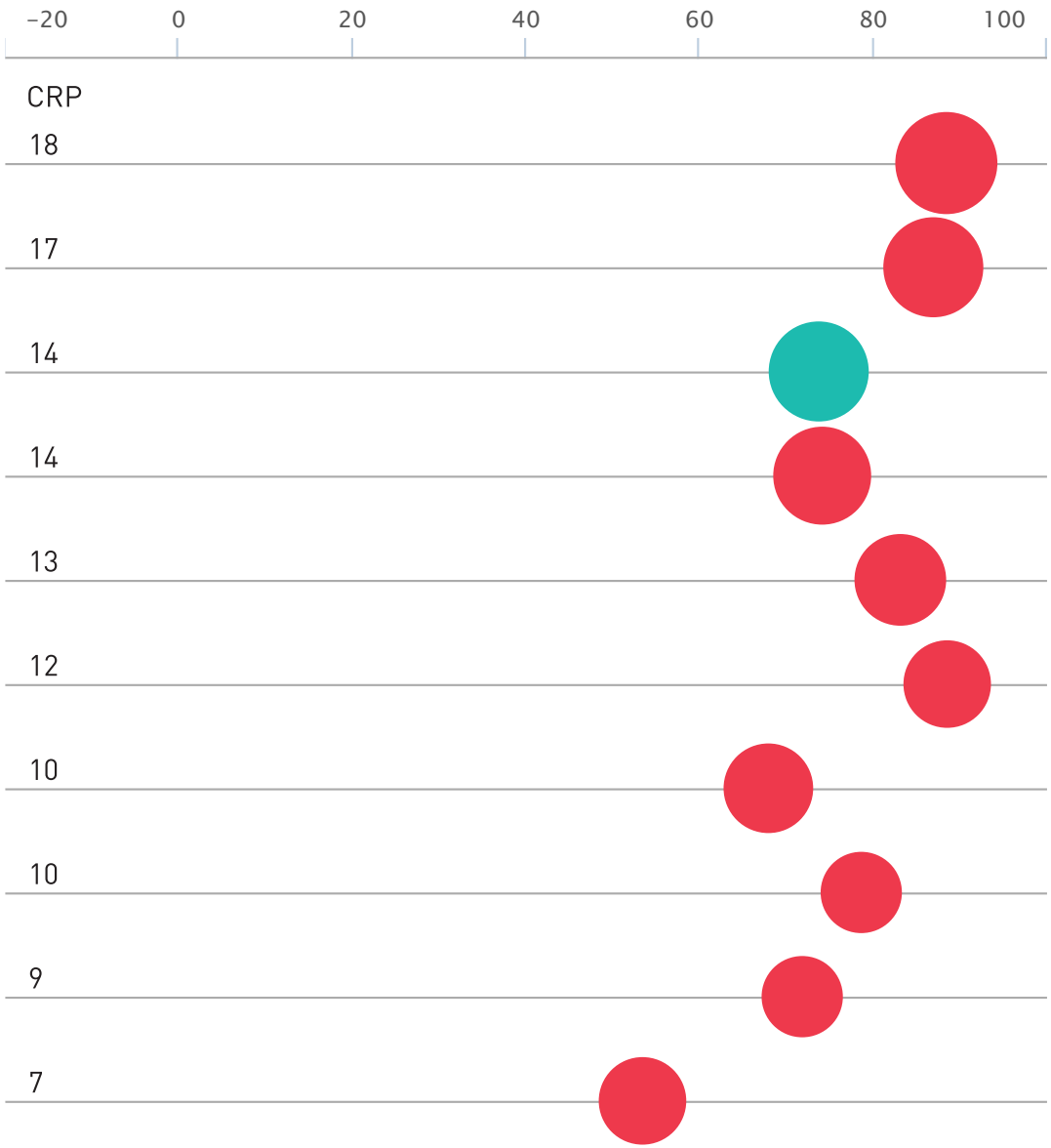
Greece/FMCG

Brand name	Rank		Penetration	CRP
Coca-Cola	1	0		18
Noynoy	2	0		17
Olympos	3	+2		14
Delta	4	-1		14
Nescafe	5	-1		13
Papadopoulou	6	0		12
Papagalos	7	+1		10
Vitam	8	-1		10
Amita	9	+1		9
Mevgal	10	-1		7

SHOW 10



Giotis	11	0	7
Pummaro	12	+2	7
Misko	13	0	7
Knorr	14	+2	6
Elite	15	+4	6
Hellmann's	16	-1	6
Pavlidis	17	+1	6
Kyknos	18	+2	6
Karamolegos	19	-7	6
Melissa	20	-3	6
Allatini	21	+4	6
Fairy	22	+5	6
Klinex	23	0	6
			5

Kris	24	-2	5
7Days	25	+4	
Ivi	26	-5	5
Ajax	27	-3	5
Mmmilk	28	+5	5
Ion	29	-3	5
Merenda	30	-2	4
Fast	31	+8	4
Kinder	32	0	4
Lacta	33	+13	4
Becel	34	-3	4
Colgate	35	+2	4
Total	36	0	4
Everyday	37	-2	4

BARBA_STATHIS 38 +9 4
Sokofreta 39 -9 4
Barilla 40 -6 4
Lenor 41 +9 4
Always 42 -1 4
Lipton 43 -5 4
Zagori 44 +1 3
Loux 45 +8 3
Lay's 46 +2 3
Sergal 47 +4 3
Jacob's 48 -8 3
Nestle fitness 49 -6 3
Maggi 50 +5 3