

PRODUKTY ŻYWNOŚCIOWE

| Lp. | Nazwa marki | Moc marki 2011 | Moc marki 2010 | Sila marki (0 – 100) | Postrzegana wartość (0 – 100) | Prestiz (0 – 100) | Postrzegana jakość (0 – 100) | Świadomość marki (0 – 100) |
|-----|-------------------|----------------|----------------|----------------------|-------------------------------|-------------------|------------------------------|----------------------------|
| 1 | Winiary | 582 | 577 | 78 | 71 | 90 | 90 | 84 |
| 2 | Pudliszki | 569 | 683 | 76 | 63 | 88 | 90 | 80 |
| 3 | Lubella | 561 | 561 | 75 | 62 | 88 | 88 | 72 |
| 4 | Sokołów | 550 | 650 | 73 | 60 | 87 | 88 | 76 |
| 5 | Hortex (mrożonki) | 542 | 638 | 72 | 59 | 91 | 90 | 75 |
| 6 | Bakoma | 534 | 630 | 70 | 74 | 84 | 86 | 68 |
| 7 | Łaciate | 533 | 612 | 70 | 65 | 86 | 88 | 69 |
| 8 | Olej Kujawski | 532 | 643 | 70 | 57 | 88 | 88 | 66 |
| 9 | Kamis | 531 | 516 | 70 | 62 | 88 | 88 | 68 |
| 10 | MK Cafe | 526 | - | 54 | 56 | 74 | 73 | 43 |
| 11 | Neptun | 525 | 507 | 69 | 62 | 81 | 81 | 59 |
| 12 | Saga | 523 | 528 | 69 | 74 | 75 | 77 | 81 |
| 13 | Mokate | 518 | 430 | 54 | 56 | 75 | 74 | 44 |
| 14 | Łowicz (żywność) | 515 | 636 | 68 | 65 | 84 | 86 | 67 |
| 15 | Prima | 514 | 431 | 53 | 61 | 68 | 70 | 48 |
| 16 | Bobovita | 513 | 620 | 67 | 63 | 87 | 87 | 81 |
| 17 | Superfish | 513 | 484 | 67 | 59 | 84 | 84 | 44 |
| 18 | Morliny | 510 | 617 | 67 | 56 | 86 | 85 | 65 |
| 19 | Piątnica | 505 | 583 | 66 | 72 | 84 | 87 | 47 |
| 20 | Krakus (wędliny) | 498 | 585 | 65 | 53 | 89 | 86 | 57 |
| 21 | Szymanowska | 491 | 587 | 64 | 68 | 81 | 86 | 26 |
| 22 | Prymat | 485 | 450 | 63 | 73 | 80 | 82 | 55 |
| 23 | Woseba | 482 | 401 | 49 | 54 | 67 | 67 | 37 |
| 24 | Kupiec | 482 | 460 | 63 | 64 | 79 | 81 | 42 |
| 25 | Bebiko | 481 | 608 | 63 | 65 | 87 | 85 | 84 |
| 26 | Sonko | 475 | 461 | 62 | 68 | 77 | 80 | 45 |
| 27 | Rama | 475 | 469 | 62 | 53 | 82 | 82 | 66 |
| 28 | Kotlin | 474 | 574 | 62 | 63 | 80 | 81 | 50 |
| 29 | Kucharek | 473 | 482 | 61 | 69 | 75 | 77 | 67 |
| 30 | Turek | 472 | 570 | 61 | 61 | 83 | 83 | 49 |
| 31 | Łosoś | 470 | 490 | 61 | 55 | 81 | 80 | 35 |
| 32 | Delma | 469 | 556 | 61 | 70 | 69 | 70 | 72 |
| 33 | Bałyk | 469 | 522 | 48 | 59 | 68 | 72 | 13 |
| 34 | Mlekovita | 468 | 570 | 61 | 69 | 77 | 80 | 53 |
| 35 | Indykpol | 463 | 562 | 60 | 61 | 77 | 79 | 42 |
| 36 | Gala (kawa) | 460 | - | 47 | 55 | 60 | 65 | 33 |
| 37 | Pedros | 460 | 404 | 47 | 54 | 62 | 63 | 35 |
| 38 | Bieluch | 459 | 523 | 59 | 75 | 78 | 82 | 34 |
| 39 | Graal | 455 | 439 | 59 | 61 | 78 | 79 | 22 |
| 40 | Krasnystaw | 454 | 540 | 59 | 69 | 78 | 81 | 27 |
| 41 | Herbapol | 454 | 442 | 59 | 58 | 81 | 81 | 39 |
| 42 | Majonez Kielecki | 452 | 547 | 58 | 65 | 77 | 79 | 37 |
| 43 | Polskie Młyny | 451 | 521 | 58 | 68 | 78 | 81 | 29 |
| 44 | Kasia | 450 | 533 | 58 | 67 | 76 | 79 | 54 |
| 45 | Bebilon | 444 | 538 | 57 | 56 | 86 | 84 | 60 |
| 46 | Mleko Łowickie | 442 | 535 | 57 | 65 | 76 | 79 | 37 |
| 47 | Goliard | 440 | 476 | 57 | 64 | 76 | 80 | 18 |
| 48 | Seko | 436 | 401 | 56 | 61 | 77 | 77 | 14 |
| 49 | Rolnik | 435 | 523 | 56 | 70 | 70 | 75 | 36 |
| 50 | Bakalland | 432 | 432 | 55 | 56 | 79 | 80 | 24 |
| 51 | Podlaski | 429 | - | 55 | 64 | 71 | 74 | 28 |
| 52 | Delecta | 428 | 436 | 55 | 64 | 74 | 74 | 42 |
| 53 | Wypasione | 426 | - | 55 | 70 | 73 | 78 | 29 |
| 54 | Kościąn | 425 | 483 | 54 | 65 | 73 | 76 | 20 |
| 55 | Fort | 423 | 383 | 43 | 54 | 57 | 59 | 23 |
| 56 | Warmia | 423 | - | 54 | 59 | 75 | 77 | 28 |
| 57 | Vitax | 419 | 408 | 54 | 62 | 74 | 76 | 21 |
| 58 | Gellwe | 417 | 402 | 53 | 69 | 72 | 74 | 34 |
| 59 | Masmix | 412 | 401 | 53 | 52 | 72 | 75 | 45 |
| 60 | Milko | 411 | 506 | 52 | 66 | 71 | 74 | 29 |
| 61 | Profi | 407 | 478 | 52 | 68 | 67 | 71 | 15 |
| 62 | Smakowita | 403 | 463 | 51 | 63 | 62 | 65 | 44 |
| 63 | Kresto | 402 | 424 | 51 | 58 | 70 | 75 | 16 |
| 64 | Masło Roślinne | 401 | 501 | 51 | 63 | 63 | 68 | 46 |
| 65 | JOGO | 401 | 475 | 51 | 74 | 66 | 73 | 19 |
| 66 | Amino | 397 | 391 | 50 | 67 | 63 | 65 | 49 |
| 67 | Śniadaniowa | 392 | 464 | 50 | 66 | 59 | 62 | 39 |
| 68 | Drosed | 386 | 436 | 49 | 58 | 65 | 67 | 13 |
| 69 | Minutka | 381 | - | 48 | 69 | 56 | 58 | 46 |
| 70 | Appetita | 372 | - | 47 | 61 | 64 | 66 | 26 |
| 71 | Pamapol | 360 | 461 | 45 | 53 | 60 | 62 | 16 |