# Identifying the Top 50 Hot Products in the Fast Moving Consumer Goods Sector in the UK

**An ECR Europe White Paper**

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# Contents

# Disclaimer

This publication has been compiled by the ECR Europe Shrinkage Group, representatives from their membership and their Academic Advisor, Adrian Beck, University of Leicester, UK. Particular thanks are due to the companies that agreed to participate and make their data freely available.

The document is intended for general information only and is based on data provided by three companies in the UK only. Companies or individuals following any course of action based upon the findings presented in this report do so entirely at their own risk. Companies or organisations making use of this publication are advised to take professional advice regarding their specific needs and requirements prior to taking any actions resulting from anything contained in this publication.

ECR Europe is a voluntary and collaborative retailer-manufacturer platform with a mission to 'fulfil consumer wishes better, faster and at less cost'. It is a non-profit organisations which aims to help retailers and manufacturers in the consumer goods industry to drive supply chain efficiencies and deliver business growth and consumer value.

# Background

Research by the ECR Europe Shrinkage Group and others has frequently highlighted the relative risk of shrinkage to particular types of products – what are usually described as the 'hot products' in the retail sector. For instance, a study by Beck and Chapman presented data on the vulnerability to shrinkage of one company's range of products, which showed that 8 per cent of Stock Keeping Units (SKUs) were responsible for 30 per cent of all shrinkage losses, while 20 per cent of products accounted for one half of all losses[1]. For the most part the identification of the products most at risk has been through shrinkage surveys where respondents are asked, based upon their perceptions, to suggest those items that are most likely to suffer from shrinkage. Inevitably, such an approach tends to produce relatively generalised lists focussing more upon categories of products rather than specific items and usually focuses upon those most likely to be stolen.

For instance, the recent Global Retail Theft Barometer summarises the products that are deemed by respondents to be the most likely to be stolen and found that razor blades/shaving products and cosmetics/face creams were at the top of the list, followed by perfumes, alcohol, fresh meat and expensive foodstuffs, infant formula and DVDs and CDs[2]. Further down the list are to be found small electrical items and fashion clothing. The survey undertaken by the Food Marketing Institute offers a slightly different 'top five' stolen items: meat, health and beauty care items, analgesics, baby formula and then razor blades[3]. However, much of this data is problematic as it is simply based upon what respondents *think* are the items most likely to suffer from shrinkage rather than what is actually lost. While these opinions may be based upon personal reflections on data available from within their own organisations, they can also be a result of commonly held views about the items traditionally viewed as prone to shrinkage[4]. In other words they are rarely based upon an actual analysis of shrinkage data and they certainly do not do this across different retailers.

Being able to identify the products most likely to suffer from shrinkage is vitally important to the retail industry – resources available to tackle the problem are finite and therefore companies need to be able to channel their efforts on those products that are most likely to suffer from shrinkage – the vital few rather than the trivial many. There is also evidence to

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[1]  Beck, A., Chapman, P., & Peacock, C. (2003). *Shrinkage: A Collaborative Approach to Reducing Stock Loss in the Supply Chain.* Brussels: ECR Europe.

[2]  Bamfield, J. (2008). *Global Retail Theft Barometer 2008.* Nottingham: Centre for Retail Research.

[3]  Food Marketing Institute. (2006). *Supermarket Security and Loss Prevention 2006.* Food Marketing Institute.

[4]  Beck, A. with Peacock, C. (2009) New Loss Prevention: Redefining Shrinkage Management, Basingstoke: Palgrave Macmillan.

suggest that by adopting this approach organisations are more likely to see quick and highly tangible results from their work and to experience 'benefits of diffusion', where the approaches adopted to make the hottest products less likely to suffer shrinkage also benefits those that are less risky but also vulnerable to the same problem.

There is also plenty of work that has been undertaken on trying to understand what it is about certain products that make them more likely to suffer from shrinkage. For instance, Clarke developed the acronym CRAVED to describe the characteristics of hot products (in this case those most likely to be stolen)[5]. His suggested that 'hot products' had a number of characteristics that made them much more liable to be stolen; they were: **C**oncealable (easy to hide when being stolen); **R**emovable (easy to remove); **A**vailable (easily accessible); **V**aluable (either personally to the thief or to others who may wish to purchase it); **E**njoyable (generally the product is enjoyable to own or consume); and **D**isposable (a ready market for the stolen item exists). Of these factors, Clarke suggested that the ability to dispose of the stolen goods easily was the critical variable in explaining why some goods are more likely to be stolen than others. Similarly Gill *et al.* have gone on to explore in more detail the way in which the value or worth of a product impacts upon its likelihood to be stolen and coined the acronym AT CUT PRICES to try and explain these characteristics[6]. The 11 factors were considered to be: **A**ffordable (could be purchased with available cash); **T**ransportable (easy to move around); **C**oncealable (easy to hide); **U**ntraceable (have few auditable markings); **T**radeable (can be exchanged for other things as well as cash); **P**rofitable and **R**eputable (well known brand); **I**mperishable (long life span); **C**onsumable (needs regular replacement); **E**valuable (quality can be verified); and **S**hiftable (good regular market for the items).

While both these studies have helped shaped our understanding of why certain products are more likely to suffer from shrinkage, they are almost exclusively focus upon malicious shrinkage, in particular customer theft. But there are also products which suffer high levels of shrinkage that are not necessarily stolen – non malicious shrinkage – such as those that are damaged, go out of date and so on (frequently described as process-failure related). It has been suggested that this is potentially a much bigger problem than malicious forms of shrinkage. For instance, research has estimated that 10 per cent of all perishable goods are rendered unusable before they reach the consumer and that inventory write offs in the global retail industry from spoilage and obsolescence amounts to $120 billion[7]. The Food Marketing

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[5]   Clarke, R. V. (1999). *Hot Products: Understanding, Anticipating and Reducing Demand for Stolen Goods.* Police Research Series Paper 112. London: Home Office.

[6]   Gill, M., Hemming, M., Burns-Howell, T., Hart, J., Hayes, R., Clarke, R., et al. (2004). *The Illicit Market in Stolen Fast Moving Consumer Goods.* Leicester: Perpetuity Research and Consultancy International.

[7]   Barua, A., Mani, D., & Whinston, A. B. (n.d.). *Assessing the Financial Impacts of RFID Technologies on the Retail and Healthcare Sectors.* Austin: Center for Research in Electronic Commerce.

Institute survey (2007) also offers some insight in to this matter. They asked respondents to calculate what percentage of inter-store departmental turnover was accounted for by shrinkage. While the overall shrinkage figure for the sample was 1.52 per cent, Bakery Departments had an average rate of 10.39 per cent and Delicatessen Counters averaged 10.36 per cent – the former being 584 per cent above the overall average and the latter 582 per cent[8]. This growing recognition of the extent of non-malicious shrinkage has led some researchers to look at the types of products most likely to suffer shrinkage in this category and why it may be happening. Beck and Peacock developed the acronym SERV to describe the characteristics of non-malicious hot products: (S) sensitivity to time (products with a finite shelf life), (E) expectations of consumers (any faults in the packaging will minimise sales); (R) reprocessing (shrinkage caused when raw products are reprocessed in-store), and (V) vulnerability of packaging (shrinkage caused by damage to the product)[9].

## Purpose of Study

This study is the first attempt to delve much deeper into the actual products that suffer disproportionally high levels of shrinkage – the real 'hot' products. It is not based upon perception data but on actual shrinkage data from retailers. As such, this is a ground-breaking study and offers retailers and manufacturers new insights into those products that are most vulnerable to shrinkage. This has not been easy (as will be highlighted below) as each company tends to adopt slightly different ways of measuring and recording shrinkage in their business and hence developing a composite hot list has proven to be fraught with complications. Hence it makes use of a relatively limited data set (just three companies from the Fast Moving Consumer Goods sector in the UK and only looking at three categories of product – Food, Health and Beauty, and Beers, Wines and Spirits) and so readers need to be cautious in how they interpret and use this data. However, it contains some fascinating insights into those products that are most vulnerable to loss. At this stage it has not been possible to go beyond simply presenting a description of the data – this report describes the *what* but not the *why*. This is likely to be the focus of future work but it was thought important to publish this data in its present format to better inform the retail community about those items that are currently most vulnerable to shrinkage in this particular geographical location and retail segment

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[8] Food Marketing Institute. (2007). *Supermarket Security and Loss Prevention 2007.* Food Marketing Institute.

[9] Beck with Peacock (2009), *op cit.*

# Methodology

As detailed above, getting comparable shrinkage data from retailers is not easy, not least because it is frequently deemed highly sensitive information and not something that is often shared with third parties. The researcher is extremely grateful to those companies that agreed to participate in this work and to openly share this information. It is also difficult because most retail companies have their own ways of recording and measuring shrinkage and indeed the way in which particular products are assigned and described in their information systems. Trying to bring these disparate data sets into a single coherent list is therefore fraught with complications and compatibility issues.

It is important therefore to describe the characteristics of this data set and how it was generated, and how it was used to develop the hot products lists detailed below. In the first instance, discussions were held within the ECR Europe Shrinkage Group to decide what would be a practicable data request to retail companies – what would be likely to be available and what sorts of product ranges should be requested. It was decided to focus upon just three types of products: Food, Health and Beauty (H&B), and Beers, Wines and Spirits (BWS). The reason for this was twofold. First, given that this was the first attempt to do this it was thought important to keep the project highly focussed (many FMCG retailers have over 20,000 separate SKUs, with some having as many as 200,000). Secondly, these three ranges were deemed to be of particular interest (Food to highlight non malicious shrinkage and H&B and BWS because they are traditionally viewed as categories likely to suffer from high levels of malicious shrinkage). It was then decided that retailers would be requested to provide the total amount of known and unknown shrinkage (value and percentage of total sales) for the past 12 months for the top 50 items in each of these categories. Respondents would be reassured that the data would be held securely and confidentially by the University of Leicester and only composite data would eventually be published.

