

Top 10 marcas por categoria em número de inserções em folhetos em 2009

	Marca	1º Trimestre		2º Trimestre		3º Trimestre		4º Trimestre		Total geral	
		Ins	Col%	Ins	Col%	Ins	Col%	Ins	Col%	Ins	Col%
Lactínicos	CONTINENTE	103	17.61%	104	13.15%	175	18.92%	113	17.47%	495	16.79%
	PATURAGES	96	16.41%	123	15.55%	128	13.84%	105	16.23%	452	15.33%
	DANONE	64	10.94%	121	15.30%	152	16.43%	94	14.53%	431	14.62%
	NESTLE	78	13.33%	108	13.65%	118	12.76%	80	12.36%	384	13.03%
	MIMOSA	67	11.45%	89	11.25%	99	10.70%	56	8.66%	311	10.55%
	SALOIO	62	10.60%	91	11.50%	82	8.86%	61	9.43%	296	10.04%
	PRESIDENT	35	5.98%	40	5.06%	54	5.84%	54	8.35%	183	6.21%
	DIA	33	5.64%	42	5.31%	44	4.76%	41	6.34%	160	5.43%
	TERRA NOSTRA (LACTICINIOS)	23	3.93%	34	4.30%	41	4.43%	28	4.33%	126	4.27%
	YOPLAIT	24	4.10%	39	4.93%	32	3.46%	15	2.32%	110	3.73%
Lactínicos Sub-Total		585	100.00%	791	100.00%	925	100.00%	647	100.00%	2948	100.00%

Mercearia	CONTINENTE	102	21.12%	175	28.14%	161	24.07%	240	33.20%	678	27.15%
	NESTLE	112	23.19%	94	15.11%	155	23.17%	161	22.27%	522	20.91%
	DIA	59	12.22%	67	10.77%	56	8.37%	77	10.65%	259	10.37%
	KELLOGG'S	20	4.14%	64	10.29%	74	11.06%	47	6.50%	205	8.21%
	AUCHAN	16	3.31%	61	9.81%	52	7.77%	30	4.15%	159	6.37%
	MARCA GUIA	59	12.22%	35	5.63%	20	2.99%	43	5.95%	157	6.29%
	OLIVEIRA DA SERRA	25	5.18%	33	5.31%	43	6.43%	33	4.56%	134	5.37%
	FERBAR	57	11.80%	32	5.14%	21	3.14%	23	3.18%	133	5.33%
	NACIONAL	24	4.97%	35	5.63%	55	8.22%	17	2.35%	131	5.25%
	NOBRE	9	1.86%	26	4.18%	32	4.78%	52	7.19%	119	4.77%
Mercearia Sub-Total		483	100.00%	622	100.00%	669	100.00%	723	100.00%	2497	100.00%

Congelados	CONTINENTE	72	18.32%	169	28.40%	203	27.81%	173	30.51%	617	27.00%
	PESCANOVA	123	31.30%	117	19.66%	166	22.74%	142	25.04%	548	23.98%
	IGLO	81	20.61%	98	16.47%	94	12.88%	86	15.17%	359	15.71%
	OLA	13	3.31%	62	10.42%	92	12.60%	19	3.35%	186	8.14%
	AUCHAN	22	5.60%	46	7.73%	46	6.30%	35	6.17%	149	6.52%
	DIA	23	5.85%	32	5.38%	26	3.56%	33	5.82%	114	4.99%
	RIBERALVES	10	2.54%	22	3.70%	36	4.93%	31	5.47%	99	4.33%
	EL CORTE INGLES	27	6.87%	15	2.52%	28	3.84%	9	1.59%	79	3.46%
	BOA PESCA	13	3.31%	18	3.03%	16	2.19%	20	3.53%	67	2.93%
	MONISSA	9	2.29%	16	2.69%	23	3.15%	19	3.35%	67	2.93%
Congelados Sub-Total		393	100.00%	595	100.00%	730	100.00%	567	100.00%	2285	100.00%

