

# OTHER BRAND REPORT MANAGEMENT

Total of FMCG  
875K

Total of Other Brands  
5207

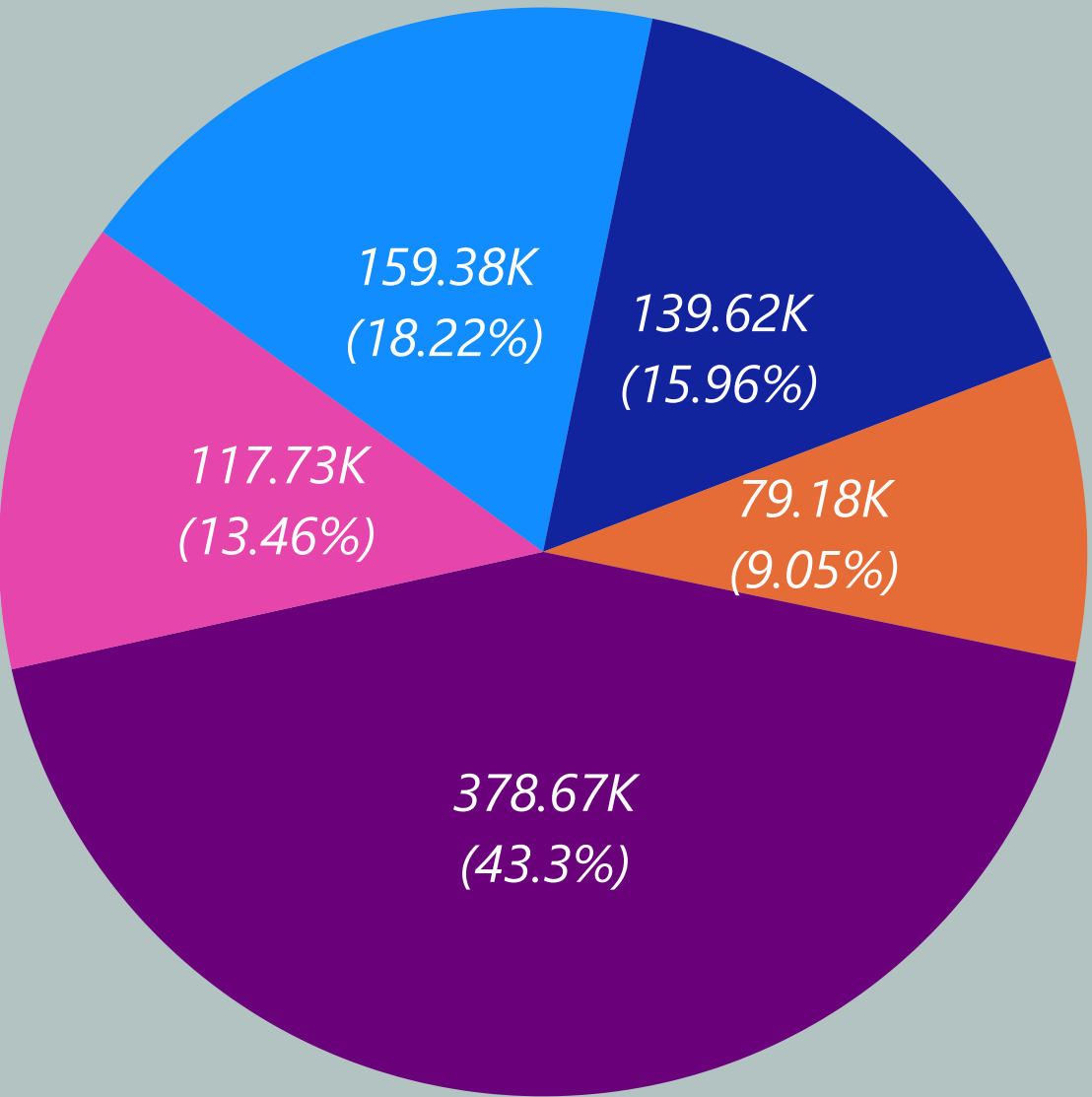
Percentage out of Total  
0.60  
%

## Grand Total of FMCG

## Other Brands in Main Sectors (%)

Sectors

- BEVERAGES
- DAIRY
- HOUSEHOLD PRODUCTS
- PACKAGED FOODS
- PERSONAL CARE



PERSONAL CARE

1.20

BEVERAGES

0.78

HOUSEHOLD PRO...

