

# FOOD AND BEVERAGE

FOOD AND BEVERAGE TOP 20:

Brand Value (US\$M)

<b>COCA-COLA</b> <sup>1</sup>	<b>\$113,000</b>
<b>RED BULL</b> <sup>2</sup>	<b>\$24,178</b>
<b>NONGFU SPRING</b>	<b>\$20,121</b>
<b>PEPSI</b> <sup>3</sup>	<b>\$16,242</b>
<b>LAY'S</b>	<b>\$13,317</b>
<b>MONSTER</b>	<b>\$12,273</b>
<b>LINDT</b>	<b>\$11,706</b>
<b>YILI</b>	<b>\$10,949</b>
<b>NESPRESSO</b>	<b>\$10,354</b>
<b>NESCAFÉ</b>	<b>\$9,599</b>
<b>FANTA</b>	<b>\$8,649</b>
<b>KINDER</b>	<b>\$8,587</b>
<b>SPRITE</b>	<b>\$8,448</b>
<b>DIET COKE</b> <sup>4</sup>	<b>\$8,324</b>
<b>BRITANNIA</b>	<b>\$6,494</b>
<b>GATORADE</b>	<b>\$5,895</b>
<b>DORITOS</b>	<b>\$5,626</b>
<b>CADBURY</b>	<b>\$5,305</b>
<b>EASTROC SUPER DRINK</b>	<b>\$5,233</b>
<b>DR. PEPPER</b>	<b>\$5,055</b>

DEFINITION:

The Food and Beverage category includes non-alcoholic ready-to-drink beverages: carbonated soft drinks, juice, bottled water, functional drinks (sport and energy), coffee and tea (hot and iced), packaged foods including snacks, meal and culinary brands, dairy products, and confectionery.

**INTELLIGENTLY  
DELICIOUS/  
TOP BRANDS FIND SPACE  
TO GROW**

Category Brand Value  
Year-on-Year Change

**8%**

Food and Beverage Top 20  
Total Brand Value

**\$309,357 M**

1. The Brand Value of Coca-Cola here does not include Diet Coke and Coca-Cola Light, 2. Red Bull includes sugar-free and Cola, 3. The Brand Value of Pepsi includes Diets, 4. Diet Coke includes Diet Coke and Coca-Cola Light  
Source: Kantar/Kantar BrandZ (including data from S&P Capital IQ and Euromonitor)

# FOOD AND BEVERAGE

The world's top Food and Beverage brands grow by 8% this year.

That's a testament to the category's pivot back toward Meaningful. The category's headwinds are well known. Consumer tastes are shifting as household budgets tighten. Changing views on health and processed foods have dampened sales of some SKUs. And overall, there's rising mistrust in the food system.

And yet top brands have found new ways to grow, as have challengers. They have done so by accepting that the world has changed – and then choosing to work *with* these changes to meet needs.

This is especially true with regard to health and wellness. As Kantar's Modern Health model outlines, consumers are clear in their goals, which include empowerment, longevity, adaptive health, metabolic optimisation, and nutritional integrity.

For FMCG brands, these domains offer generational growth opportunities. But seizing them has meant reformulating portfolios, elevating ingredient literacy, and innovating around clean-label functional benefits. Brands must also work to overcome trust deficits (e.g., by working with influencers in the wellness and fitness worlds).

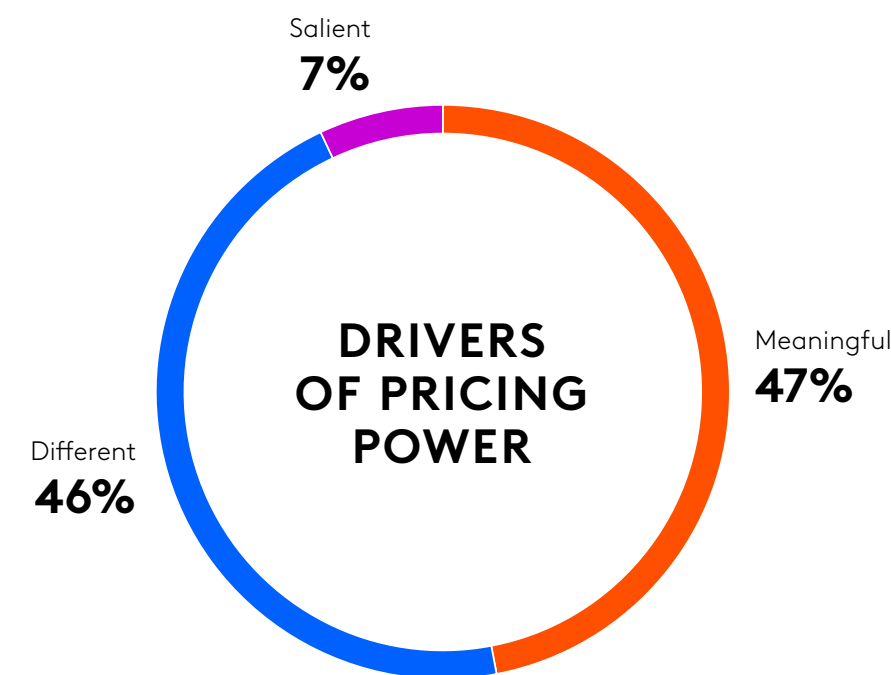
The good news for brands is that wellness isn't easy. Consumers often struggle to meet their goals when going it alone, even when taking GLP-1 medications. That's where food and beverage players step in, with innovations that make nutrient-dense eating more convenient.

