

ACNielsen

Top 25 Umbrella Brand ranking 1999

1999 rank	Umbrella Brand	Manufacturer	1999 Nat. Sales \$M	Main Categories
1	Arnott's	Arnott's	547.9	Biscuits & Snack Foods
2	Kelloggs	Kellogg	413.4	Cereal & Nutritious Snacks
3	Cadbury	Cadbury	369.8	Confectionery & Icecream
4	Uncle Tobys	Uncle Tobys	284.7	Cereal, Bread & Nutritious Snacks
5	Kraft	Kraft Foods	264.4	Cheese, Spreads, Salad Dressing & Meals
6	Nescafe	Nestle	251.2	Coffee
7	Dairy Farmers	Dairy Farmers	229.8	Dairy products
8	Kleenex	Kimberly-Clark	216.5	Paper products
9	Golden Circle	Golden Circle	212.3	Beverages, Fruit and Vegetables
10	Heinz	Heinz Watties	210.7	Various Dry Grocery
11	McCain	McCain Foods	203.6	Frozen Foods
12	Nestle	Nestle	196.2	Yoghurt, Confectionery, Icecream
13	Sorbent	Carter Holt Harvey	187.5	Paper products
14	Pauls	Parmalat	173.6	Dairy products
15	Huggies	Kimberly-Clark	167.7	Nappies & Wipes
16	Continental	Unilever Foods	153.7	Various Dry Grocery
17	Birds Eye	Simplot	145.7	Frozen Foods
18	Colgate	Colgate-Palmolive	137.7	Oral Care
19	Smiths	Smiths	135.2	Snack Foods
20	Sanitarium	Sanitarium	133.4	Cereal, Spreads & Nutritious Snacks
21	Berri	Berri	125.9	Beverages & Fruit
22	John West	Unilever Foods	115.8	Herbs & Spices, Canned Fish & Fruit
23	Cottee's	Schweppes Cottee's	111.2	Beverages & Jam
24	Devondale	Murray Goulburn	106.3	Dairy products
25	Inghams	Inghams	102.8	Poultry & Meals