0.52

PACKAGED FOODS

0.46

DAIRY

0.29

### Most appearances in Others

Snack/Peanut

381

Drinking Water

359

Biscuits

352

Ground Coffee

275

Shampoo

186

☐

Select all

☐

Baby

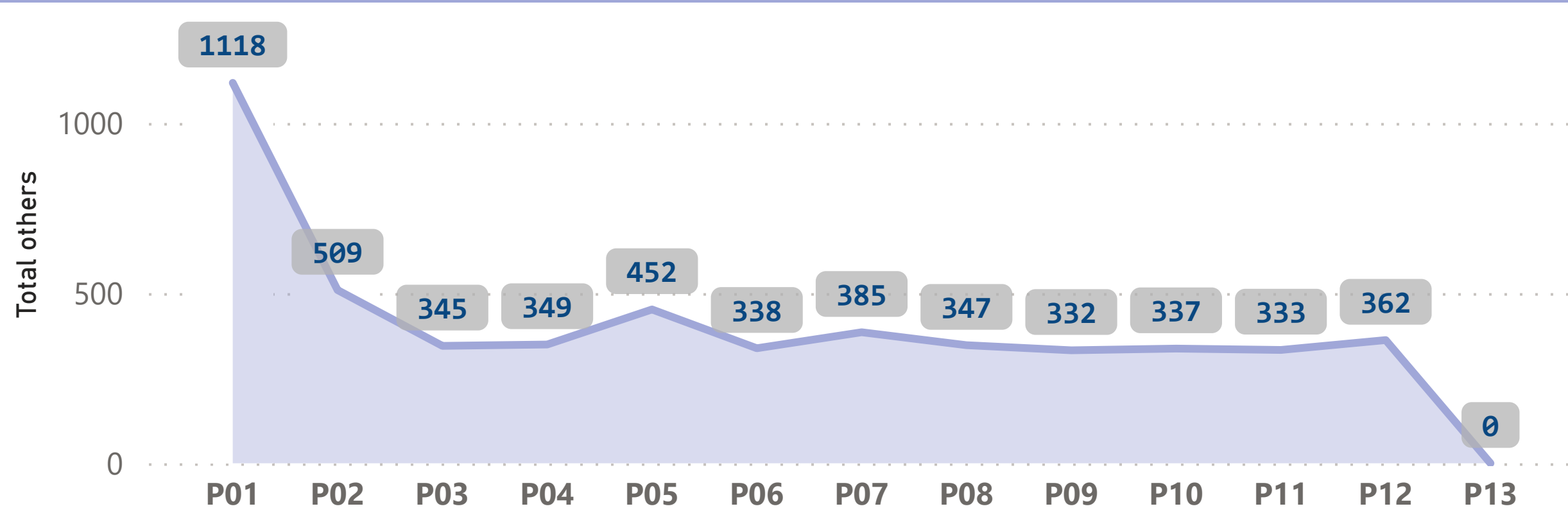
☐

Rural

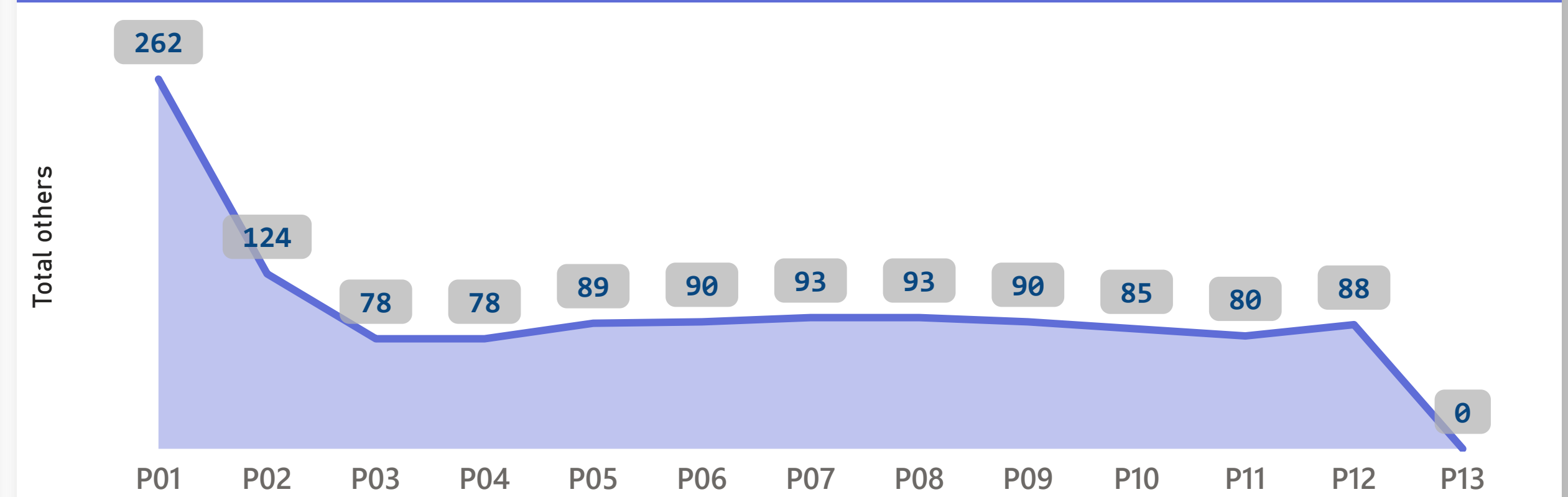
☐

Urban

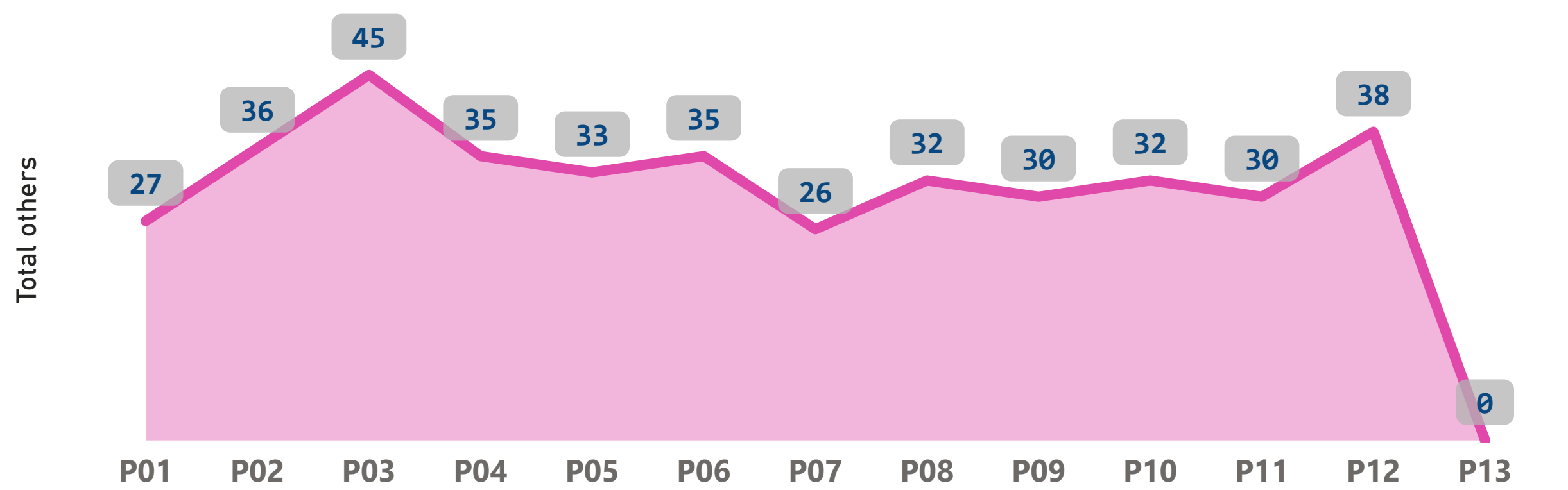