Higiene Pessoal	GARNIER	31	8.88%	175	22.64%	106	15.38%	37	8.73%	349	15.62%
	NIVEA	30	8.60%	173	22.38%	68	9.87%	70	16.51%	341	15.26%
	L'OREAL	27	7.74%	116	15.01%	123	17.85%	53	12.50%	319	14.27%
	RENOVA	56	16.05%	62	8.02%	96	13.93%	87	20.52%	301	13.47%
	COLGATE	28	8.02%	42	5.43%	75	10.89%	55	12.97%	200	8.95%
	CONTINENTE	24	6.88%	64	8.28%	61	8.85%	29	6.84%	178	7.96%
	DOVE	41	11.75%	49	6.34%	50	7.26%	26	6.13%	166	7.43%
	JOHNSONS	52	14.90%	32	4.14%	45	6.53%	11	2.59%	140	6.26%
	PALMOLIVE	27	7.74%	32	4.14%	33	4.79%	33	7.78%	125	5.59%
	GILLETTE	33	9.46%	28	3.62%	32	4.64%	23	5.42%	116	5.19%
Higiene Pessoal Sub-Total		349	100.00%	773	100.00%	689	100.00%	424	100.00%	2235	100.00%

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Charcutaria	NOBRE	77	16.89%	89	16.95%	100	19.16%	129	32.66%	395	20.81%
	CAMPOFRIO	94	20.61%	133	25.33%	95	18.20%	61	15.44%	383	20.18%
	CONTINENTE	77	16.89%	51	9.71%	84	16.09%	61	15.44%	273	14.38%
	QUINTA VELHA	49	10.75%	50	9.52%	62	11.88%	37	9.37%	198	10.43%
	ELPOZO	42	9.21%	36	6.86%	40	7.66%	37	9.37%	155	8.17%
	PRIMOR	19	4.17%	37	7.05%	53	10.15%	31	7.85%	140	7.38%
	PROBAR	30	6.58%	36	6.86%	45	8.62%	19	4.81%	130	6.85%
	IZIDORO	21	4.61%	30	5.71%	23	4.41%	6	1.52%	80	4.21%
	DILOP	13	2.85%	31	5.90%	20	3.83%	9	2.28%	73	3.85%
	AGRO	34	7.46%	32	6.10%		0.00%	5	1.27%	71	3.74%
Charcutaria Sub-Total		456	100.00%	525	100.00%	522	100.00%	395	100.00%	1898	100.00%

Bebidas Alcoólicas	CONTINENTE	28	16.87%	84	24.63%	155	38.65%	80	27.78%	347	29.01%
	SUPER BOCK	52	31.33%	102	29.91%	64	15.96%	63	21.88%	281	23.49%
	SAGRES	47	28.31%	93	27.27%	59	14.71%	40	13.89%	239	19.98%
	SELECCAO DE ENOFILOS	11	6.63%	19	5.57%	20	4.99%	34	11.81%	84	7.02%
	AUCHAN	4	2.41%	15	4.40%	30	7.48%	3	1.04%	52	4.35%
	ALDEIA DO SOL	4	2.41%	9	2.64%	8	2.00%	22	7.64%	43	3.60%
	GRAO VASCO	7	4.22%		0.00%	16	3.99%	17	5.90%	40	3.34%
	BURMESTER	1	0.60%	3	0.88%	19	4.74%	16	5.56%	39	3.26%
	PERIQUITA	8	4.82%	3	0.88%	16	3.99%	9	3.13%	36	3.01%
	MUNDUS	4	2.41%	13	3.81%	14	3.49%	4	1.39%	35	2.93%
Bebidas Alcoólicas Sub-Total		166	100.00%	341	100.00%	401	100.00%	288	100.00%	1196	100.00%

Bebé	ZIPPY BABY	158	29.70%	26	15.20%	80	24.92%	17	11.18%	281	23.89%
	DODOT	52	9.77%	40	23.39%	50	15.58%	32	21.05%	174	14.80%
	NESTLE	79	14.85%	17	9.94%	33	10.28%	13	8.55%	142	12.07%
	BLEDINA	56	10.53%	28	16.37%	47	14.64%	10	6.58%	141	11.99%
	HUGGIES	38	7.14%	20	11.70%	32	9.97%	17	11.18%	107	9.10%
	CONTINENTE	24	4.51%	17	9.94%	28	8.72%	13	8.55%	82	6.97%
	CORINE DE FARME	36	6.77%		0.00%	17	5.30%	24	15.79%	77	6.55%
	MILUPA	20	3.76%	19	11.11%	12	3.74%	21	13.82%	72	6.12%
	JOHNSONS	30	5.64%	4	2.34%	20	6.23%	4	2.63%	58	4.93%
	TIGEX	39	7.33%		0.00%	2	0.62%	1	0.66%	42	3.57%
Bebé Sub-Total		532	100.00%	171	100.00%	321	100.00%	152	100.00%	1176	100.00%

