



# Challenger 50

FMCG 2025

In Partnership with

Tracksuit

**NIQ**

 **Beauhurst**





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FMCG Challenger 50  
Opening Remarks



# Who are MNC?

## Our unique model

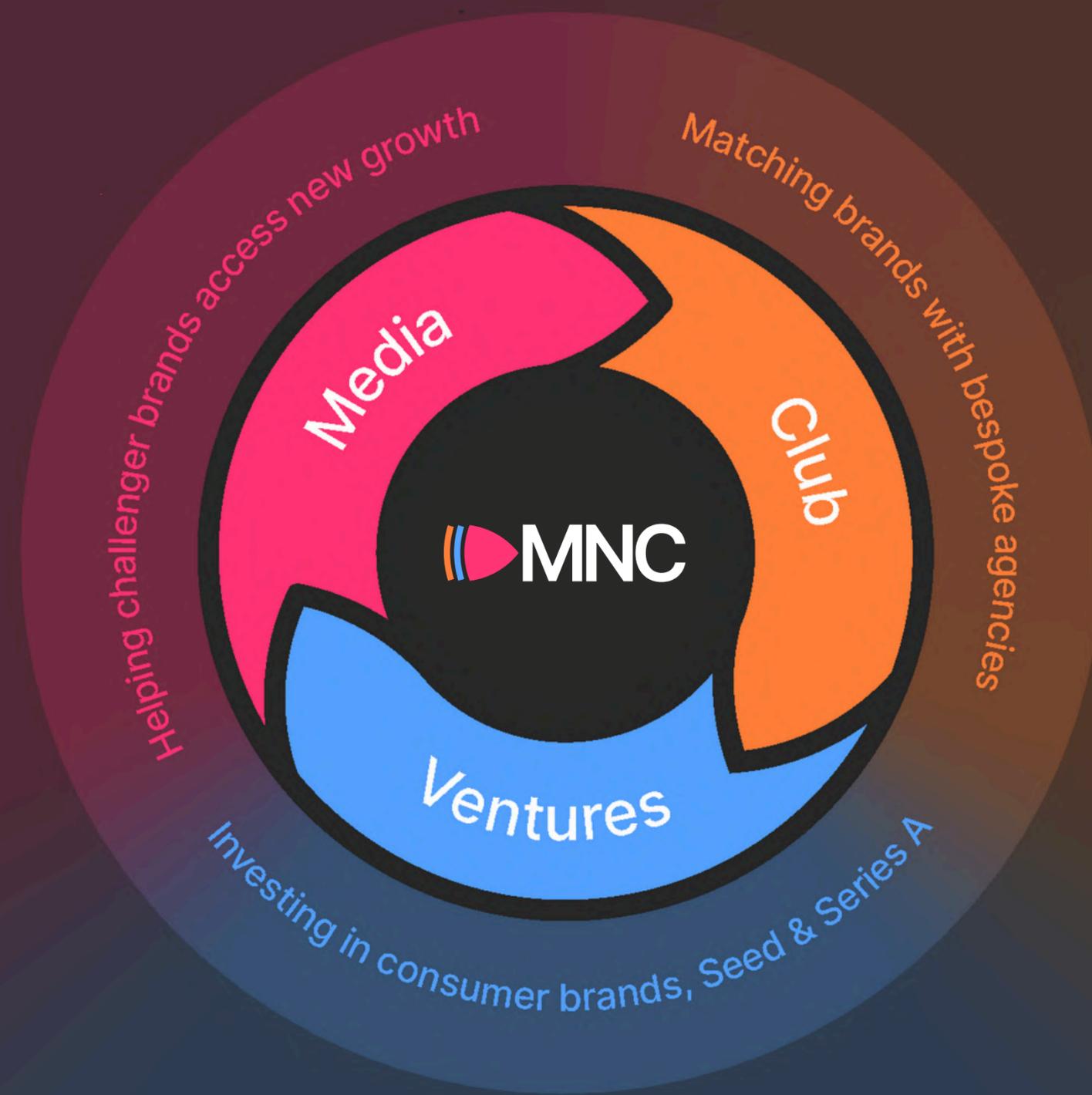
MNC is the home of challenger brands.

For almost 30 years we have been guiding growth for some of the UK's best challenger brands. These include many companies that have grown into household names - the likes of Moonpig and Confused.com to name a couple.

The media offering was bolstered in early 2025 by the acquisition of Grwth and since then we have built a truly differentiated proposition in the market.