## Total of Other Brands



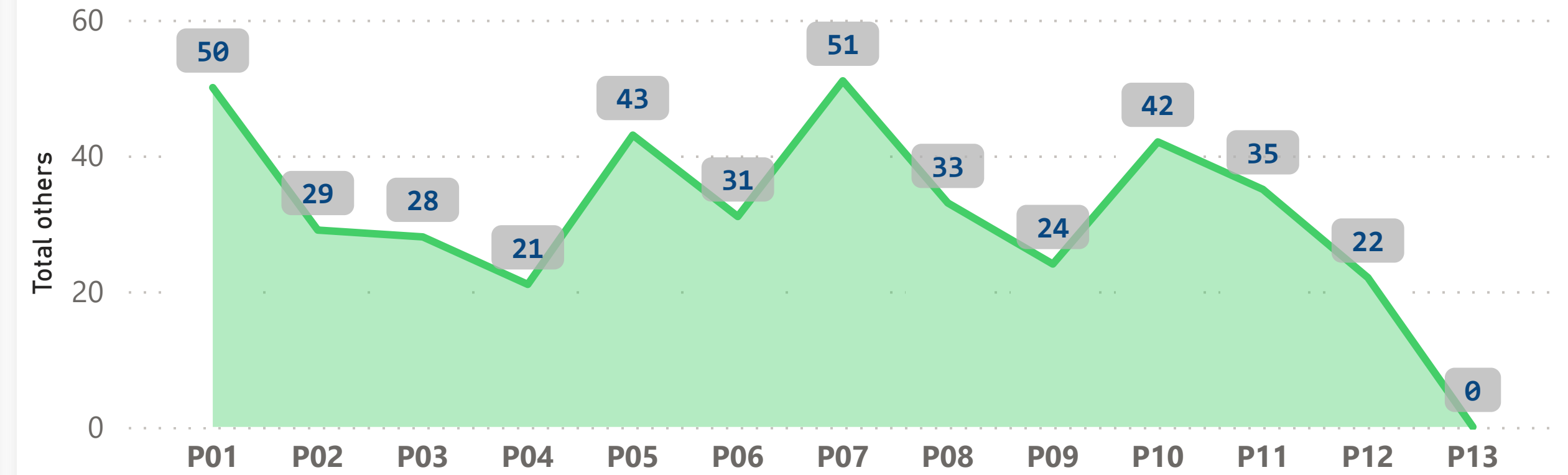
## Beverages



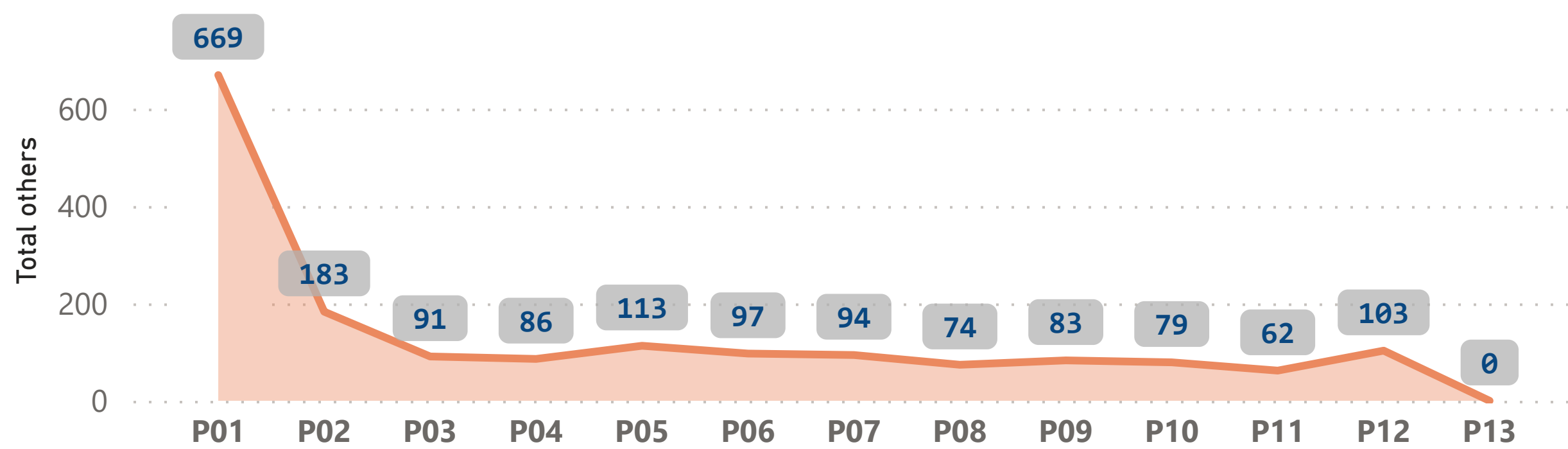
## Dairy



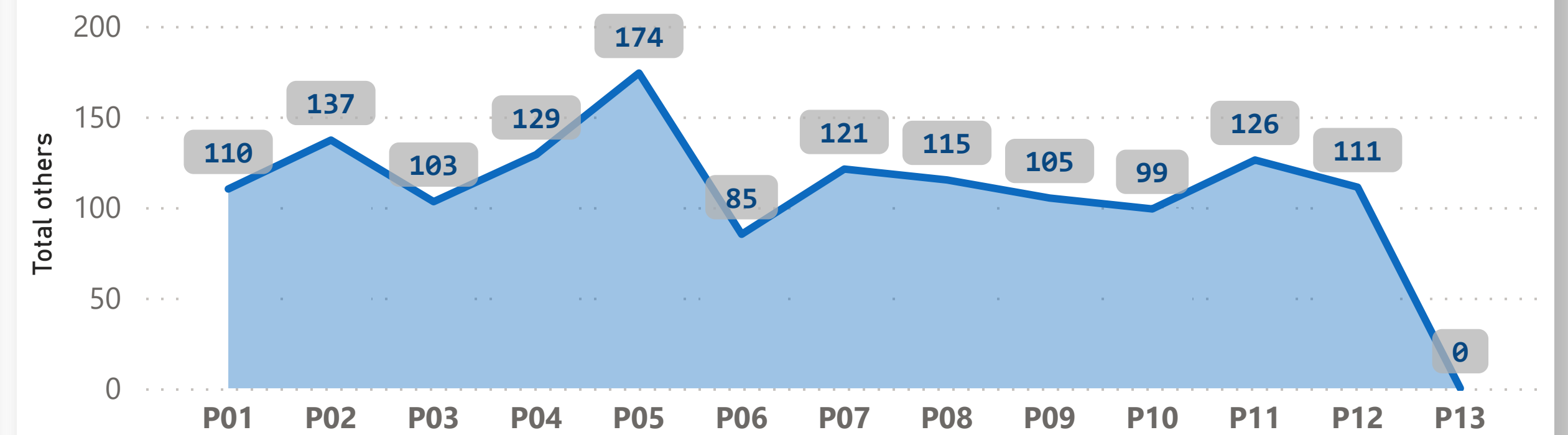
## Household Products



## Packaged Foods



## Personal Care



# OTM in Categories

362

Quantity

0.51

% Others

▼ ☐ BEVERAGES

^ ☐ DAIRY

- ☐ Butter
- ☐ Coffee Creamer
- ☐ Condensed/Evaporated Milk
- ☐ Cream Desserts/Pudding
- ☐ Cup Yogurt
- ☐ Drinkingyoghurt
- ☐ Fruit Milk
- ☐ Margarine
- ☐ Milk Powder
- ☐ Milk Powder For Infant
- ☐ Milk Powder For Kid
- ☐ Non-Dairy Milk & Cereal Beverage
- ☐ Others Liquid Milk
- ☐ Pasteurized Milk
- ☐ Proceed Chesse
- ☐ Sterilized Milk
- ☐ Uht Milk