This request for data was then sent out to all retail members of the ECR Shrinkage Group. Subsequently eight responses were received: one did not collate data in a way that was compatible with this request; one did not collect any data at SKU level; one could only provide a composite list spanning two of the three categories; one could only provide a composite list of all three categories; four could provide this data but with varying degrees of specificity (some could not/would not provide known shrinkage data, others could not provide shrinkage as a percentage of total sales etc). Eventually, through a reductionist process it was decided to focus upon just three companies based upon *unknown losses* only using the *total value lost* for separate SKUs. These three companies were in the UK and were some of the largest in the supermarket sector. Collectively they represent 41 per cent of the

market with a combined sales turnover of €110 billion. The data they made available represented losses of €72 million, which covered only the top 50 shrinkage items for each company from the calendar year 2009.

The next step was to make the lists compatible with the degree of specificity dictated by the lowest common denominator available amongst the three companies. For instance, if the quantity for a given product was not available in all three companies, then a more generalised description of the product had to be used. In addition, further research was undertaken to identify the manufacturers of the products from the descriptions made available by the retailers – again this was not easy as the actual origin of particular products can be difficult to ascertain. Contacts were made within the industry to do this work but it is recognised that there may be errors and the author welcomes any feedback on this to improve the accuracy of this aspect of the data set.

Once the data had been thoroughly cleaned and comparable data descriptions had been agreed upon for the three companies, the next step was create a means by which the top 50 lists could be produced. Because the turnover in each of the companies was vastly different it was not possibly to simply combine the total amount lost per SKU – inevitably the company with the largest turnover and hence largest shrinkage figures would have dominated such a list. Therefore, before the lists were combined each product was given a risk score based upon the variance from the average shrinkage figure for a given retailer. So for instance, if a product was twice the average loss, then it received a score of two and so on. Once this was done, the lists were combined and each category was then ranked based upon the percentage of the total variance it represented. So for instance, if a product scored 5 and the total variance was 10, then it received a risk score of 50 per cent. Table 1 below offers a worked example of this methodology.

**Table 1 Example of Scoring System Methodology**

| Product | Total Shrink € | Multiple of Average | % of Total Variance |
|---|---|---|---|
| Jack Daniels 70cl | 70,000 | 2.6 | 51.9 |
| Gordon's Gin 1 litre | 20,000 | 0.7 | 14.8 |
| Smirnoff Vodka 1 litre | 30,000 | 1.1 | 22.2 |
| Bells Whiskey 1 litre | 10,000 | 0.4 | 7.4 |
| Bacardi 1 litre | 5,000 | 0.2 | 3.7 |
| **Total** | **135,000** | **5.0** | **100.0** |
| *Average* | *27,000* | | |

Using this methodology, the percentage of total variance is used to generate what we have described as the 'risk factor' for the various categories and types of products presented below.
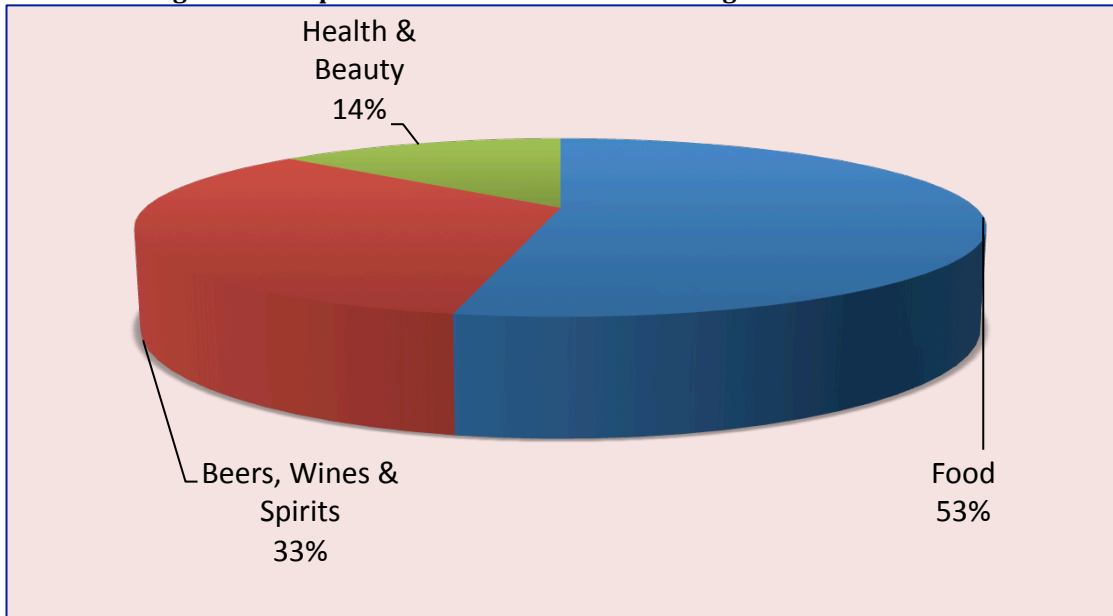
# Note of Caution

It is very important to recognise the limited nature of the data presented. It only represents three retailers in the UK and only those operating in the supermarket arena. It also only focuses upon just three categories of loss: Food, Health and Beauty and Beers, Wines and Spirits and only the unknown losses for these categories of product. The reasons for these losses, by definition, are *unknown*: they could be due to internal and external theft, process failures and indeed inter-company fraud. This report does not try to set out to explain why these losses occurred and merely presents the data from these three companies. Clearly further and more detailed work is required to begin to ascertain why certain categories and types of product appear at the top of these lists and the ECR Shrinkage Group would like to take this work forward in the future. It would also be useful to repeat this exercise not only for different types of categories of product but also in different countries as the landscape of losses is highly likely to be very different. The reader is therefore encouraged to read this data with these notes of caution in mind and to reflect upon the results with an open mind. The ECR Europe Shrinkage Group would welcome feedback on this work and suggestions for directions for future work in this area.

In the next section the data for the hot products identified is presented without commentary focussing upon, where appropriate, the top 10 items from the top 50 lists. This is done to aid presentation and interpretation but more complete data is provided in Appendix 1 in the form of data tables showing the top 50 items or less depending upon the number of discrete items identified in the data.

# Findings

## Cross Category Comparisons

**Figure 1: Comparisons Between the Three Categories of Loss**

## Food

**Figure 2: Categories of Food Losses**
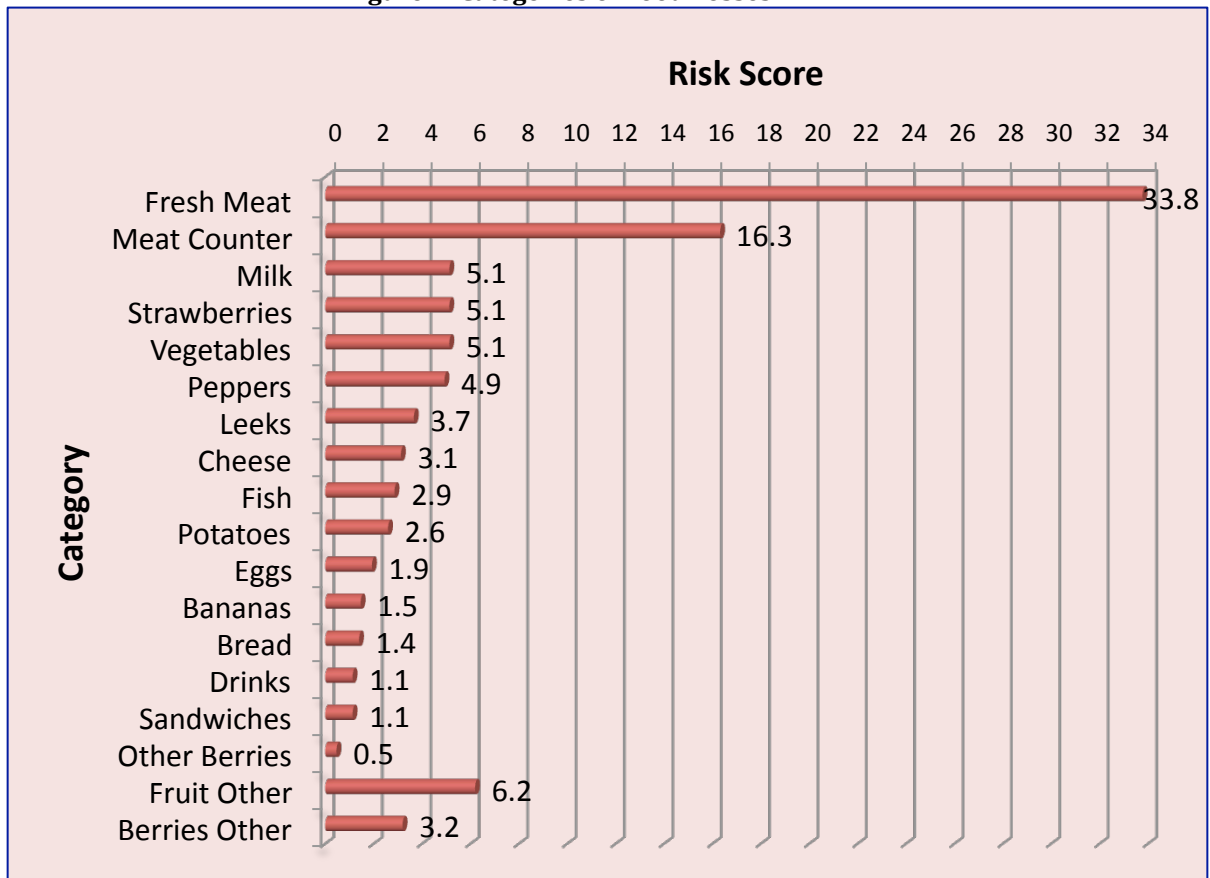


**Risk Score**

| Category | Risk Score |
|---|---|
| Fresh Meat | 33.8 |
| Meat Counter | 16.3 |
| Milk | 5.1 |
| Strawberries | 5.1 |
| Vegetables | 5.1 |
| Peppers | 4.9 |
| Leeks | 3.7 |
| Cheese | 3.1 |
| Fish | 2.9 |
| Potatoes | 2.6 |
| Eggs | 1.9 |
| Bananas | 1.5 |
| Bread | 1.4 |
| Drinks | 1.1 |
| Sandwiches | 1.1 |
| Other Berries | 0.5 |
| Fruit Other | 6.2 |
| Berries Other | 3.2 |

