2 Coca Cola
- 3 Vegeta
- 4 Argeta
- 5 Cedevita
- 6 Cockta
- 7 Orbit
- 8 Nivea creme
- 9 Smoki
- 10 Fructal
- 11 Paloma tissues
- 12 Nescafe
- 13 Plazma cookies
- 14 Aquafresh
- 15 Jaffa Cakes
- 16 Fanta
- 17 Dorina
- 18 Lenor
- 19 Pepsi
- 20 Kiki
- 21 Chipsy
- 22 Nutella
- 23 Ariel
- 24 Podravka soup
- 25 Dukat yogurts

The first two brands on the list stand out the most, while those ranked from the third to the eighth place marked tight results, which means they have very similar scores. Each of them offers certain opportunities that can be used in their advantage as well as certain drawbacks which need to be eliminated in order to achieve a better position on the list. Brands positioned high on the list can either aspire to preserve their place or try to shift towards the top of the scale. The position of brands ranked from the third to the tenth place was determined by small details that had to be taken into account when interpreting their ascend or drop on the list with regard to the previous year. A certain relationship between two brands can be completely different in the following year.

A quick look at the listed brands reveals a general “rule” that needs to be met for a brand to rank on the Valicon TOP25 FMCG brand list. The brand needs to be present across the entire region, which means the list excludes strong local brands even in those categories which are usually dominated by them, i.e. beer, coffee, still water, dairy products, ice cream etc. However, the first attempts to be included in the list can be observed in some categories, i.e. the Jana water in the still water category, Heineken and Laško in beer category ... They are superior products and the manufacturers are trying to further regionalize them, which reflects in the brand strength as well as its position on the list.

Furthermore, brands of products that are less commonly consumed, i.e. cigarettes, women's or men's products or premium brands will be hard to find on the brand list. Also, the leading brands are more present in certain categories and in less in others. The Serbian brands have a slight advantage over others due to the market size. Unlike the situation in Slovenia and Croatia, the advantage of Serbian brands might be even double due to the market size on the one hand and the absence of discount stores and private labels on the other.

A brand's strength was calculated based on the level of brand awareness, experience and usage. If the same brand was used in different categories, i.e. the case of Paloma in the toilet paper category and in tissues category, the brand strength was calculated for each category separately.

The research was conducted in May and June 2013 in all countries in the region, on the representative sample size from $n = 1000$ to $n = 1500$ per country, with the exception of the two smallest countries Montenegro and Kosovo. The results are representative for the entire region of former Yugoslavia, which means that the measured strength of a certain brand in Slovenia contributed to the total strength of this brand on the total regional level only half as much as the same brand did in Croatia since the Croatian market is twice the size of the Slovenian market.

About the survey

PGM – Contractor: VALICON
Research period: May – June 2013
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

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

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