Three areas of our business that give us a unique market intelligence and perspective:

- **MNC Media** - a full-funnel, channel agnostic media agency. A team stacked with brand-side experience for deeper strategic advice.
- **MNC Club** - a strategic matching service between brands and the partners they need to grow
- **MNC Ventures** - an innovative consumer fund investing at late-seed and Series A stage





**A word from  
Joe Benn**  
Director @ MNC

## Beyond the Buzzword What really makes a Challenger Brand?

The term challenger brand gets thrown around liberally - usually applied to brands that have some sort of disruptive brand positioning. The reality is, there are so many ways a business can be 'challenger' - they can disrupt through pricing, distribution, packaging, tone of voice, ownership structure, or some combination of all those things.

There is no single definition, and attempts to impose one tend to obscure more than they clarify. A challenger is best understood not by a checklist of attributes but by orientation:

***These are brands built to take share from entrenched incumbents, and everything about how they operate flows from that intent.***

MNC's perspective on challengers is rooted in direct experience. Our leadership team have deep understanding of this space - as operators, founders, advisors, and investors.

Today, we're fortunate enough to work with some of the best challenger brands across numerous industries, including some of the brands in this report.

What unites every challenger we've helped is a certain productive restlessness - a refusal to accept category norms as fixed. That's the thread running through the fifty brands in this report and how they have been able to achieve such notable levels of performance.

We maintain that there is something uniquely interesting and energising about trying to build something of note and go up against the incumbents.

# Challenger Brands are driving all the growth

48.9% 

Av. Sales Value Change  
YoY from these 50 brands

vs 3.4%

in the rest of the  
supermarket combined

The commercial case is clear. According to our partners at NielsenIQ, challenger brands now account for 16% of total basket ownership - and the sector is outpacing every other segment, including private label.

***Challenger brands now account for 16% of total basket ownership - and the sector is outpacing every other segment, including private label.***

That latter point is remarkable given the cost-of-living pressures of recent years: consumers are actively choosing to pay more for brands that earn their loyalty. This matters. Challenger brands are not a niche concern or a marketing curiosity - they are a material driver of economic growth and category dynamism.

But "challenger" has become a term brands apply to themselves freely, often without justification. Our intention with this report was to impose some rigour: a clear set of criteria that would yield a defensible dataset, from which we could draw insights that are genuinely actionable.

For founders building now. For operators scaling up. For retailers making range decisions. For investors allocating capital.

This report covers a lot of ground. Some of it is light observation; some is deeper analysis of market dynamics and category structure. Different sections will resonate with different readers - that's by design.

What ties it together is a conviction: the UK remains one of the world's best incubators of entrepreneurial talent, and the brands emerging from this ecosystem deserve serious attention.

***The UK remains one of the world's best incubators of entrepreneurial talent, and the brands emerging from this ecosystem deserve serious attention.***

The fifty that follow represent the best of that cohort. They've earned their place.



# Key Criteria

# 1

**Under £100M in RSV in UK retail**

# 2

**In at least 20% growth year on year for at least 2 years in a row**

## The big question: How did we pick the FMCG Challenger 50?

Any ranking invites disagreement. Some will question inclusions, others omissions, others the weighting of particular metrics. That's the nature of the exercise - and, frankly, part of the point. A list that provoked no debate would likely be too safe to be useful.

What matters is that the methodology is transparent. The Challenger 50 is drawn from FMCG brands meeting two criteria:

- **Under £100M in RSV in UK retail**
- **At least 20% growth YoY over 2 years**

The dataset is drawn from NielsenIQ and covers a fixed reporting period.

***These are audited figures, accepted industry-wide - not editorial selections or subjective judgments.***

That methodological foundation is what makes the analysis that follows meaningful.

It also surfaces some surprises. Brands make this list on performance, not profile - which means the Challenger 50 includes names that may be unfamiliar alongside others with considerably higher visibility.

A detailed methodology and FAQ section appears at the end of this report for those who want to interrogate the criteria further.

# FMCG Challenger 50 Ranking Definition

Now to the ranking itself.

A necessary caveat: inclusion in the Challenger 50 is already a significant achievement.

***These are the top-performing FMCG brands in UK retail by the criteria that matter - growth rate and commercial traction.***

The brand ranked fiftieth is still outperforming the vast majority of the market. The list is a celebration first, a competition second.

With that said, performance varies - and the data allows us to stack these brands against one another across multiple dimensions.

To distinguish between them, we built the Challenger 50 Ranking - a composite score based on five key performance metrics, each ranked 1-50. The aggregate determines overall standing.

## The 5 critical scores:

1 Retail sales value over a 1 year period

2 Retail sales growth over a 2 year period

3 Weighted distribution

4 Prompted awareness

5 Year founded

# FMCG Challenger Brand Index

The resulting ranking reflects which brands are delivering the most impressive performance across all five key dimensions.