^ ☐ HOUSEHOLD PRODUCTS

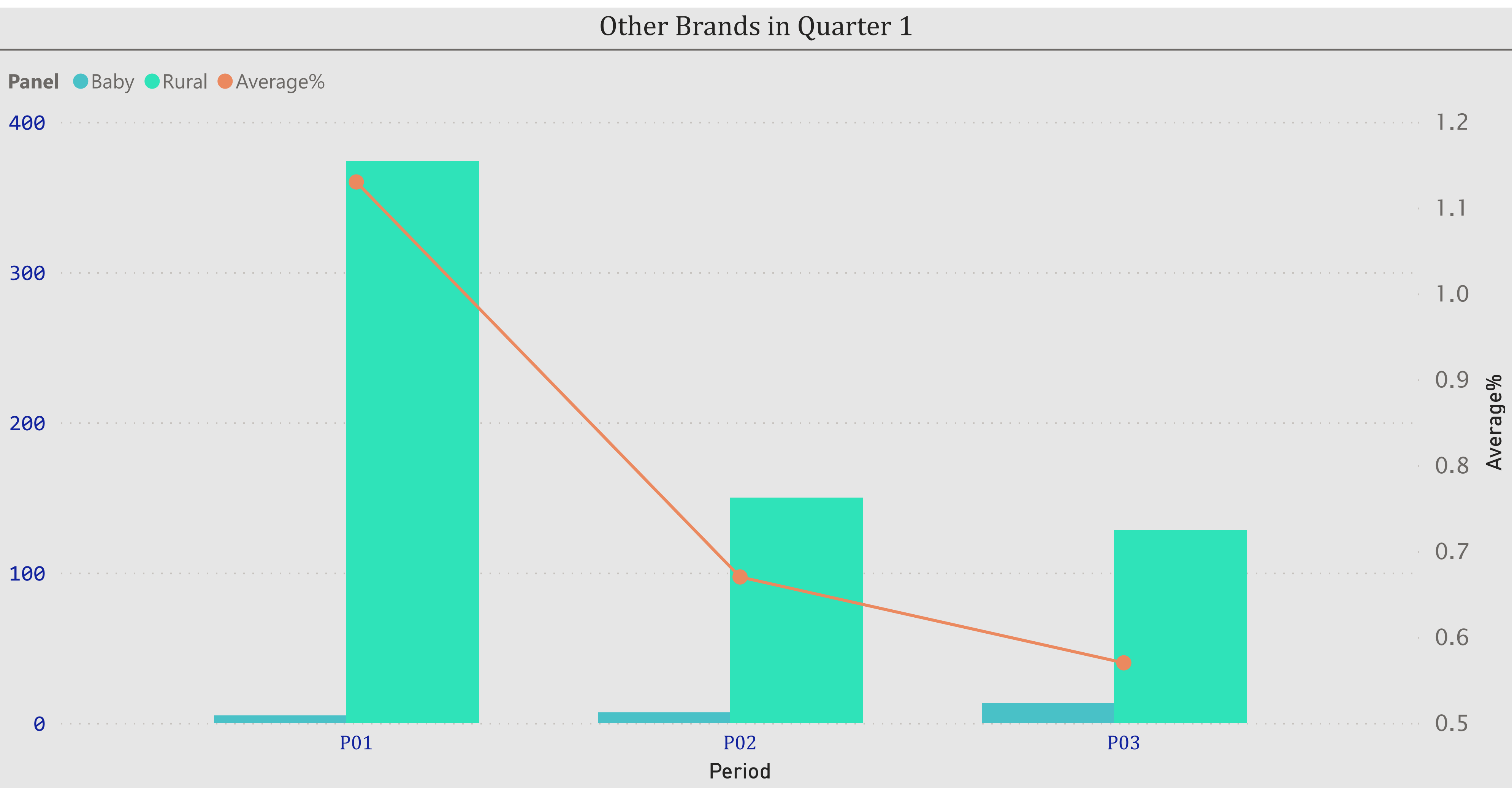
- ☐ Air Freshener
- ☐ Bathroom Cleaner
- ☐ Bleach
- ☐ Collar Cleaner
- ☐ Dish Washing Detergents
- ☐ Fabric Softener
- ☐ Facial Tissue
- ☐ Floor Cleaner
- ☐ Glass Cleaner
- ☐ Hand Towel
- ☐ Insecticide
- ☐ Liquid Paste Detergent
- ☐ Multi Purpose Cleaner
- ☐ Pocket Tissue
- ☐ Powder Detergent
- ☐ Table Napkins
- ☐ Toilet Tissue

^ ☐ PACKAGED FOODS

- ☐ Baby Instant Cereal
- ☐ Biscuits
- ☐ Bouillon / Meal Maker
- ☐ Candy
- ☐ Canned Fish
- ☐ Canned Ham
- ☐ Canned Meat
- ☐ Canned Pate
- ☐ Chilli
- ☐ Chocolate
- ☐ Cooking Oil
- ☐ Fish Sauce
- ☐ Frozen Food
- ☐ Ice Cream
- ☐ Instant Noodle
- ☐ Ketchup/Tomato Sauce
- ☐ Mayonnaise
- ☐ Msg

^ ☐ PERSONAL CARE

- ☐ Adult Diaper
- ☐ After Shave
- ☐ Baby Bath
- ☐ Baby Cologne
- ☐ Baby Cotton
- ☐ Baby Diaper
- ☐ Baby Oil
- ☐ Baby Shampoo
- ☐ Baby Talcum
- ☐ Baby Wipe
- ☐ Bar Soap
- ☐ Blade
- ☐ Blusher
- ☐ Body Care
- ☐ Concealer
- ☐ Deodorant
- ☐ Disposable
- ☐ Dusting Power