Add affordability to the mix and another opportunity comes into focus: snacking. According to Kantar Global MONITOR, snacks have become a major part of how consumers manage nutrition: 41% percent of global consumers say they prefer snacks to large meals, rising to 48% among Gen Z. Brands take advantage of this whenever their portion-controlled, on-the-go options seem much lower priced than mealtime entrées.

Lower priced, but not necessarily low priced – because there's still plenty room to win on 'premium' here by selling consumers something new. Rather than raising prices on existing ranges, it's about elevating experiences through unique flavours, sustainability, and health-forward positioning.

This can work even in markets tilted toward more 'aspirational' consumers. Consider the Indian food brand Britannia. Britannia operates in a national market where most shoppers are looking to stretch their budgets, and where sachets, individual portions, and other small formats predominate. Small-pack innovation is thus a key domain for innovation. But it turns out Indian consumers are *also* attracted to new, 'better-for-you' propositions like high-fibre millet biscuits. Sell these at the right small pack size and price, and you get a snack that's both accessibly priced *and* premium. In other words, a winner.

## Being Meaningful drives Pricing Power



Source: Kantar BrandZ, Food & Beverage all categories, 2023–2025, 236 categories



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## Beyond scale – the structural shift to quality

China's dairy industry has entered a definitive 'quality-driven era', moving beyond volume expansion to structural upgrades in nutrition, technology, and sustainability. Leading players like Yili exemplify this shift by evolving from milk suppliers to comprehensive nutrition solution providers.

First, product innovation is becoming highly specialised. The success of the 'Xinhua' series for senior nutrition, now collaborating with traditional medicine experts like Tongrentang, highlights a pivot toward functional and medical-grade nutrition.

Second, technological self-reliance is reshaping the supply chain. By achieving domestic production of key raw materials like lactoferrin and expanding into high-value B2B deep processing, Chinese brands are securing quality at the source.

Finally, sustainability is no longer optional but a core growth driver. With milestones like zero-carbon factories and an MSCI ESG rating of AA, the industry is proving that green manufacturing builds brand trust.

This structural growth model – balancing premiumisation, scientific R&D, and ecological responsibility – offers a blueprint for the global dairy sector, demonstrating that the future lies in value creation rather than mere scale.

# FOOD AND BEVERAGE



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## GLP-1 is creating a new hydration occasion

Brands are only starting to recognise the many ways GLP-1 medications are reshaping the food and beverage landscape. In Kantar's GLP-1 research, the most consistent recommendation patients receive from healthcare professionals is simple: drink significantly more water.

For beverage brands, this shift represents something much bigger than a product trend – it signals the emergence of an entirely new consumption occasion.

In Kantar's Blueprint for Brand Growth, one of the most powerful accelerators is the ability to find new space, to become Meaningfully Different to more people. GLP-1 is creating exactly that opportunity for brands that see and act on the data signals. Hydration is evolving from a moment of refreshment into a functional health routine connected to appetite management, metabolic health, and daily wellness.

Working with a global beverage company, we helped translate this insight into immediate commercial action. We advised the brand to move quickly with a major retail partner to highlight hydration solutions for GLP-1 users through dedicated digital pathways and targeted in-store visibility activations. By aligning brand innovation with this emerging health mission, the brand was able to capture new occasions and accelerate growth in a space competitors had yet to claim.