**Figure 3: Categories of Fresh Meat Losses**
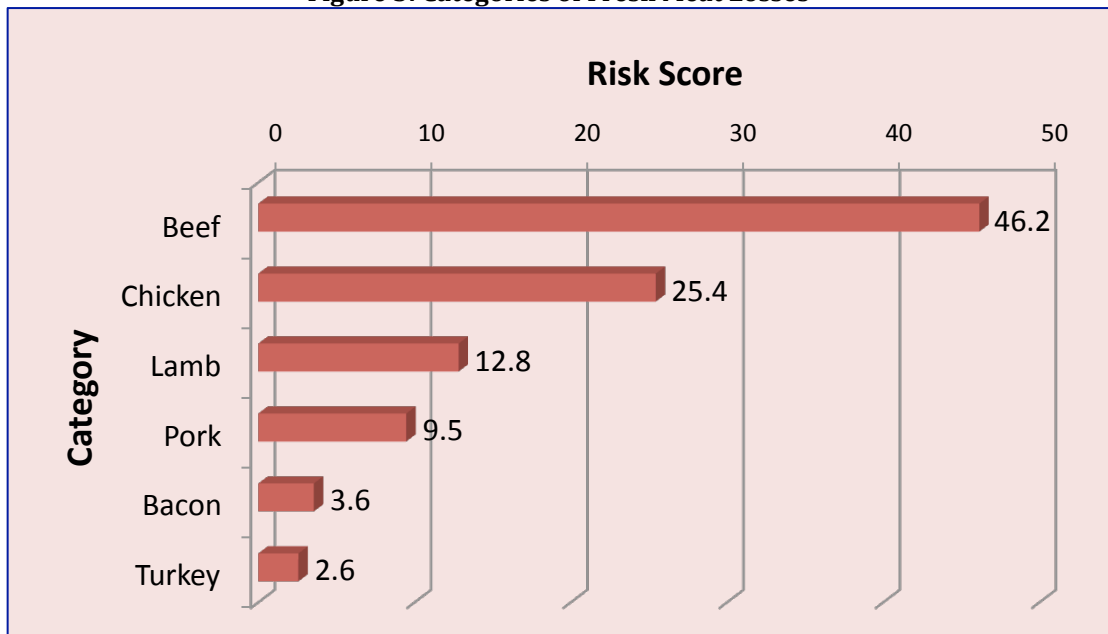


**Risk Score**

| Category | Risk Score |
|---|---|
| Beef | 46.2 |
| Chicken | 25.4 |
| Lamb | 12.8 |
| Pork | 9.5 |
| Bacon | 3.6 |
| Turkey | 2.6 |

## Beers, Wines and Spirits

**Figure 4: Categories of Branded and Unbranded Losses**

Own
3%

Branded
97%
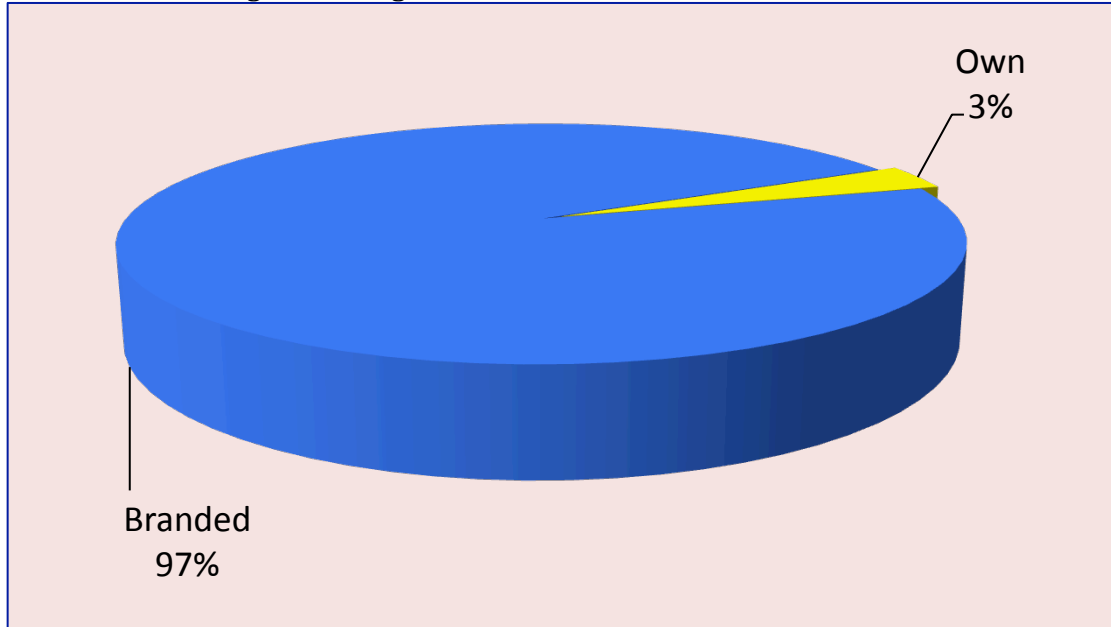
**Figure 5: Categories of BWS Losses**

Wine
14%

Sparkling
9%

Liqueur
2%
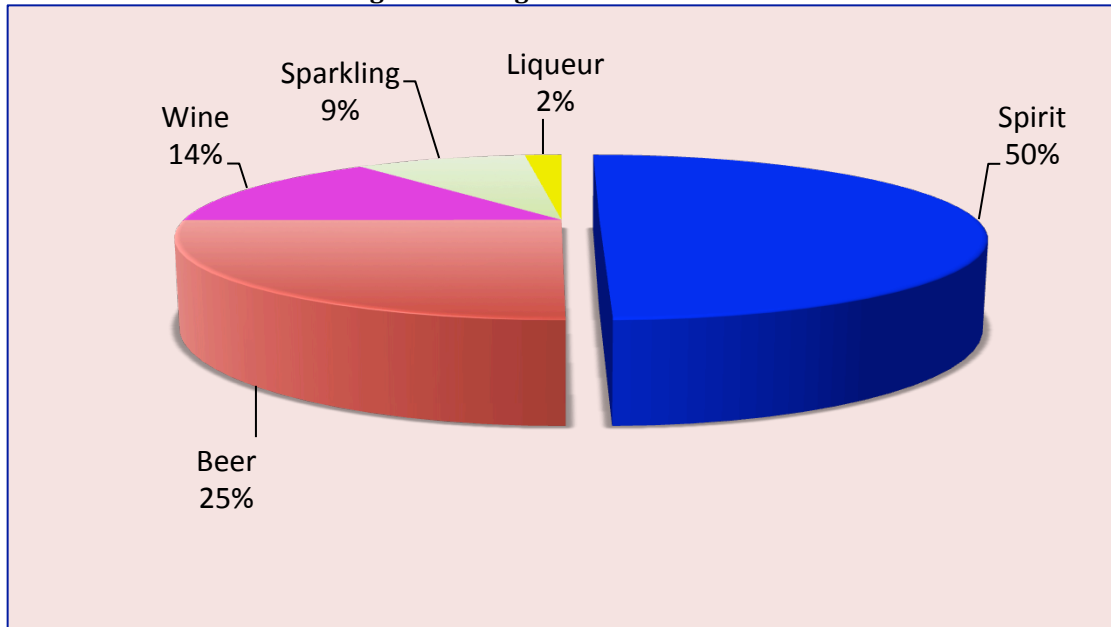
Spirit
50%

Beer
25%

**Figure 6: Brands of BWS Losses**

### Risk Ranking

| Product | Risk Ranking |
|---|---|
| Jack Daniels | 11.3 |
| Smirnoff Red Label Vodka | 9.5 |
| Stella Artois | 7.3 |
| Moet et Chandon | 5.2 |
| Famous Grouse Whisky | 5.0 |
| Bacardi | 4.1 |
| Courvoisier VS Cognac | 4.1 |
| Carling Lager | 3.9 |
| Bells Whiskey | 3.1 |
| Wine | 14.9 |
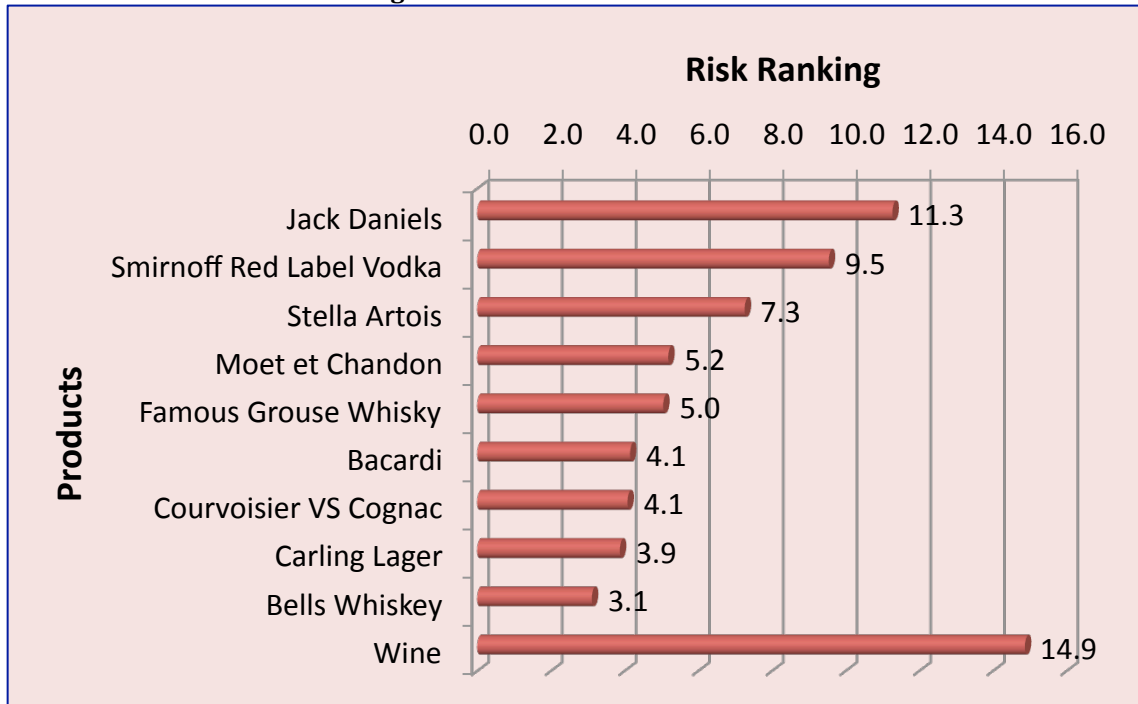
**Figure 7: Specific SKUs of BWS Losses**