The top 25:

Rank	Brand	Sales Value	Sales Value Change (2Y)	Weighted Distribution	Prompted Awareness	Year Founded	Challenger Score
1		£61M	120%	64%	34%	2015	201
2		£76M	424%	45%	26%	2020	190
3		£67M	89%	65%	33%	2012	185
4		£50M	206%	55%	22%	2017	184
5		£27M	180%	47%	27%	2019	170
6=		£57M	55%	71%	39%	2003	169
6=		£24M	95%	59%	34%	2013	169
8		£23M	209%	55%	13%	2020	162
9		£45M	114%	58%	46%	1899	161
9=		£41M	66%	65%	39%	2003	161
11		£90M	100%	57%	20%	2009	160
12		£49M	109%	57%	44%	1962	159

13		£91M	42%	64%	69%	1867	154
14		£82M	50%	59%	38%	1996	153
15		£44M	26%	57%	57%	2004	152
16=		£24M	88%	47%	41%	2006	145
16=		£14M	125%	37%	41%	2016	145
18		£33M	73%	57%	48%	1971	143
19		£21M	264%	48%	22%	2005	142
20		£33M	53%	69%	27%	1987	139
21		£14M	225%	55%	11%	2019	138
22		£29M	125%	39%	14%	2014	137
23=		£46M	416%	34%	7%	2007	131
23=		£43M	21%	59%	40%	1977	131
25		£18M	83%	45%	27%	2018	129

# FMCG Challenger Brand Index

Bottom 25 brands:

Rank	Brand	Sales Value	Sales Value Change (2Y)	Weighted Distribution	Prompted Awareness	Year Founded	Challenger Score
25=		£15M	148%	40%	27%	2011	129
27		£16M	115%	31%	39%	2008	128
28		£16M	178%	45%	13%	2018	126
29		£18M	175%	57%	14%	1996	122
30		£33M	42%	62%	17%	1999	116
31		£38M	107%	1%	27%	1997	115
31=		£14M	101%	49%	20%	2012	115
31=		£13M	2,467%	9%	24%	2009	115
34		£17M	120%	48%	8%	2011	111
35		£22M	112%	18%	27%	1999	109
36=		£14M	105%	35%	12%	2020	108
36=		£13M	58%	42%	27%	2016	108

38		£18M	30%	53%	51%	1933	105
39		£21M	43%	53%	38%	1912	101
40		£17M	84%	49%	15%	2004	100
41		£26M	94%	22%	21%	1991	92
42		£12M	64%	51%	18%	2008	91
43=		£22M	103%	8%	26%	1965	89
43=		£14M	44%	34%	13%	2019	89
45		£12M	260%	23%	22%	1988	87
46		£23M	66%	15%	21%	1934	73
47		£12M	81%	23%	17%	2000	65
48		£22M	27%	25%	8%	1994	53
49=		£21M	30%	2%	12%	2002	51
49=		£13M	33%	25%	13%	2004	51

# The Awards

Au Vodka takes the top spot on the Challenger 50 Index - but a single ranking can't capture the full picture. To recognise standout performance across different dimensions, we've identified ten category awards, each highlighting excellence in a specific area. (BuzzBallz takes home two.)

All award data is sourced from our partners at NielsenIQ and Tracksuit.



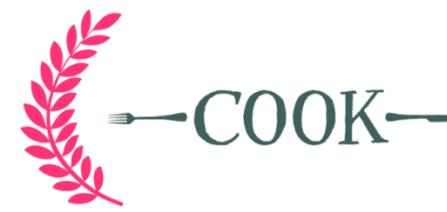
ULTIMATE CHALLENGER BRAND



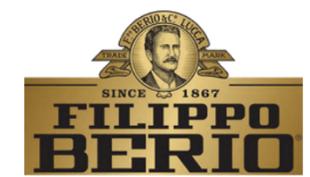
HIGHEST GROWTH YOY



HIGHEST WEIGHTED DISTRIBUTION



HIGHEST B CORP SCORE



BEST BRAND METRICS



MOST PREMIUM BRAND



BEST VALUE FOR MONEY



BEST TASTING



BUZZIEST BRAND

(Based on highest 'word of mouth' score)



BIGGEST INCREASE IN WEIGHTED DISTRIBUTION YOY

FMCG Challenger 50  
Themes





## Themes B-Corp

Nearly a quarter of the Challenger 50 are certified B Corps - a striking concentration given that B Corp status remains relatively rare in FMCG.