Higiene Caseira	SONASOL	52	18.51%	49	21.30%	46	16.08%	25	13.74%	172	17.57%
	CONTINENTE	47	16.73%	27	11.74%	44	15.38%	28	15.38%	146	14.91%
	CIF	34	12.10%	32	13.91%	45	15.73%	28	15.38%	139	14.20%
	VILEDIA	42	14.95%	18	7.83%	39	13.64%	9	4.95%	108	11.03%
	CALGONIT	16	5.69%	23	10.00%	20	6.99%	19	10.44%	78	7.97%
	FAIRY	16	5.69%	20	8.70%	21	7.34%	17	9.34%	74	7.56%
	AIR WICK	15	5.34%	16	6.96%	17	5.94%	23	12.64%	71	7.25%
	APTA	10	3.56%	21	9.13%	31	10.84%	9	4.95%	71	7.25%
	AJAX	22	7.83%	15	6.52%	12	4.20%	11	6.04%	60	6.13%
	W5	27	9.61%	9	3.91%	11	3.85%	13	7.14%	60	6.13%
Higiene Caseira Sub-Total		281	100.00%	230	100.00%	286	100.00%	182	100.00%	979	100.00%

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Bebidas sem Alcool	CONTINENTE	31	20.26%	35	11.48%	41	14.75%	21	10.45%	128	13.66%
	COMPAL	10	6.54%	33	10.82%	36	12.95%	33	16.42%	112	11.95%
	LUSO	12	7.84%	38	12.46%	31	11.15%	30	14.93%	111	11.85%
	COCA COLA	14	9.15%	25	8.20%	32	11.51%	23	11.44%	94	10.03%
	PEDRAS SALGADAS	21	13.73%	32	10.49%	16	5.76%	23	11.44%	92	9.82%
	SUMOL	15	9.80%	25	8.20%	30	10.79%	20	9.95%	90	9.61%
	LIPTON	15	9.80%	23	7.54%	37	13.31%	14	6.97%	89	9.50%
	SANTAL	11	7.19%	27	8.85%	33	11.87%	18	8.96%	89	9.50%
	SOLEVITA	8	5.23%	47	15.41%	10	3.60%	2	1.00%	67	7.15%
	DIA	16	10.46%	20	6.56%	12	4.32%	17	8.46%	65	6.94%
Bebidas sem Álcool Sub-Total		153	100.00%	305	100.00%	278	100.00%	201	100.00%	937	100.00%

Tratamento de Roupa	SKIP	66	31.88%	37	20.11%	59	25.00%	39	23.08%	201	25.25%
	PERSIL	27	13.04%	29	15.76%	35	14.83%	22	13.02%	113	14.20%
	XAU	17	8.21%	23	12.50%	19	8.05%	15	8.88%	74	9.30%
	ARIEL	15	7.25%	18	9.78%	17	7.20%	18	10.65%	68	8.54%
	TIDE	15	7.25%	15	8.15%	20	8.47%	15	8.88%	65	8.17%
	COMFORT	14	6.76%	13	7.07%	19	8.05%	16	9.47%	62	7.79%
	CONTINENTE	17	8.21%	16	8.70%	17	7.20%	12	7.10%	62	7.79%
	QUANTO	12	5.80%	15	8.15%	26	11.02%	8	4.73%	61	7.66%
	APTA	13	6.28%	7	3.80%	13	5.51%	12	7.10%	45	5.65%
	X-TRA	11	5.31%	11	5.98%	11	4.66%	12	7.10%	45	5.65%
Tratamento de Roupa Sub-Total		207	5.74%	184	4.06%	236	4.67%	169	4.51%	796	4.70%

Fonte: Marktest, e-Foliotrack