### Risk Rating

| Specific Brand | Risk Rating |
|---|---|
| Smirnoff Red Label Vodka 1l | 7.4 |
| Jack Daniels 70cl | 6.7 |
| Jack Daniels 1l | 4.6 |
| Bells Whiskey 1l | 3.1 |
| Moët et Chandon Brut Impérial NV 75cl | 3.0 |
| Courvoisier VS Cognac 1l | 2.7 |
| Bacardi Superior Rum 1l | 2.5 |
| Carling Lager 15x440 | 2.4 |
| Stella Artois 18x284 | 2.2 |
| Carling Lager 24x440 | 1.9 |
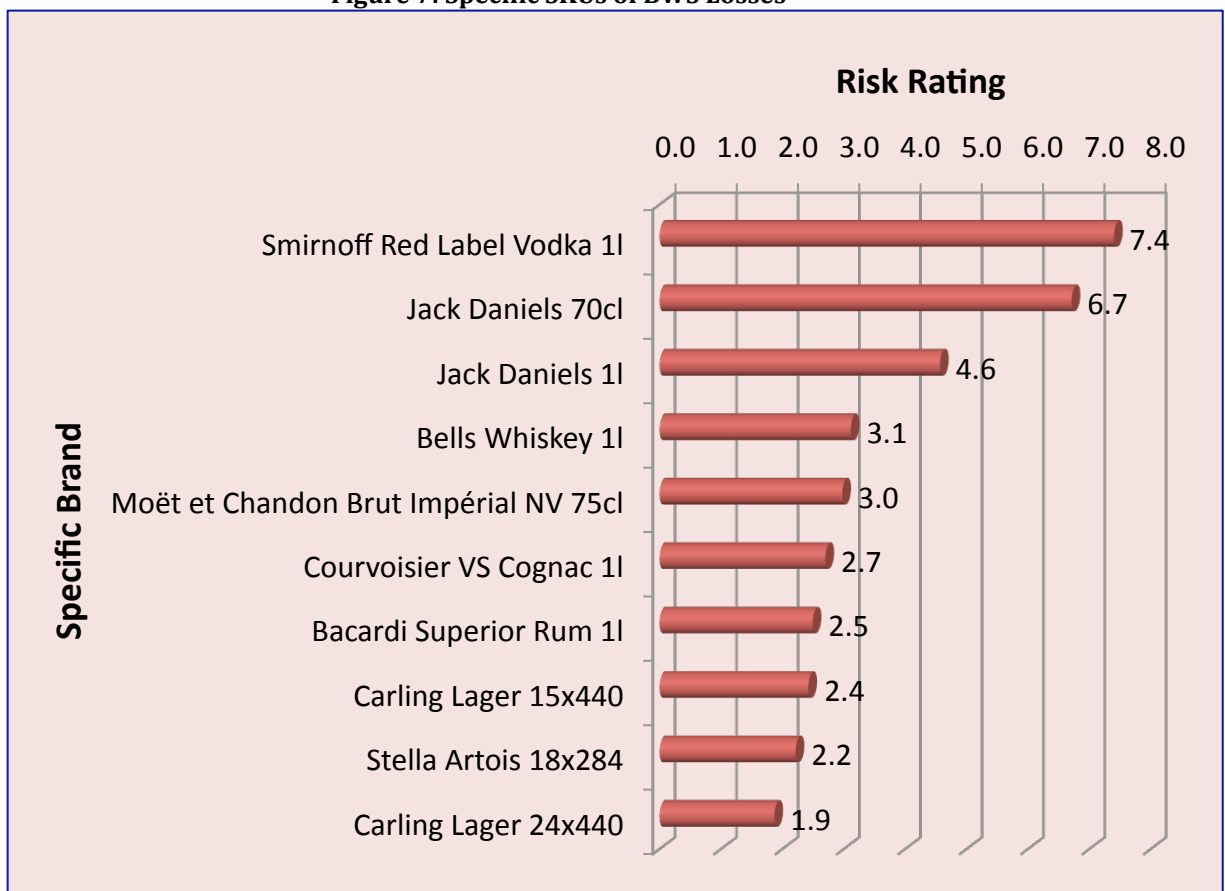
**Figure 8: Specific Types of Spirit SKUs of BWS Losses**

## Risk Rating

| Spirit Category | Risk Rating |
|---|---|
| Smirnoff Red Label Vodka 1l | 14.8 |
| Jack Daniels 70cl | 13.5 |
| Jack Daniels 1l | 9.2 |
| Bells Whiskey 1l | 6.2 |
| Courvoisier VS Cognac 1l | 5.4 |
| Bacardi Superior Rum 1l | 5.0 |
| The Famous Grouse Scotch Whisky 1l | 3.9 |
| Martell VS Cognac 70cl | 3.5 |
| Smirnoff Red Label Vodka 70cl | 3.5 |
| High Commissioner Whisky 70cl | 2.9 |
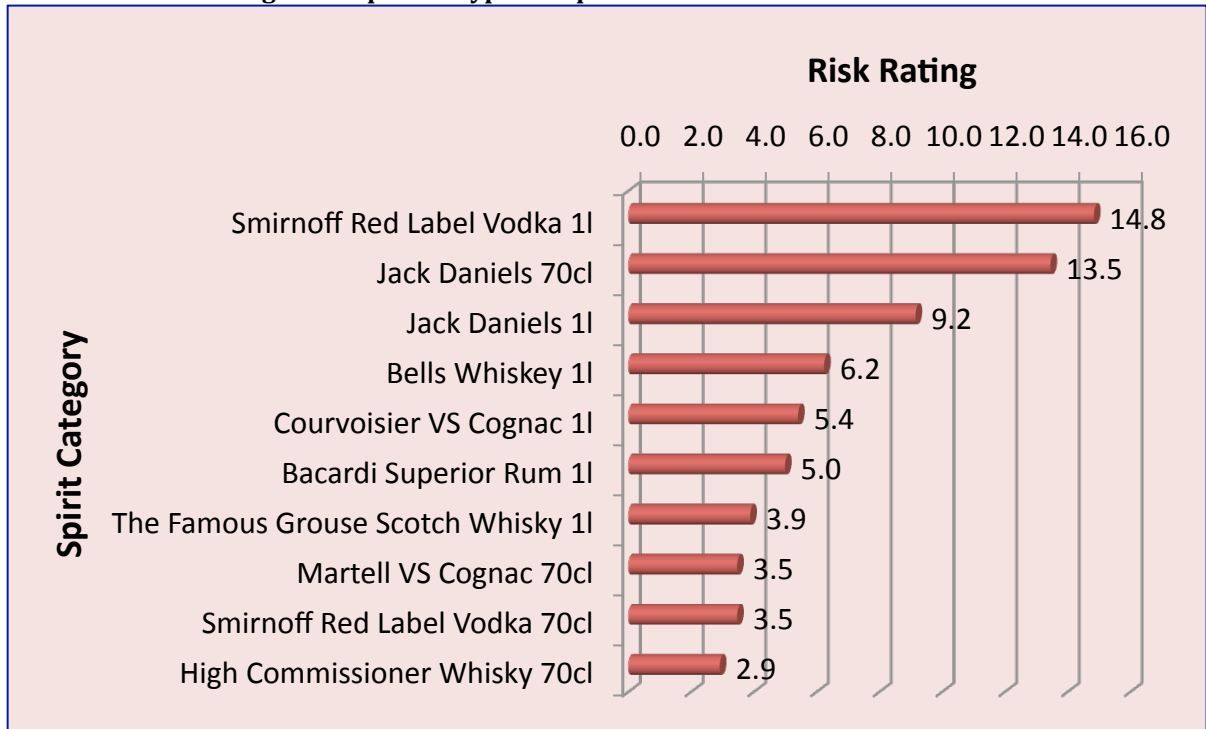
**Figure 9: Specific Types of Beer SKUs of BWS Losses**

## Risk Rating

| Beer Category | Risk Rating |
|---|---|
| Carling Lager 15x440 | 9.6 |
| Stella Artois 18x284 | 8.8 |
| Carling Lager 24x440 | 7.4 |
| Fosters Lager 15x440 | 6.9 |
| Stella Artois 20x440 | 5.8 |
| Budweiser 20x330 | 5.5 |
| Carlsberg 24x440 | 4.1 |
| Carlsberg Lager 15x440 | 3.6 |
| Fosters Lager 24x440 | 3.3 |
| Own Brand Lager 12x440 | 3.3 |
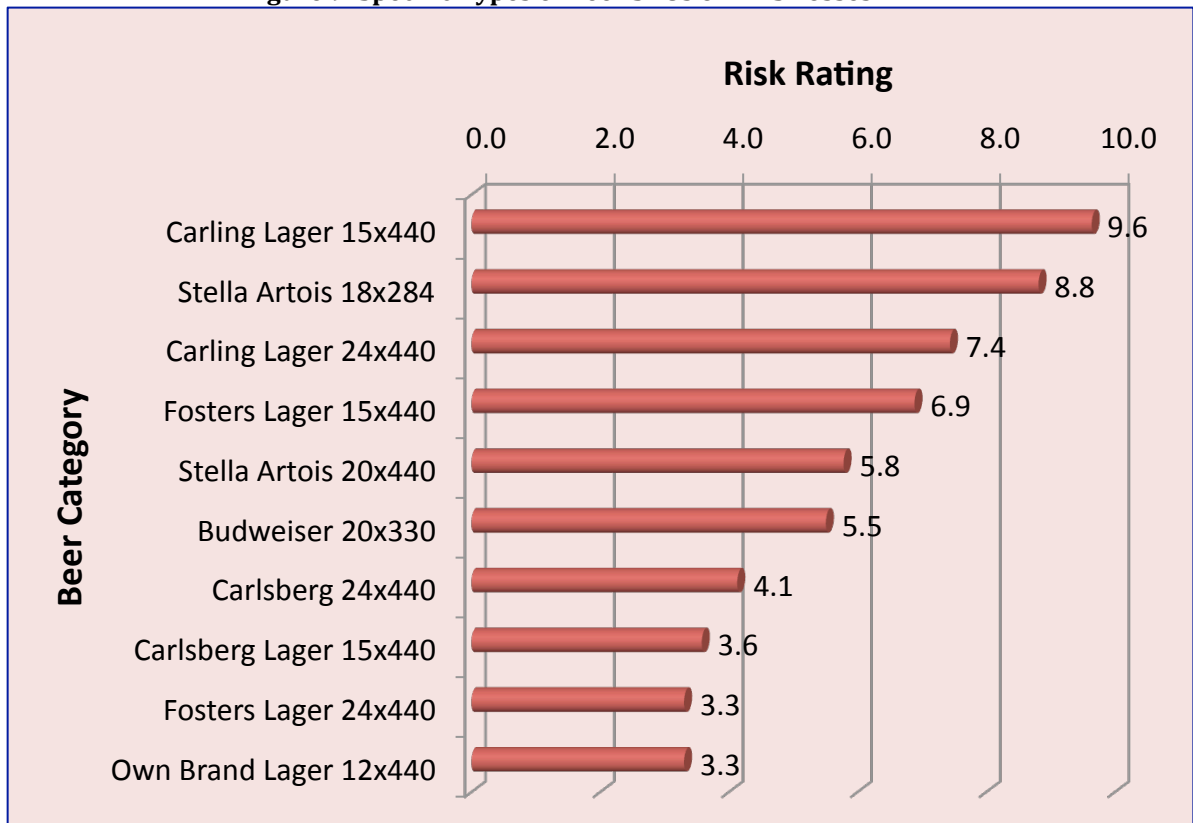
**Figure 10: Specific Types of Wine SKUs of BWS Losses**