**24%**  
B-Corp



## Themes Female Founders

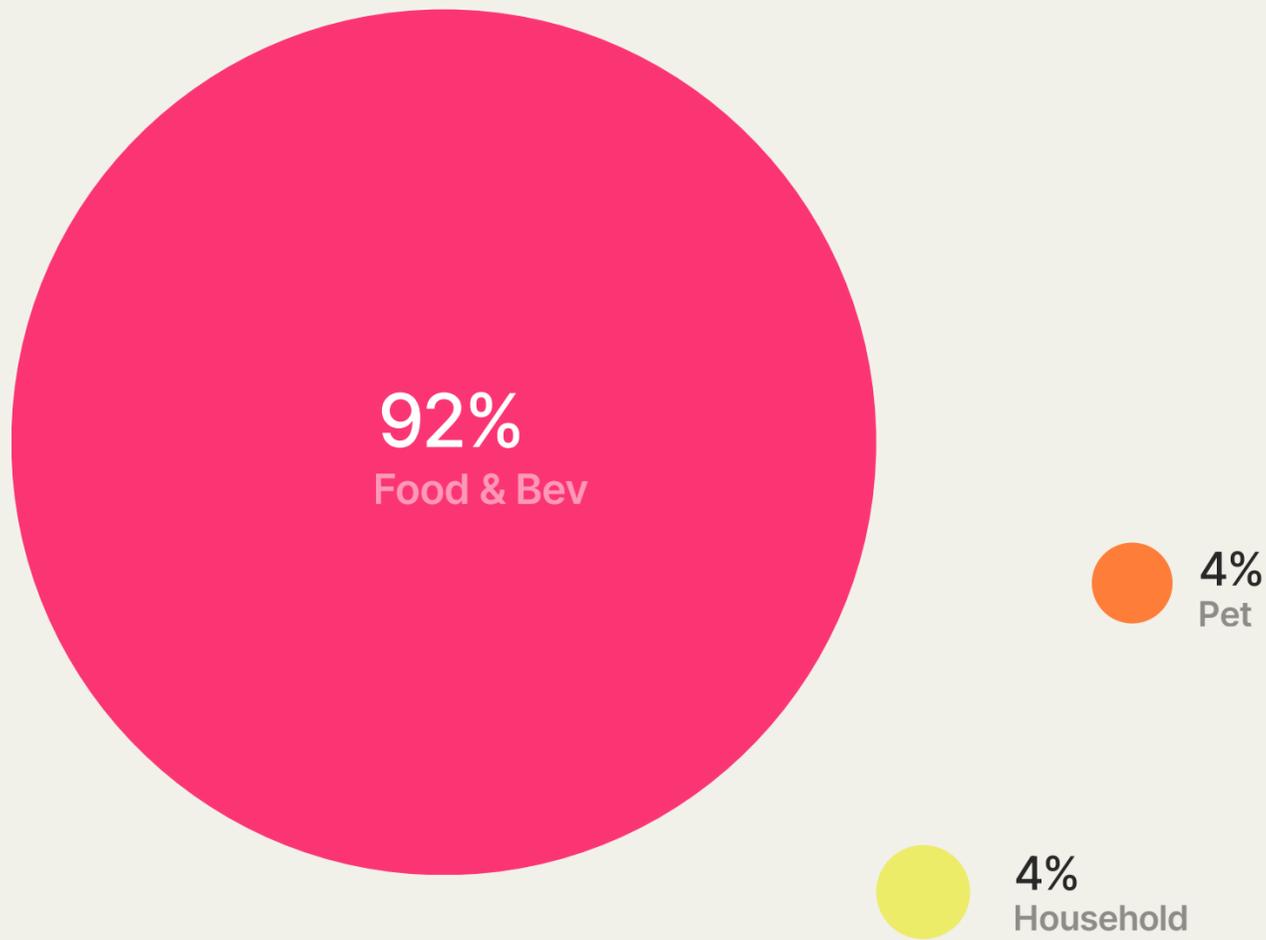
Over a third of the Challenger 50 have at least one female founder - double the national average of 19%.

