

Title : Colgate & Google tied as Singaporeans' top favourite brands
By :
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SINGAPORE: Toothpaste brand Colgate and internet search engine Google are tied as the top favourite brands of Singaporeans.

The online survey Nielsen conducted earlier in the year asked 1,500 consumers to name their favourite brands in 93 categories. The brands were then ranked according to the greatest number of consumers identifying the brand as their favourite.

Telecom service provider Starhub came in third position, followed by NTUC Fairprice and Sony.

The rest in the top ten favourite brands were, in order, SingTel, Yahoo, Straits Times, 7-Eleven and Nippon Paint.

The survey, commissioned by Superbrands, was also carried out in Malaysia and Hong Kong - and Colgate and Sony stayed in the top ten lists.

Four of Singapore's home grown brands made it into its list, compared to two in Hong Kong and one in Malaysia.

Singapore's Top Ten Favourite Brands 2009

1. Colgate
2. Google
3. Starhub
4. NTUC Fairprice
5. Sony
6. SingTel
7. Yahoo
8. Straits Times
9. 7-Eleven
10. Nippon Paint

Malaysia's Top Ten Favourite Brands 2009

1. 100Plus
2. Sony
3. Google
4. Maggi
5. Panasonic
6. Shell
7. Gardenia
8. Colgate
9. ICI Dulux
10. Honda

Hong Kong's Top Ten Favourite Brands 2009

1. 7Eleven
2. Circle K
3. Sony
4. Coca Cola
5. Starbucks
6. Yahoo

7. Cathay Pacific
8. Colgate
9. Nike
10. TVB Hong Kong

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