**Risk Rating**

| Wine Category | Risk Rating |
|---|---|
| Ogio Pinot Grigio 70cl | 7.7 |
| Villa de Moreschi Pinot Grigio 75cl | 5.3 |
| Oceans Edge Sauvignon Blanc 70cl | 5.3 |
| McGuigan Estate Shiraz 75cl | 5.3 |
| Via Vecc Pi Grigio 70cl | 4.8 |
| Blossom Hill White Zinfandel 70cl | 4.8 |
| Lindemans Sydney Cove Red 70cl | 4.3 |
| Lindemans Sydney Cove Chardonnay 70cl | 4.3 |
| Dion Pinot Grigio 70cl | 4.3 |
| McGuigan Estate Chardonnay 75cl | 3.8 |

**Figure 11: Manufacturers of BWS Losses**



**Risk Rating**

| Manufacturers | Risk Rating |
|---|---|
| Diageo | 15.7 |
| Brown Forman | 12.6 |
| InBev | 9.7 |
| LVMH | 6.6 |
| The Edrington Group | 5.0 |
| Coors | 4.3 |
| Bacardi | 4.1 |
| Fortune Brands | 4.1 |
| Own Brand | 3.7 |

## Health and Beauty

**Figure 12: Categories of H&B Losses**



**Figure 13: Specific Brands of H&B Losses**

**Figure 14: Specific SKUs of H&B Losses**

## Risk Rating

| Specific Brand | Risk Rating |
|---|---|
| Gillette Fusion Power 8 Pack | 3.5 |
| Gillette Fusion Blades Manual 8 Pack | 3.4 |
| Dulcolax x40 | 3.3 |
| Max Factor False Lash Effect Mascara | 2.5 |
| Lynx Bodyspray Africa 150ml | 2.1 |
| Anadin Extra x16 | 2.0 |
| Gillette Fusion Power 4 Pack | 2.0 |
| Gillette Mach 3 Blades 8 Pack | 1.9 |
| Nurofen Express Liquid Capsules x16 | 1.8 |
| Rimmel Volume Flash Mascara | 1.7 |

**Figure 15: Manufacturers of H&B Losses**
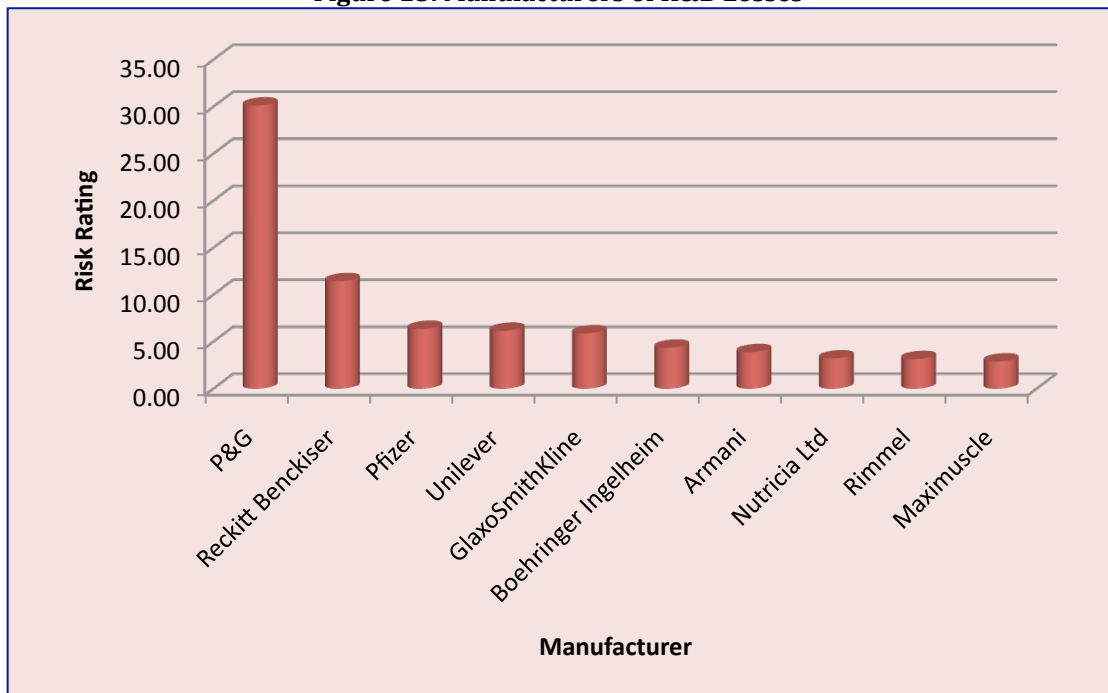
**Figure 16: Hot Pain Relief Brands**



Figure 16: Pain Relief — Risk Rating by Brand
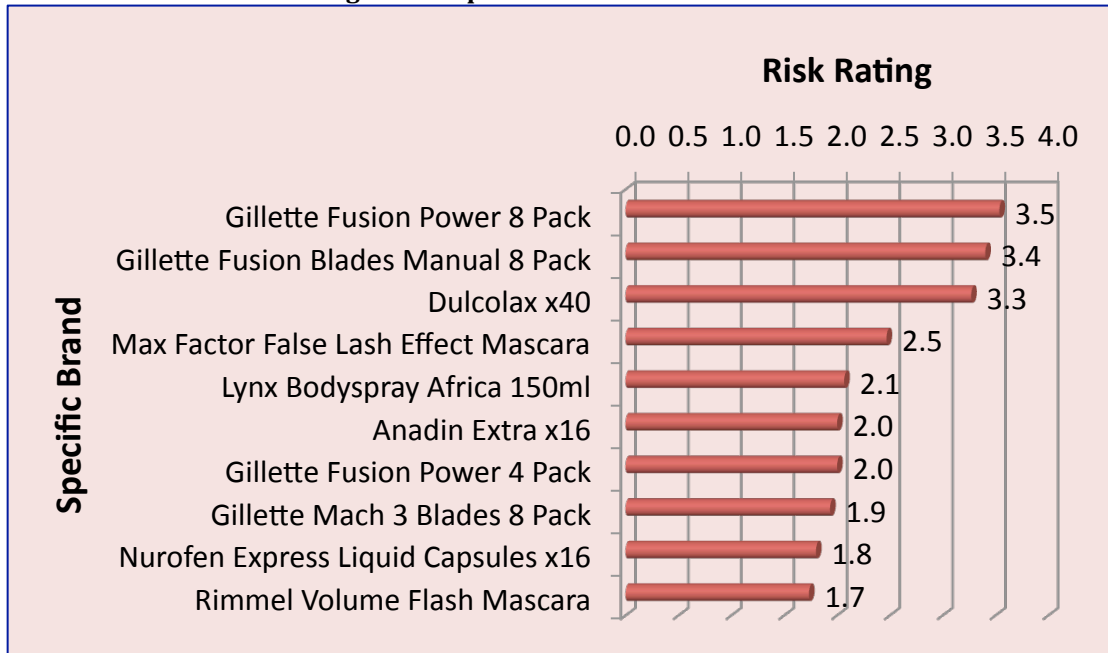- Nurofen: 78
- Anadin: 17
- Panadol: 5
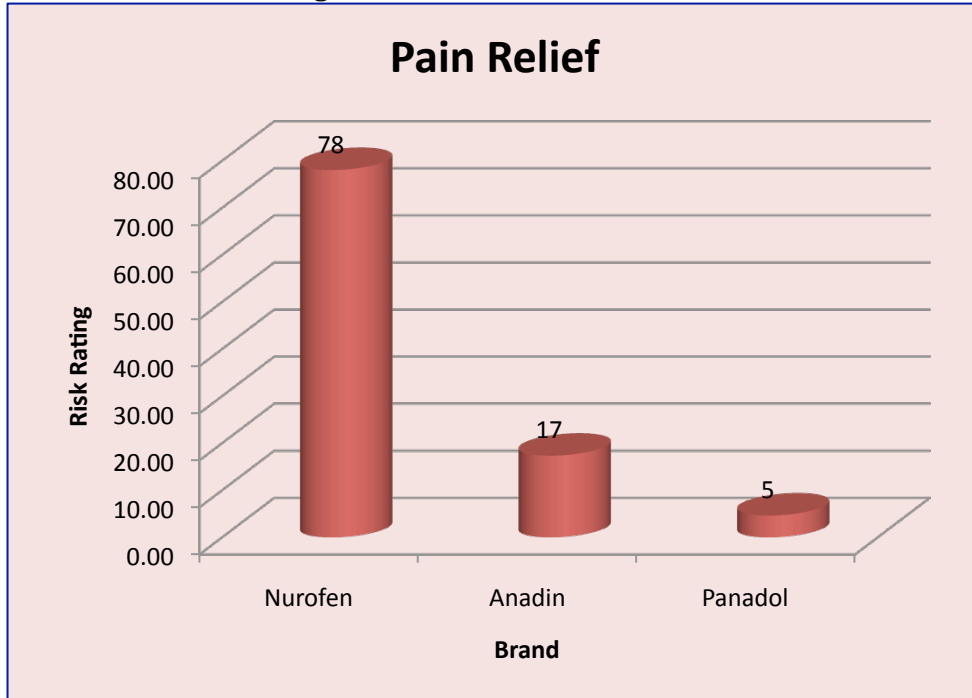
**Figure 17: Hot Baby Brands**