**38%**  
Female Founded



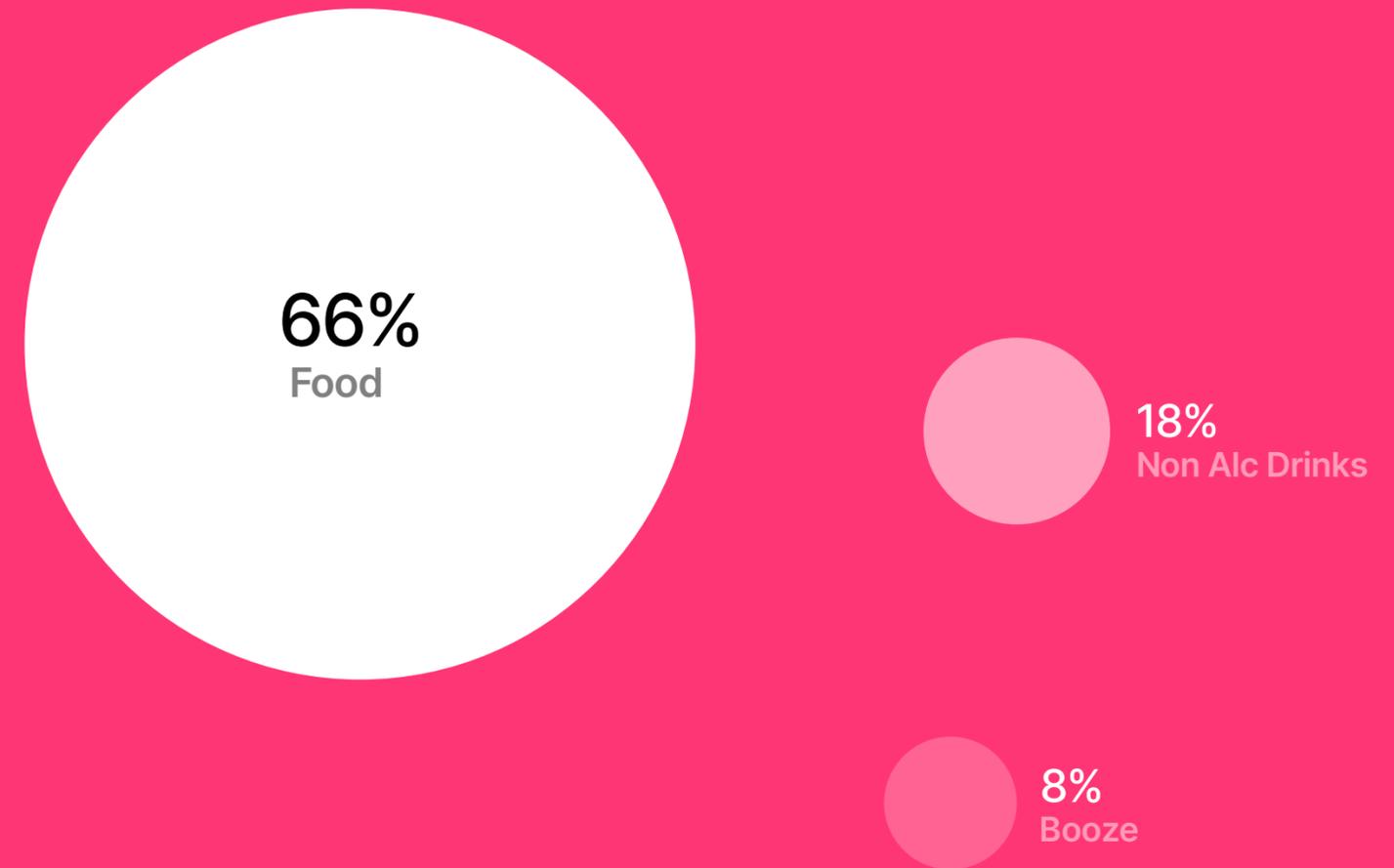
# Themes Macro-Categories

Food and beverage dominates the Challenger 50, accounting for 46 of the 50 brands. The remaining four come from pet (2) and household (2).



# Themes Food and Bev

Within that, almost two-thirds are food brands, 18% drinks, and 8% alcohol.



# Themes Clean Label



Excluding alcohol, household, and pet, 88% of the brands in this report would be classified as 'clean label' products.

That's not incidental. It reflects a sustained consumer shift away from ultra-processed foods - and suggests that newer brands are winning share precisely because they're offering something the incumbents have been slower to deliver.

