

Amul Tops as the World's Strongest Food Brand: Brand Finance Report

Amul, India's iconic dairy brand, has been recognized as the world's strongest food brand in the Brand Finance Food & Drink 2024 report. With a Brand Strength Index (BSI) score of 91.0 out of 100 and an AAA+ rating, Amul's success is attributed to its strong performance in familiarity, consideration, and recommendation metrics.

While Amul leads in brand strength, Nestlé continues to hold the title of the world's most valuable food brand despite a 7% decline in its brand value to USD 20.8 billion. Lay's, another major player in the food industry, saw its brand value rise by 9% to USD 12 billion, securing the second position globally.

The report also highlighted a 4% decline in the overall brand value of the food and beverage sector, totalling around USD 268 billion. This decline is attributed to consumers increasingly favouring smaller, private-label brands that offer unique and personalized products over big names.

Coca-Cola retained its position as the world's most valuable non-alcoholic drinks brand, with a 5% increase in brand value to USD 35 billion. Coca-Cola also holds the ranking's only AAA+ brand strength rating, with a BSI score of 90.4 out of 100.

Amul's achievement as the world's strongest food brand underscores the brand's deep connection with consumers and its continued relevance in a rapidly evolving market.

Reference: <https://www.linkedin.com/pulse/amul-tops-worlds-strongest-food-brand-finance-report-57t6c/>