Figure 17: Baby — Risk Rating by Brand
- SMA Baby Food: 40
- Cow & Gate Baby Food: 28
- Own Brand Baby Wipes: 10
- Johnsons Wipes: 9
- Pampers: 5
- Huggies Nappies: 4
- Own Brand Nappies: 4
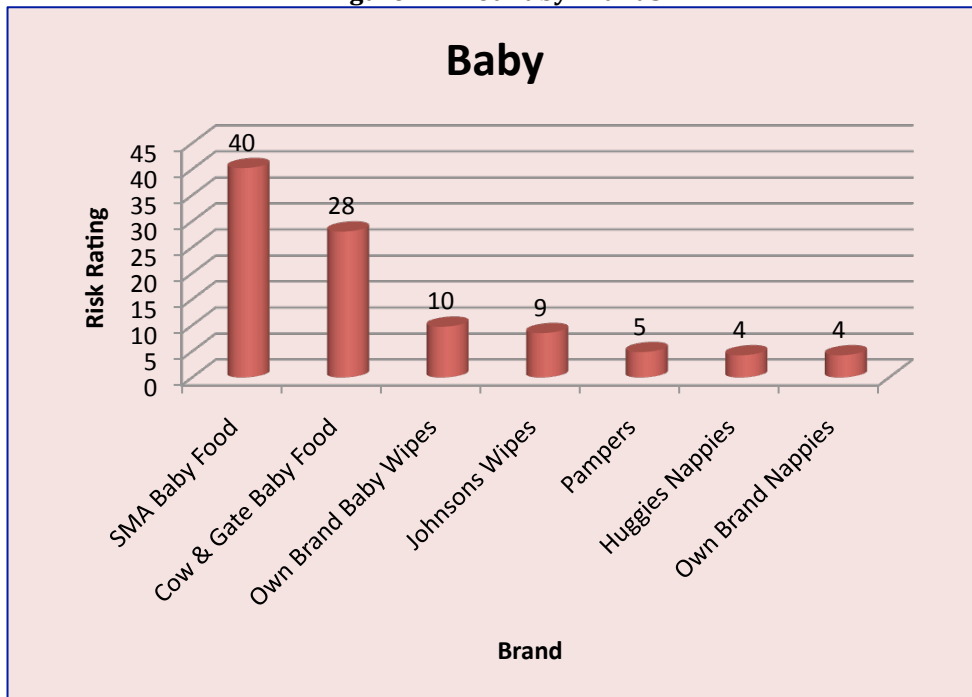
**Figure 18: Hot Cosmetic Brands**



## Cosmetic

Risk Rating vs Brand

- Max Factor Mascara: 53
- Rimmel Mascara: 32
- Loreal Mascara: 16
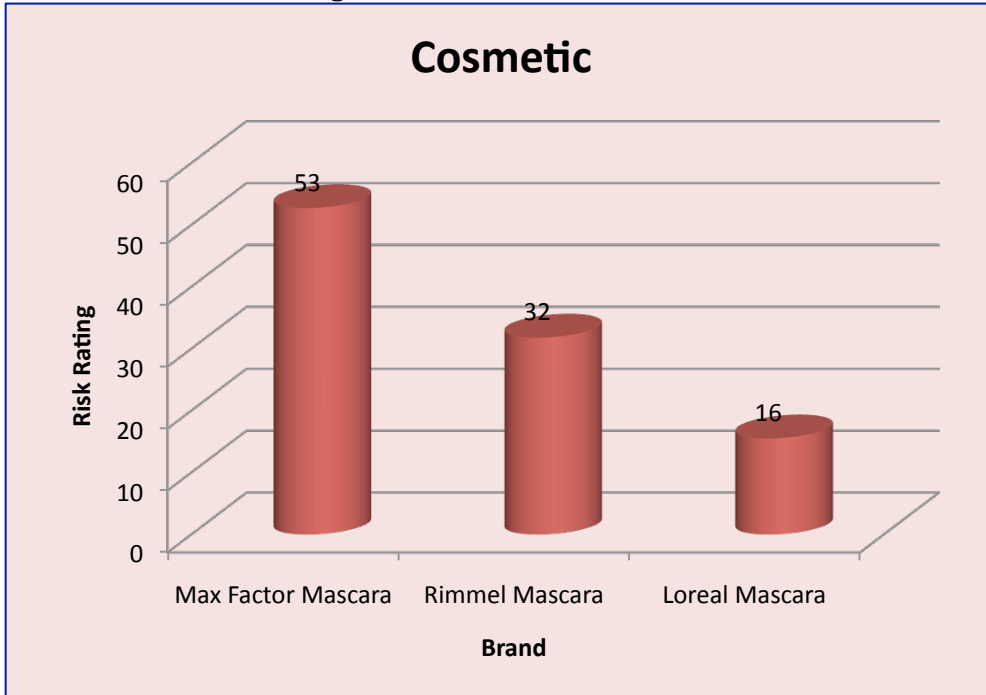
**Figure 19: Hot Oral Health Brands**



## Oral Health

Risk Rating vs Brand

- Oral B: 58
- Colgate Toothpaste: 29
- Blanx Toothpaste: 6
- Pulsar 35 Toothbrush: 6

**Figure 20: Hot Perfume Brands**

## Perfume



**Figure 21: Hot Beauty Brands**

## Beauty

# Conclusions

The purpose of this report has been to present the findings from a study undertaken by the ECR Europe Shrinkage Group on identifying the hottest products within very specific categories of products. As detailed at the start of this report, the data needs to be treated with caution – the applicability of results beyond the UK supermarket sector is very limited. However, it has revealed some fascinating results, not least the dominance of food comp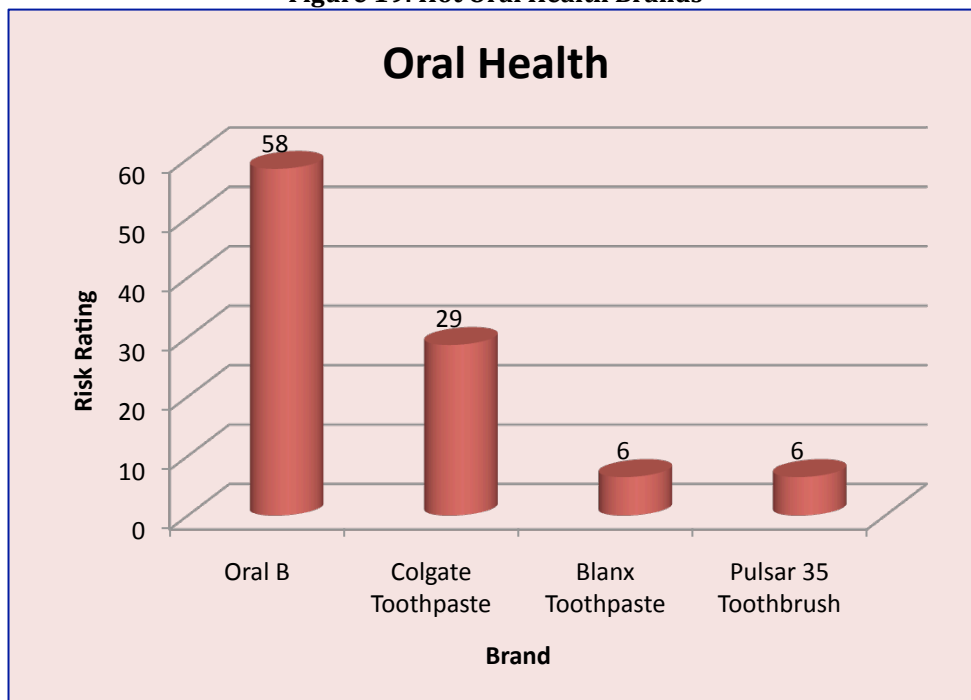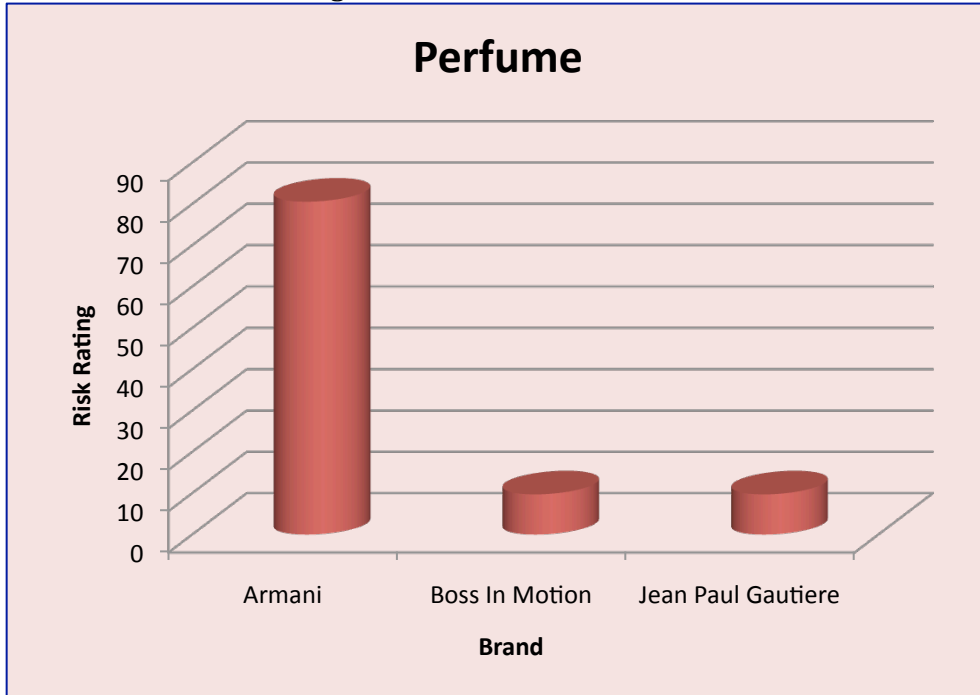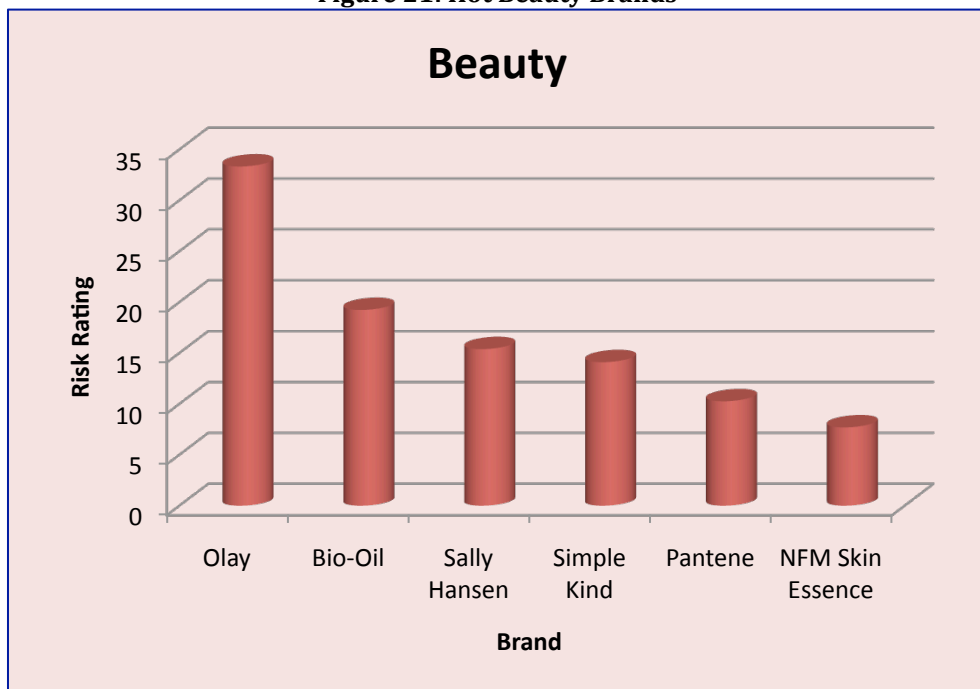ared with the other two categories of products – 50% of all losses. This is surprising in that H&B and BWS tend to dominate the shrinkage agenda, with both frequently seen as areas of major concern. This data does not necessarily suggest that they are not, but the dominance of Food as an area of unknown loss certainly puts their overall riskiness in perspective.