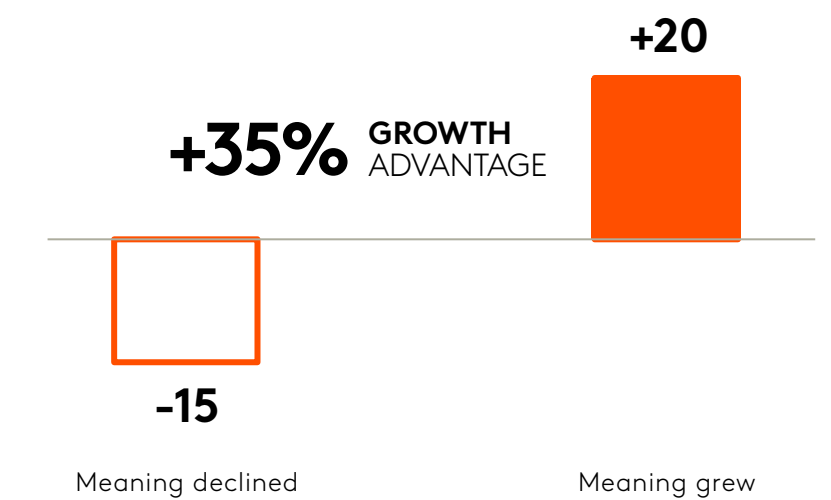
Creating new products is one task; popularising them is another. Enter 'manufactured virality': coordinating large numbers of micro-influencers to simulate organic buzz. Why? Because buzz sells. In a recent Kantar U.S. MONITOR survey, 64% of Gen Z agreed with the statement, 'I like to keep up with and try out the latest food trends'.

To *inspire* these trends – i.e., to run ahead of the market – brands must be even more agile than consumers. It's about aligning with culture to build Meaning. Large brands can still do this, as Doritos has shown through its success with TikTok challenges and gaming partnerships. But challenger brands' smaller size tends to make them bold and agile. These days, they also tend to *launch* with functional health claims and benefits, rather than having to layer them in later as legacy brands often do.

Ultimately, though, both types of brands can – and will – succeed. In China, soft drink challenger Genki Forest has positioned itself from the start as proudly sugar-free. At the other end of the legacy spectrum, dairy giant Yili has rolled out innovative new fortifications like its Xinhua milk powder series aimed at middle-aged drinkers. Both brands have leveraged wellness to win at home despite deflationary pressures in the Chinese market – even as both are now expanding abroad to seek even higher rates of growth.

## It pays to improve Meaningful connections

Brand Value growth advantage,  
2019-2026



Source: Kantar BrandZ, Top 20 Food & Beverage brands, 2019-2026

Broadly speaking, here's how national brands can adapt in this age of fragmentation and shifting needs. First, they should get modern. Legacy brands can no longer rely on heritage alone. Brand storytelling needs to be refreshed with cultural cues aligned to sustainability, inclusion, and wellness – and with an eye toward building Meaningful Difference. Brands must also be unafraid to explore new spaces and categories.

Second, top brands should use size to their advantage by making data a moat. Large FMCG companies typically enjoy superior access to consumer and shopper data. Used well, these brands' 'trend engines' can anticipate emerging needs and micro-segments while cooking up new ideas that really hit. They can then apply similar tech prowess to the task of stoking user-generated content and other social buzz.

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## BRAND SPOTLIGHT



2026 BRAND VALUE

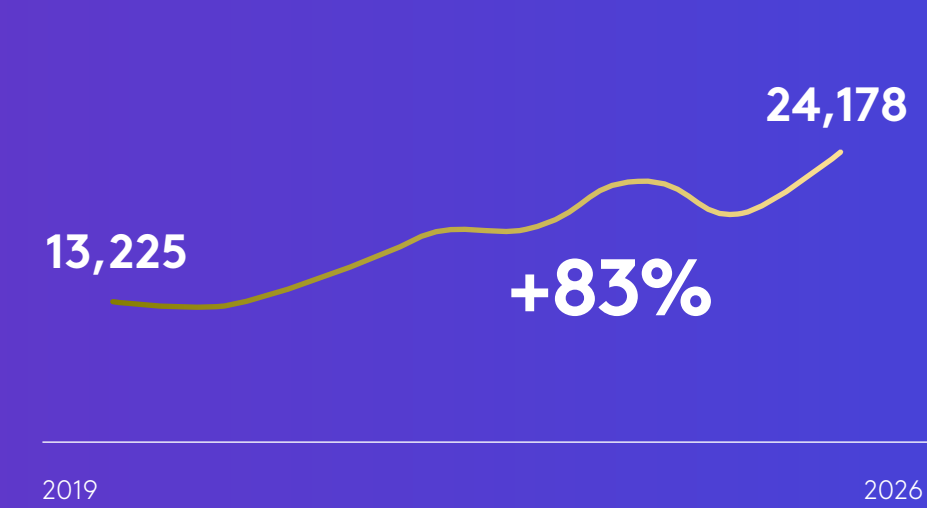
**\$24,178 M**

+22% vs 2025

### Building Meaningful connection

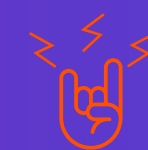
Red Bull has built strong audience connections by positioning itself as a cultural participant rather than simply an energy drink brand. By making long-term investments in communities and moments that young people care about, Red Bull acts as an enabler, not a sponsor. This approach is reflected in its deep integration into local sports, music, and creative cultures worldwide. These efforts include Red Bull Rampage in the US; Red Bull Batalla in Latin America, the Red Bull Music Academy in Europe; and investment in esports and creator led gaming across China and Southeast Asia.

