



Top 100 FMCG Brands in E-Commerce

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Key findings

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Top 100 FMCG brands in e-commerce offer strategic intelligence to drive digital influence

MAPPING THE “VALUE POOLS” IN FMCG E-COMMERCE: KEY INSIGHTS FROM THE TOP 100

High replenishment categories are fast lanes, translating brand equity into leadership

Categories punching above their weight signal where winners take more

Does online penetration really matter for brand success?

Dominance of private label brands signal structural shifts

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No 9: Pro Plan

No 8: Factor

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No 5: Royal Canin

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Methodology and scope

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