Within categories, fresh meat was by far and away the biggest area of concern, particularly beef, and this raises a whole host of questions about why this is the case. For BWS, some key brands dominated the lists, not least Smirnoff Red Label Vodka and Jack Daniels, which were largely expected. Perhaps of equal interest is the preponderance of beer and wine categories within the top 50, both of which rarely feature in traditional high risk lists. Initial reactions suggest that these losses are not due to customer theft but are more likely to be associated with the way in which these types of products are processed within retail businesses. Both are regularly subject to price changes and promotional activities and these losses are likely to be explained more by process errors rather than malicious forms of activity. Finally, within H&B the prominence of high value razor blades was perhaps to be expected but the high rating for pain relief products would perhaps come as a surprise to many and suggests a potentially new headache for loss prevention practitioners.

This data provides an opportunity for greater engagement between manufacturers and retailers. This is the first time that this type of data has been made available and it has identified some very clear brands that feature highly across all companies. It also highlights the manufacturers of these brands and it is hoped that the report will instigate greater dialogue between them and their retail customers. Other work by the ECR Europe Shrinkage Group has emphasised the need for greater collaboration between these two groups if lasting solutions are to be found to the root causes of shrinkage on hot products.

Of particular interest here is that despite some of the products in these lists being the subject of considerable efforts to protect them on the shelf (such as the use of tagging, safer cases and so on) it would seem that the results are rather limited. It suggests that new thinking may be required for some of these products and the active involvement of all parties in the retail

industry is far more likely to generate meaningful results than individual companies acting in isolation It also points to the value of retailers coming together to share data to enable them to begin to develop strategies to deal with common problems.

# Appendix 1: Detailed Hot Product Lists

Additional data is only provided in this section if it was available and was not presented earlier in the report.

## Beer, Wines and Spirits

| Ranking | All Categories | | Spirits | |
|---|---|---|---|---|
| | Name | Score | Name | Score |
| 1 | Smirnoff Red Label Vodka 1l | 7.4 | Smirnoff Red Label Vodka 1l | 14.8 |
| 2 | Jack Daniels 70cl | 6.7 | Jack Daniels 70cl | 13.5 |
| 3 | Jack Daniels 1l | 4.6 | Jack Daniels 1l | 9.2 |
| 4 | Bells Whiskey 1l | 3.1 | Bells Whiskey 1l | 6.2 |
| 5 | Moët et Chandon Brut Impérial NV 75cl | 3.0 | Courvoisier VS Cognac 1l | 5.4 |
| 6 | Courvoisier VS Cognac 1l | 2.7 | Bacardi Superior Rum 1l | 5.0 |
| 7 | Bacardi Superior Rum 1l | 2.5 | The Famous Grouse Scotch Whisky 1l | 3.9 |
| 8 | Carling Lager 15x440 | 2.4 | Martell VS Cognac 70cl | 3.5 |
| 9 | Stella Artois 18x284 | 2.2 | Smirnoff Red Label Vodka 70cl | 3.5 |
| 10 | Carling Lager 24x440 | 1.9 | High Commissioner Whisky 70cl | 2.9 |
| 11 | Moët et Chandon Brut Rosé NV 75cl | 1.9 | Courvoisier VS Cognac 70cl | 2.8 |
| 12 | Fosters Lager 15x440 | 1.7 | Famous Grouse Whisky 1l | 2.5 |
| 13 | Martell VS Cognac 70cl | 1.7 | Bacardi 1l | 2.1 |
| 14 | Smirnoff Red Label Vodka 70cl | 1.7 | Gordons Gin 1l | 2.1 |
| 15 | Disaronno Amaretto Originale 50cl | 1.6 | Southern Comfort 70cl | 1.9 |
| 16 | High Commissioner Whisky 70cl | 1.5 | Famous Grouse Scotch Whisky 1l | 1.8 |
| 17 | Stella Artois 20x440 | 1.5 | Own Brand Vodka 1l | 1.7 |
| 18 | Budweiser 20x330 | 1.4 | Own Brand Vodka 70cl | 1.5 |
| 19 | Courvoisier VS Cognac 70cl | 1.4 | Bacardi 70cl | 1.2 |
| 20 | Famous Grouse Whisky 1l | 1.2 | Famous Grouse Whisky 70cl | 1.2 |
| 21 | Ogio Pinot Grigio | 1.1 | Hennessy Cognac 70cl | 1.2 |
| 22 | Bacardi 1l | 1.0 | Martell VS Cognac 1l | 1.0 |
| 23 | Carlsberg 24x440 | 1.0 | Remy Coeur De Cognac 70 cl | 1.0 |
| 24 | Gordons Gin 1l | 1.0 | Gordons Gin 70cl | 0.8 |
| 25 | Southern Comfort 70cl | 1.0 | Grants Scotch Whisky 70cl | 0.8 |
| 26 | Carlsberg Lager 15x440 | 0.9 | Pimms 1l | 0.8 |
| 27 | Famous Grouse Scotch Whisky 1l | 0.9 | Smirnoff 1l | 0.8 |
| 28 | Fosters Lager 24x440 | 0.8 | Whyte & Mackay Whisky 1 | 0.8 |
| 29 | Own Brand Lager 12x440 | 0.8 | Absolut Vodka 1l | 0.7 |
| 30 | Own Brand Vodka 1l | 0.8 | Grants Whisky 100cl | 0.7 |
| 31 | Stella Artois 15x284 | 0.8 | Own Brand Vodka 35cl | 0.7 |
| 32 | Stella Artois 15x440 | 0.8 | Remy Martin Coeur de Cognac 70cl | 0.7 |
| 33 | Strongbow Cider 15x440 | 0.8 | Southern Comfort 1l | 0.7 |
| 34 | Tanglefoot Ale 4x440 | 0.8 | Teachers Whisky 1l | 0.7 |
| 35 | McGuigan Estate Shiraz 75cl | 0.8 | The Famous Grouse Scotch Whisky 1.5l | 0.7 |
| 36 | Oceans Edge Sauvignon Blanc | 0.8 | Glens Vodka 1l | 0.6 |
| 37 | Own Brand Vodka 70cl | 0.8 | Grants Whisky ll | 0.6 |
| 38 | Blossom Hill White Zinfandel | 0.7 | | |
| 39 | Budweiser 20x300 | 0.7 | | |
| 40 | Bacardi 70cl | 0.6 | | |
| 41 | Becks Bier 15x275 | 0.6 | | |
| 42 | Dion Pinot Grigio | 0.6 | | |
| 43 | Famous Grouse Whisky 70cl | 0.6 | | |
| 44 | Hennessy Cognac 70cl | 0.6 | | |
| 45 | Lindemans Sydney Cove Chardonnay | 0.6 | | |
| 46 | Lindemans Sydney Cove Red | 0.6 | | |
| 47 | Stella Artois 24x440 | 0.6 | | |
| 48 | Bollinger Special Cuvee NV 75cl | 0.6 | | |
| 49 | Charles Lafitte Champagne NV 75cl | 0.6 | | |
| 50 | Fosters Lager 15x440 | 0.6 | | |