Urban	
140266 Brands	1295 Others

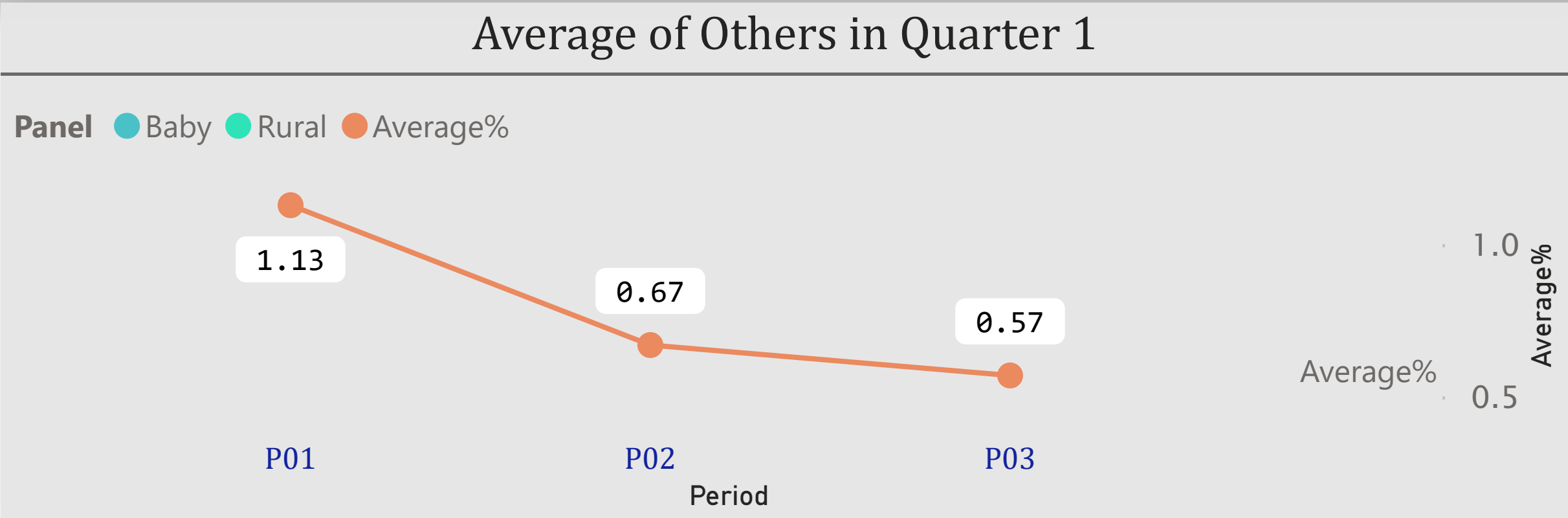
Rural	
73725 Brands	652 Others

Baby	
7171 Brands	25 Others

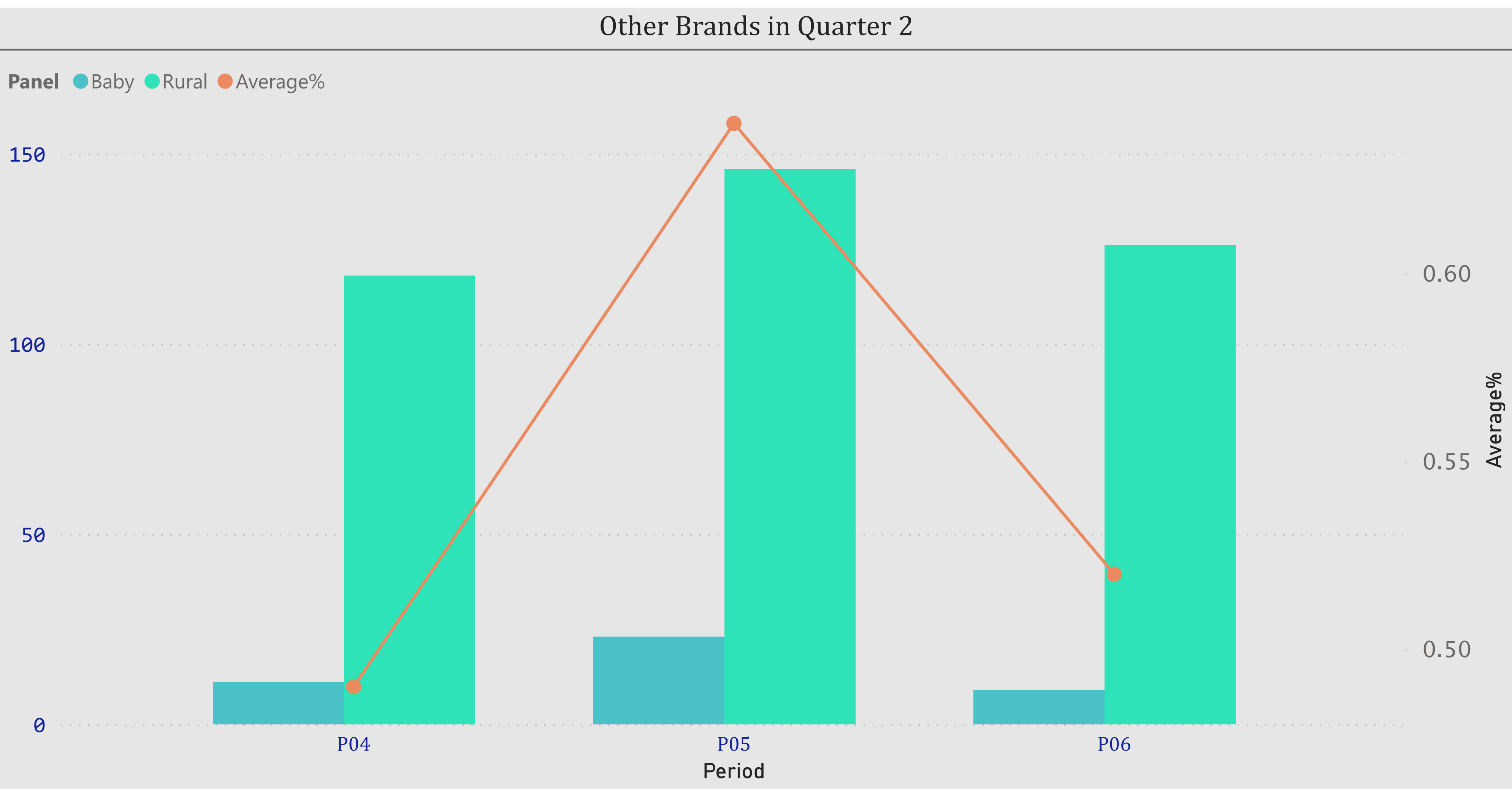
