



Study reveals Yili ranked as the China's most chosen FMCG brand

24 June 2021 | News | By Poonam Bhosale

Reaching over 90% of Households for Six Consecutive Years



Kantar Worldpanel released the Asia Brand Footprint Report 2021, a leading study that reveals the brands most favored and purchased by consumers in Asia. This year, Yili, with a brand penetration ratio of 92.2% and consumer reach points (CRPs) approaching 1.3 billion, was ranked as the most chosen FMCG brand for the sixth year in a row.

The report reflects the impact of the pandemic in 2020 on consumer behavior and their brand choices. "In the fast-evolving FMCG market post-COVID-19, winning brands will have to stay ahead of changes in consumer demand for health, convenience and pleasure, and ride the wave of digitalization to win the omnichannel battles that lie ahead," said Jason Yu, Managing Director of Kantar's Greater China Worldpanel Division.

Yili's innovative products are the result of the company's commitment to pursuing technological R&D. Its popular sub-brand, Plant Selected, provides a strong example of the company's success in technological innovation.

Due to limitations in the production process, traditional soymilk products were failing to meet consumers' taste and nutritional requirements. To solve the problem, Yili's R&D team developed a new soymilk processing technology and formula that helped to eliminate the unpleasant beany odor while retaining the natural aroma of soybeans and providing fresh nutrition for customers. In particular, Yili's traceable and visible supply chain ensures the high quality of soybeans, making the Plant Selected series stand out in China's highly competitive vegetable protein beverage market.

The results of these world-class collaborations can be seen in Yili's products. For instance, Ruihu, a baby milk formula series under Yili Jinlingguan, is made from the milk produced by the finest-breed cows grazing on premium grassland in New Zealand and supported by Yili's patented breast milk technology, which is based upon nearly two decades of research.

In 2020, an incredibly challenging year saw the brands which were bold enough to embrace the new normal of changing markets emerge as the clear winners. This year, as the world recovers from the pandemic, the outlook for FMCG companies in Asia looks bright. “FMCG products are necessities, and for this very reason the sector will continue to grow,” said Nelson Woo, Senior Director of Kantar.