# 88%

Clean Label



# 12%

UPF



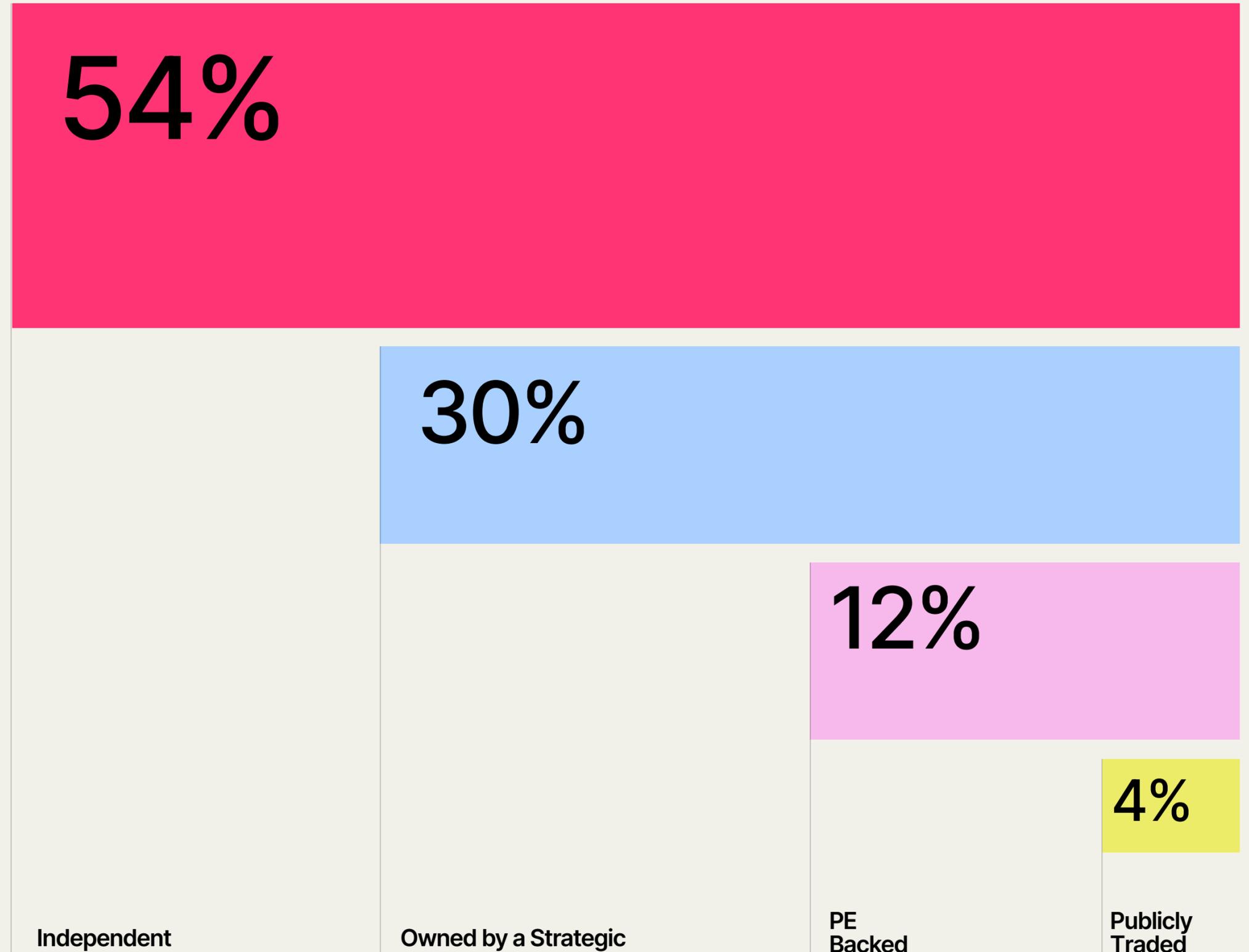
# Themes Ownership



What's behind the growth?

Over half of these brands remain independent and founder-led. A further quarter have been acquired by major strategics - Shaken Udder as recently as the past few weeks. Private equity accounts for 12%, and just two brands (Mowi and Vita Coco) are publicly traded.

The pattern is clear: almost every brand on this list started as an independent venture. The large strategics may end up owning them, but they're not incubating them. Growth in this sector is coming from founders, not boardrooms.



# Themes Country of Origin



The geographic spread shows clear clustering in London and the South East - perhaps unsurprising given access to capital and retail buyers. Regional gaps suggest opportunity as much as weakness.