Others of the Quarter 1

0.88

%



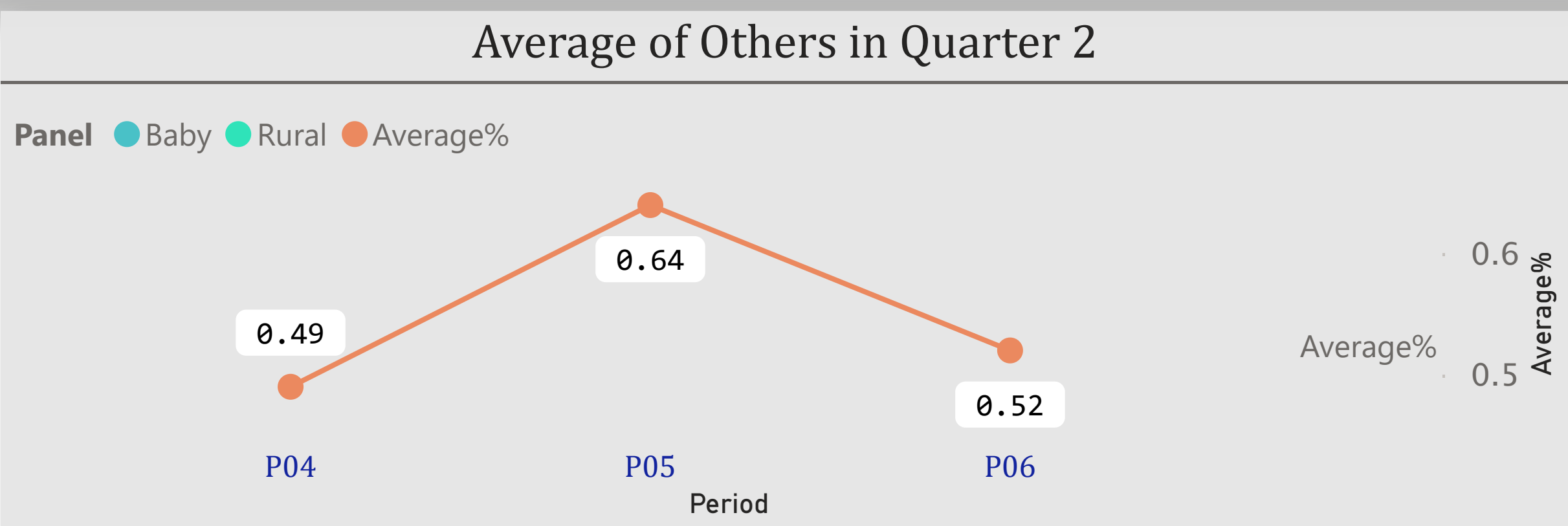
- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**



