

Asia's Top 1000 Brands 2009 survey

Top 5 brands by category

Alcohol and Cigarette

Ranking	Beer (Product / Service)	Cigarette (Product / Service)
1st	Heineken	Marlboro
2nd	Carlsberg	Dunhill
3rd	Tiger Beer	Mild Seven
4th	Tsingtao	Zhonghua
5th	Kirin	Wills

Automotive

Ranking	Car / Automobile	Motorcycle	Tyre
1st	Toyota	Honda	Michelin
2nd	Honda	Yamaha	Bridgestone
3rd	BMW	Suzuki	Goodyear
4th	Mercedes-Benz	Harley Davidson	Dunlop
5th	Hyundai	Kawasaki	Yokohama

Beverage

Ranking	Mineral / Distilled Water	Soft Drink	Isotonic / Sports Drink	Milk
1st	Evian	Coca-Cola	Pocant Sweat	Nestlé
2nd	Watsons	Pepsi	Gatorade	Meiji
3rd	Bisleri	Sprite	100 Plus	Seoul Milk
4th	Spritez	F&N	Red Bull	Dutch Lady
5th	Nongfu Shan Quan	Fanta	Supau	Mengniu

Camera and Electronic Goods

Ranking	Flat Screen TV / LCD TV / Plasma TV	Home Audio Equipment	DVD Player	Portable MP3 / Electronic Music Player	Camcorder	Camera
1st	Sony	Sony	Sony	Sony	Sony	Canon
2nd	Samsung	Panasonic	Panasonic	Apple	Panasonic	Sony
3rd	LG	Samsung	Samsung	Samsung	Canon	Nikon
4th	Panasonic	Pioneer	LG	Panasonic	Samsung	Olympus
5th	Sharp	LG	Philips	Creative	JVC	Panasonic

Ranking	Refrigerator	Washing Machine	Air Conditioner
1st	LG	LG	LG
2nd	Samsung	Samsung	Daikin
3rd	Panasonic	Panasonic	Hitachi
4th	Toshiba	Toshiba	Mitsubishi
5th	Hitachi	Hitachi	Panasonic

Financial Service

Ranking	Bank	Credit / Payment Card	Insurance Provider
1st	HSBC	VISA	AIG
2nd	Maybank	MasterCard	Prudential (UK)
3rd	Kookmin	Citibank	Life Insurance Corporation of India
4th	Citibank	HSBC	Great Eastern
5th	Bank of China	American Express	Ping An Insurance

Food

Ranking	Chocolate	Chewing / Bubble gum	Sweet and Candy	Ice Cream	Savory / Crisp / Snack	Sauce / Flavourings / Canned Food
1st	Cadbury	Wrigley's Arrow	Mentos	Haagen-Dazs	Lay's	Maggi
2nd	Ferrero Rocher	Lotte	Halls	Wall's	Calbee	Lee Kum Kee
3rd	Nestlé	Extra	Sugus	Nestlé	Pringles	Heinz
4th	Dove	Airwaves	Cadbury	Baskin Robbins	Twisties	Amoy
5th	Meiji	Boomer	Lotte	Lotte	Smiths	Hai Tian

Media and Telecommunication

Ranking	Mobile Phone	Social Networking Sites
1st	Nokia	Facebook
2nd	Sony Ericsson	Yahoo
3rd	Samsung	MSN
4th	Motorola	My Space
5th	LG	Hi5

Personal Business Equipment and Service

Ranking	Desktop Computer (PC) Laptop / Notebook	Personal Digital Assistance (PDA)	Software	Photocopier	Printer	Courier
1st	Hewlett-Packard	Hewlett-Packard	Microsoft	Canon	Hewlett-Packard	DHL
2nd	Dell	Sony	Apple	Hewlett-Packard	Canon	FedEx
3rd	Sony	Samsung	Windows	Xerox	Epson	UPS
4th	Acer	Apple	Adobe	Ricoh	Samsung	Kuroneko Yamato
5th	Apple	HTC	IBM	Epson	Brother	Sagawa

Retail

Ranking	Fast Food / Restaurant Chain	Convenience Store	Chemist / Personal Healthcare store	Petrol / Gas Station	Luxury Fashion Retailer	Sporting Equipment / Apparel	Watch	Jewellery
1st	McDonald's	7-Eleven	Watsons	Shell	Louis Vuitton (LV)	Nike	Rolex	Tiffany & Co.
2nd	Kentucky Fried Chicken (KFC)	FamilyMart	Guardian	Caltex	Gucci	Adidas	Seiko	Chow Tai Fook
3rd	Pizza Hut	Circle K	Manning's	Esso	Chanel	Puma	Casio	Cartier
4th	Cafe De Coral	Cheers	Cosmed	Sinopec	Prada	Reebok	Omega	Chow Sang Sang
5th	Burger King	Lawson	Boots	CFC	Armani	Li Ning	Swatch	Habib Jewels

Baby product, Household product and Toiletry / Cosmetics

Ranking	Shampoo	Toothpaste	Personal Wash / Shower Gel / Bar Soap	Fragrance / Perfume	Cosmetics	Male Skincare Product	Female Skincare Product
1st	Pantene	Colgate	Lux	Chanel	Shiseido	Nivea	SK-II
2nd	Head & Shoulders	Darlie	Dove	Christian Dior	L'Oreal	L'Oreal	Olay
3rd	Sunsilk	Lion	Johnson & Johnson	Calvin Klein	Maybelline	Biotherm	Shiseido
4th	Dove	Pepsodent	Dettol	Lancome	SK-II	Biore	Nivea
5th	Rejoice	Sensodyne	Palmolive	Bvlgari	Avon	Shiseido	L'Oreal

Travel & Leisure

Ranking	Hotel	Full-Service Airlines	Budget / Low-Cost / No-Frills Airlines	Gaming Console
1st	Hilton	Singapore Airlines	Air Asia	Playstation / PSP
2nd	Shangri-La	Cathay Pacific	Jetstar	Nintendo
3rd	Hyatt	Japan Airlines (JAL)	Tiger Airways	Xbox
4th	Taj	Qantas	Virgin	Wii
5th	Sheraton	Thai Airways	Nok Air	NDS / NDS Lite