**8%**  
Italy



**4%**  
Ireland



**4%**  
Germany



**4%**  
Norway



**4%**  
Mexico



**4%**  
Australia



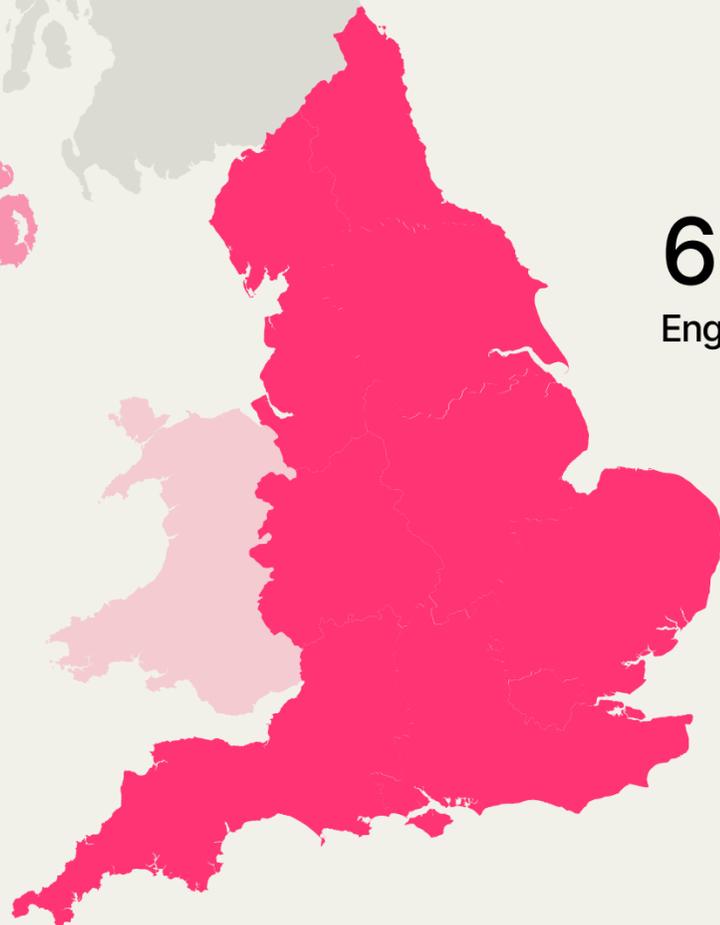
**8%**  
USA

**6%**

Northern Ireland

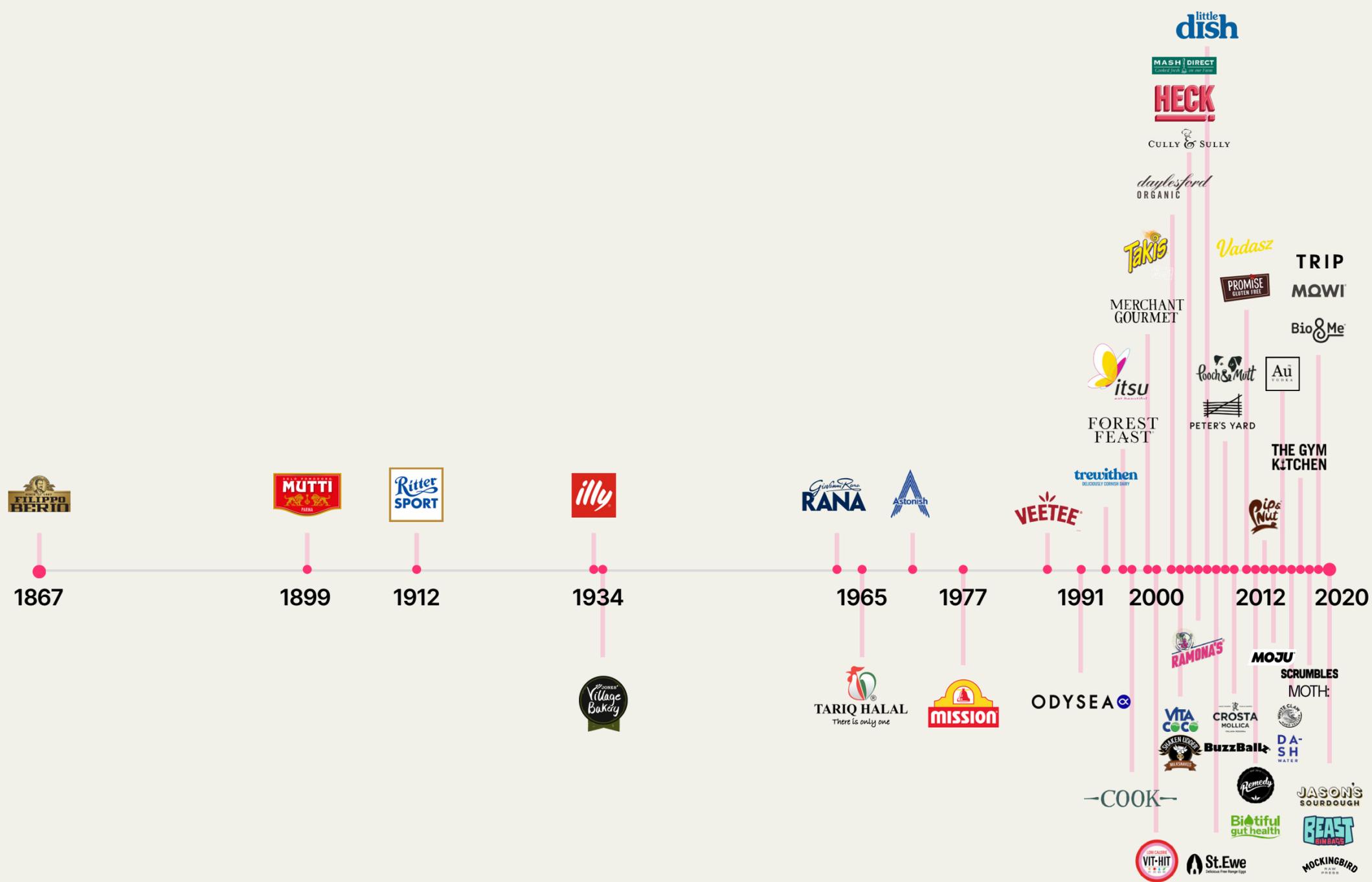


**4%**  
Wales



**66%**  
England

# Themes Year Founded

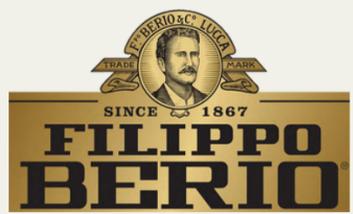


The oldest and youngest brands in this report are separated by 155 years - a span that says something about the breadth of what "challenger" can mean.