**Others of the Quarter 2**

**0.53**

%

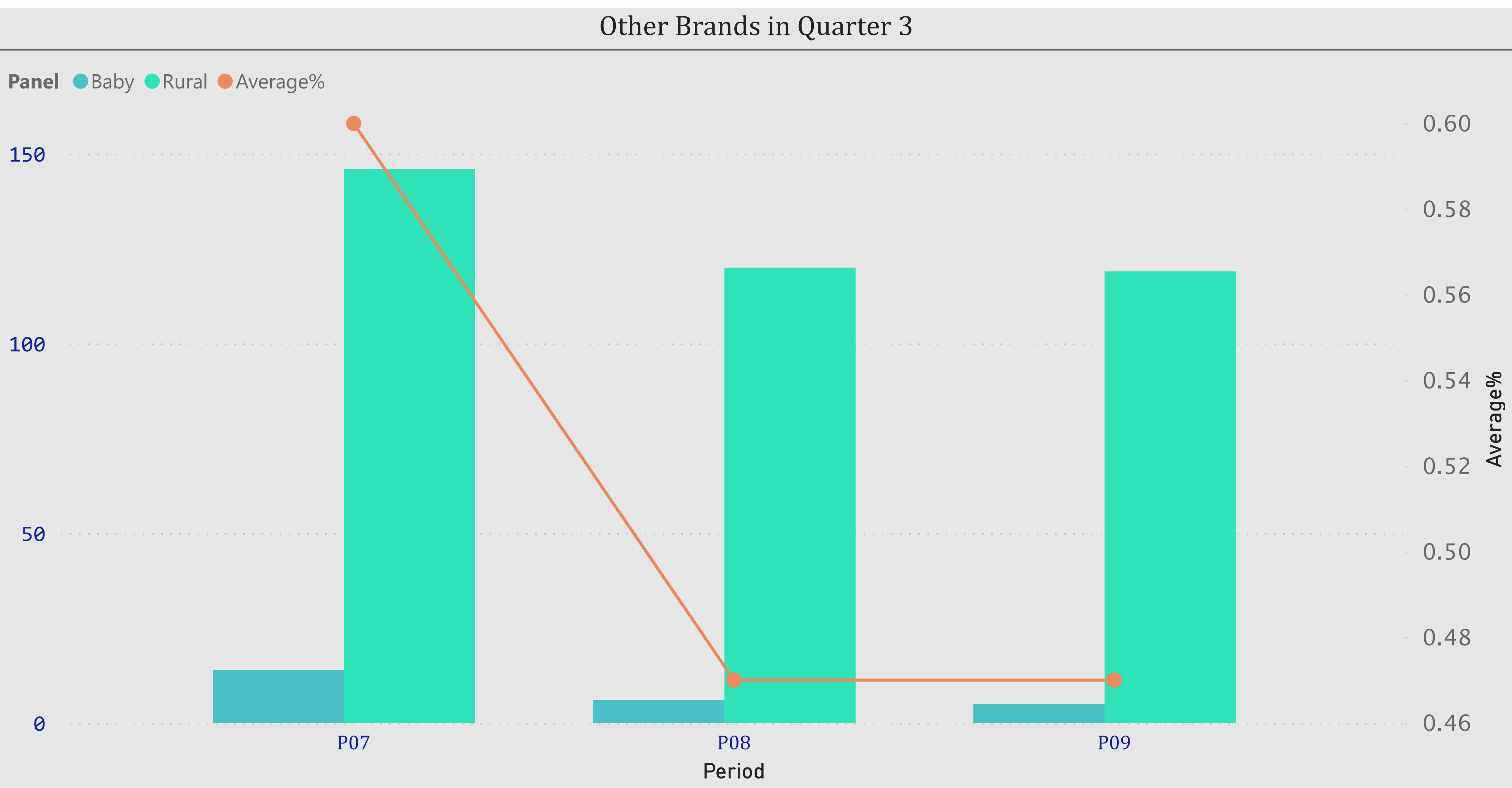


Urban	
136250 Brands	706 Others

Rural	
70685 Brands	390 Others

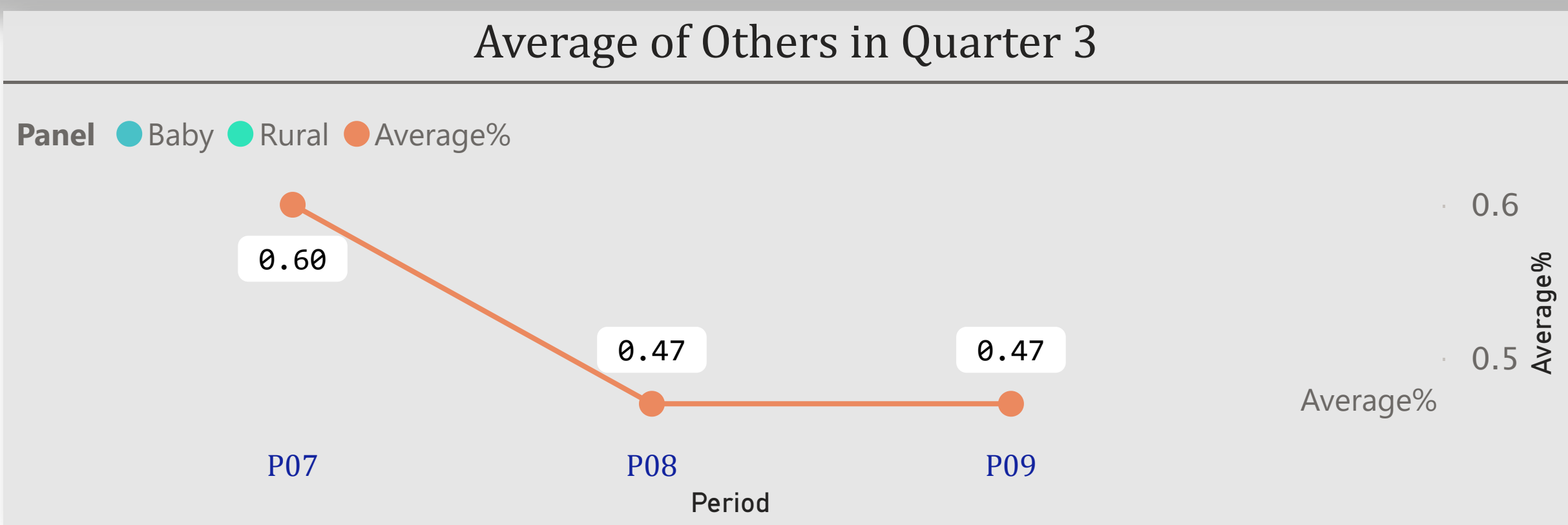
Baby	
7465 Brands	43 Others

- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**



**Others of the Quarter 3**

**0.49**  
%




Urban	
138853 Brands	654 Others

Rural	
72288 Brands	385 Others


Baby	
7164 Brands	25 Others

- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**

  
Can't display the visual. [See details](#)

Others of the Quarter 4

0.48  
%

  
Can't display the visual. [See details](#)

Urban	
136305 Brands	648 Others
Rural	
71830 Brands	370 Others
Baby	
7369 Brands	14 Others

- ☐ **BEVERAGES**
- ☐ **DAIRY**
- ☐ **HOUSEHOLD PRO...**
- ☐ **PACKAGED FOODS**
- ☐ **PERSONAL CARE**

Panel Name	Grand Total
<i><b>Baby</b></i>	<i><b>29276</b></i>
<i><b>Rural</b></i>	<i><b>290325</b></i>
<i><b>Urban</b></i>	<i><b>554977</b></i>
<i><b>Total</b></i>	<i><b>874578</b></i>



Panel Name	Grand_Total_of_Brand
<i>Baby</i>	<b>29169</b>
<i>Rural</i>	<b>288528</b>
<i>Urban</i>	<b>551674</b>
<b><i>Total</i></b>	<b><i>869371</i></b>

Panel Name	Total of Others
<i><b>Baby</b></i>	<i><b>107</b></i>
<i><b>Rural</b></i>	<i><b>1797</b></i>
<i><b>Urban</b></i>	<i><b>3303</b></i>
<i><b>Total</b></i>	<i><b>5207</b></i>

Panel Name	Average_Other_Brands
<i>Baby</i>	<b><i>0.37</i></b>
<i>Rural</i>	<b><i>0.62</i></b>
<i>Urban</i>	<b><i>0.60</i></b>
<b><i>Total</i></b>	<b><i>0.60</i></b>