Red Bull Brand Value (US\$M)

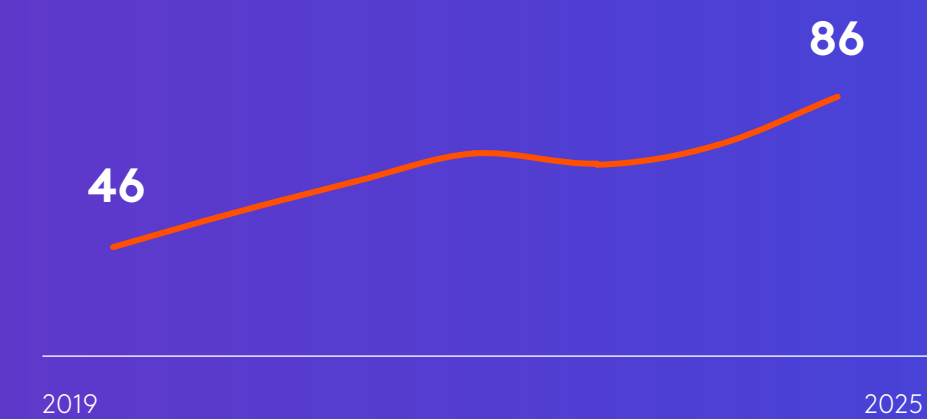


Red Bull – US

— Meaningful



Red Bull has a strong rebel personality and has built Meaningful Connections over time



Source: Kantar BrandZ, US Soft Drinks, 2019–2025

## BRAND SPOTLIGHT



2026 BRAND VALUE

**\$10,949 M**

+9% vs 2025

Global brand equity

**MEANINGFUL 146**

**DIFFERENT 133**

**SALIENT 194**

### Meaningful innovation

Yili's focus on Meaningful innovation is in line with its Chief Marketing Objective – Find New Space. It has pioneered high-value, shelf-stable dairy technologies, including room-temperature yoghurt that maintains taste and texture without relying on the cold chain. It has also moved beyond traditional dairy into health and hydration, with products such as Shuhua lactose-free milk for digestive comfort. Yili has embraced sustainability in innovative ways, with offerings such as carbon-neutral organic milk made using renewable energy and lower-impact packaging.

Source: Kantar BrandZ, Most Valuable Global Brands, global data, 2026



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## BRANDS TO WATCH



Coca-Cola owned Japanese water brand **I-LOHAS** reflects a wider shift in Asia toward clean labels, sustainability, and understated premiumisation (achieved here through nuanced flavours like Shine Muscat and Salt and Lemon). This shift is particularly pronounced among younger and more health-conscious people.

Future Power Index

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Source: Kantar BrandZ, Japan, Water, 2025



Backed by Nestlé's science and scale, **Nido** has expanded into age-specific formulations for a wide range of young people, from toddlers up through to teens. Nido has also addressed local nutritional gaps (iron, calcium, vitamins) while embedding itself in everyday family routines through education-led messaging. All of this has helped Nido stay relevant amid changing expectations around child health, immunity, and wellness.

Future Power Index

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Source: Kantar BrandZ, USA, Baby Food, 2025



## IMPLICATIONS

01

### DEEPEN MEANINGFUL CONNECTIONS TO DRIVE GROWTH

Food and beverage brands must deepen their Meaningful connections with consumers to drive growth. Brands should tap into the values people care about, including wellbeing, sustainability, trust, and inclusion. They should also weave themselves into everyday rituals. Authentic storytelling, cultural connection, and advocacy from real people can all help brands feel closer and more instinctively chosen.

02

### FIND NEW SPACE BEYOND CURRENT BOUNDARIES

Category headwinds mean that growth may have to come from somewhere new. Health is one such domain, whether through cleaner labels, functional benefits, or nutritional integrity. Indulgence is another, especially when tied to convenient snacking formats. There is also opportunity in premium niches, unusual flavours, and more sustainable packaging. Brands that reformulate proactively, test quickly, and spot emerging micro-segments will have the best chance for success.