## Beer, Wines and Spirits

| Ranking | Beers | | Wines | |
|---|---|---|---|---|
| | Name | Score | Name | Score |
| 1 | Carling Lager 15x440 | 9.6 | Ogio Pinot Grigio 70cl | 7.7 |
| 2 | Stella Artois 18x284 | 8.8 | Villa de Moreschi Pinot Grigio 75cl | 5.3 |
| 3 | Carling Lager 24x440 | 7.4 | Oceans Edge Sauvignon Blanc 70cl | 5.3 |
| 4 | Fosters Lager 15x440 | 6.9 | McGuigan Estate Shiraz 75cl | 5.3 |
| 5 | Stella Artois 20x440 | 5.8 | Via Vecc Pi Grigio 70cl | 4.8 |
| 6 | Budweiser 20x330 | 5.5 | Blossom Hill White Zinfandel 70cl | 4.8 |
| 7 | Carlsberg 24x440 | 4.1 | Lindemans Sydney Cove Red 70cl | 4.3 |
| 8 | Carlsberg Lager 15x440 | 3.6 | Lindemans Sydney Cove Chardonnay 70cl | 4.3 |
| 9 | Fosters Lager 24x440 | 3.3 | Dion Pinot Grigio 70cl | 4.3 |
| 10 | Own Brand Lager 12x440 | 3.3 | McGuigan Estate Chardonnay 75cl | 3.8 |
| 11 | Stella Artois 15x284 | 3.3 | Linoti Pinot Grigio | 3.8 |
| 12 | Stella Artois 15x440 | 3.3 | JP Chenet Merlot | 3.8 |
| 13 | Strongbow Cider 15x440 | 3.3 | Lindemans Cellar Red | 3.3 |
| 14 | Tanglefoot Ale 4x440 | 3.3 | Hardys Crest Cabernet Shiraz | 3.3 |
| 15 | Budweiser 20x300 | 2.8 | Roc De Lussac, Lussac St Emilion 75cl | 2.9 |
| 16 | Becks Bier 15x275 | 2.5 | Ogio Zinfandel Rose | 2.9 |
| 17 | Stella Artois 24x440 | 2.5 | Kumala Eternal Chenin | 2.9 |
| 18 | Fosters Lager15x440 | 2.2 | Gallo White Grenache 75cl | 2.9 |
| 19 | Own Brand Lager 12x500 | 2.2 | Gallo White Grenache 3l | 2.9 |
| 20 | Stella Artois 4x440 | 1.9 | Stowells White Zinfandell | 2.4 |
| 21 | Carlsberg Export 18x275 | 1.7 | McGuigan Bin Series Merlot 75cl | 2.4 |
| 22 | Magners Irish Cider 8x500 | 1.7 | Makutu Bay Sauvignon Blanc 75cl | 2.4 |
| 23 | Stella Artois 24x330 | 1.7 | Entwine Shiraz | 2.4 |
| 24 | Stella Artois 4x568 | 1.7 | A Peace Cabernet Sauvignon | 2.4 |
| 25 | Tennents Lager 4x500 | 1.7 | Vina Maipo Reserva Sauvignon Blanc 75cl | 1.9 |
| 26 | Budweiser 15x300 | 1.4 | Stowells Chardonnay | 1.9 |
| 27 | Tennants Lager 15x440 | 1.4 | Palastri Pinot Grigio 75cl | 1.9 |
| 28 | Carlsberg Special Brew 4x500 | 1.1 | Lindemans Cellar White | 1.9 |
| 29 | Guinness Draught 10x440 | 1.1 | First Cape First Selection Shiraz Cabernet 75c | 1.9 |
| 30 | Jacques Cider 750 | 1.1 | | |
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## Beer, Wines and Spirits

| Ranking | Manufacturer | |
|---|---|---|
| | Name | Score |
| *1* | Diageo | 15.7 |
| *2* | Brown Forman | 12.6 |
| *3* | InBev | 9.7 |
| *4* | LVMH | 6.6 |
| *5* | The Edrington Group | 5.0 |
| *6* | Coors | 4.3 |
| *7* | Bacardi | 4.1 |
| *8* | Fortune Brands | 4.1 |
| *9* | Own Brand | 3.7 |
| *10* | Foster's Group | 3.1 |
| *11* | Carlsberg | 2.6 |
| *12* | Pernod Ricard | 2.6 |
| *13* | Loch Lomond Distillery Co. Ltd. | 1.7 |
| *14* | Australian Vintage | 1.7 |
| *15* | Illva Saronno | 1.6 |
| *16* | C&C Group plc | 1.2 |
| *17* | Scottish & Newcastle (Heineken) | 1.1 |
| *18* | William Grant & Sons | 1.0 |
| *19* | Hall & Woodhouse | 0.8 |
| *20* | Rémy Cointreau | 0.8 |
| *21* | Villa de Moreschi | 0.8 |
| *22* | Beck and Co | 0.6 |
| *23* | Constellations | 0.6 |
| *24* | Société Jacques Bollinger | 0.6 |
| *25* | Vranken-Pommery Monopole | 0.6 |
| *26* | Roc de Lussac | 0.4 |
| *27* | Whyte and Mackay | 0.4 |
| *28* | Andrew Peace | 0.3 |
| *29* | Beam Global UK Limited | 0.3 |
| *30* | Etienne DuMont | 0.3 |
| *31* | PLB group | 0.3 |
| *32* | Wineco | 0.3 |
| *33* | First Cape | 0.3 |
| *34* | Jacquart | 0.3 |
| *35* | Palastri | 0.3 |
| *36* | Viña Tarapaca Ex-Zavala | 0.3 |
| *37* | Unknown | 9.1 |
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## Health and Beauty

| Ranking | All Categories | | Manufacturers | |
|---|---|---|---|---|
| | Name | Score | Name | Score |
| 1 | Gillette Fusion Power 8 Pack | 3.5 | P&G | 30.11 |
| 2 | Gillette Fusion Blades Manual 8 Pack | 3.4 | Reckitt Benckiser | 11.42 |
| 3 | Dulcolax x40 | 3.3 | Pfizer | 6.34 |
| 4 | Max Factor False Lash Effect Mascara Black | 2.5 | Unilever | 6.14 |
| 5 | Lynx Bodyspray Africa 150ml | 2.1 | GlaxoSmithKline | 5.87 |
| 6 | Anadin Extra x16 | 2.0 | Boehringer Ingelheim | 4.34 |
| 7 | Gillette Fusion Power 4 Pack | 2.0 | Armani | 3.87 |
| 8 | Gillette Mach 3 Blades 8 Pack | 1.9 | Nutricia Ltd | 3.20 |
| 9 | Nurofen Express Liquid Capsules x16 | 1.8 | Rimmel | 3.14 |
| 10 | Rimmel Volume Flash Mascara | 1.7 | Maximuscle | 2.87 |
| 11 | Nurofen Caplets x16 | 1.7 | Colgate-Palmolive | 2.20 |
| 12 | Optrex Actimist Eye Spray 10ml | 1.7 | L'Oreal | 1.67 |
| 13 | Cyclone Strawberry | 1.5 | Own Brand | 1.54 |
| 14 | Lynx Body Spray Dark Temptation 150ml | 1.5 | Johnson & Johnson | 1.34 |
| 15 | Adios Max Tablets x100 | 1.5 | Purdue Products | 1.34 |
| 16 | Nurofen Express Caplets x16 | 1.5 | SSL | 1.34 |
| 17 | Clearblue Digital Home Test | 1.4 | Adios | 1.13 |
| 18 | Gillette Fusion Blades Manual 4 Pack | 1.4 | Goldshield Healthcare | 1.07 |
| 19 | Gillette Mach 3 Blades 5 Pack | 1.4 | McNeil PPC | 1.07 |
| 20 | Senokot Max Strength x48 | 1.4 | Now Slim | 1.07 |
| 21 | Mini Cyclone | 1.3 | McNeil Consumer Healthcare | 1.00 |
| 22 | Oral B Precision Clean Power Brush Heads x4 | 1.3 | Remark Cosmetics | 1.00 |
| 23 | Max Factor Masterpiece Mascara Black | 1.3 | Coty Inc | 0.80 |
| 24 | Durex Play Vibrations | 1.1 | Carma | 0.53 |
| 25 | Lipobind x60 | 1.1 | Novartis | 0.53 |
| 26 | Nicorette Inhaltor Refill x42 10mg | 1.1 | Schick Wilkinson | 0.53 |
| 27 | Now Slim Day 3 week | 1.1 | ACDOCO | 0.47 |
| 28 | Own Brand Baby Wipes | 1.1 | Bayer | 0.47 |
| 29 | Armani Code F Perfume | 1.0 | Beauty Prestige | 0.47 |
| 30 | Bio-Oil 125ml | 1.0 | Carex | 0.47 |
| 31 | Nurofen Express Liquid 16 pack | 1.0 | Hugo Boss | 0.47 |
| 32 | Durex Extra Safe x3 | 0.9 | Kimberly-Clark | 0.47 |
| 33 | Olay Regenerist 3 point Cream 50ml | 0.9 | Riemann | 0.47 |
| 34 | Cg Std Milk Powder Variant 1 | 0.8 | Simple Health and Beauty | 0.47 |
| 35 | Max Factor Masterpiece Max Black | 0.8 | Beisdorf | 0.40 |
| 36 | Niquitin CQ Clear Patch 21mg Step 1 | 0.8 | L-Oreal | 0.40 |
| 37 | Oral B Professional Care 2000 Brush | 0.8 | | |
| 38 | Sally Hansen Insta-Dri Top Coat Nail Polish | 0.8 | | |
| 39 | Armani Code M Perfume | 0.7 | | |
| 40 | Colgate Advanced Whitening | 0.7 | | |
| 41 | Lemsip Max Strength | 0.7 | | |
| 42 | Simple Kind To Skin Cleanse Facial Scrub | 0.7 | | |
| 43 | Imodium Instants | 0.7 | | |
| 44 | Lynx Bulletts | 0.7 | | |
| 45 | Niquitin Clear 21mg Step 1 14 Day Patch | 0.7 | | |
| 46 | Nurofen Express Caplets 16 pack | 0.7 | | |
| 47 | Nurofen Express Caplets x12 | 0.7 | | |
| 48 | Oral B Professional Care 1000 Brush | 0.7 | | |
| 49 | Armani He/Il Perfume | 0.6 | | |
| 50 | Armani She/Elle Perfume | 0.5 | | |