Heritage clearly still resonates, particularly for international brands with provenance to draw on. But the list skews young: 12 of the 50 were founded in the last decade.

Oldest Challenger

1867



Youngest Challenger

2020



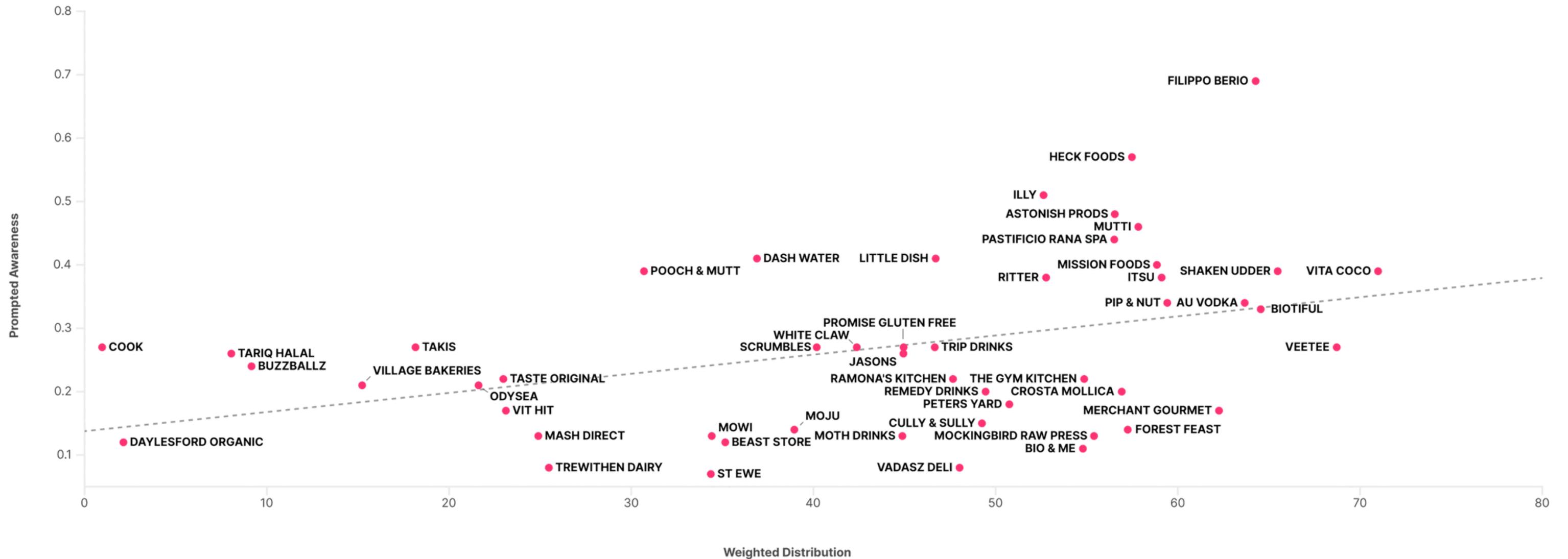
FMCG Challenger 50  
Deep Analysis



# Awareness X Distribution

One of the more revealing analyses: the relationship between prompted awareness and weighted distribution.

The logic is straightforward. Brands growing mental and physical availability at a similar rate sit close to the trend line. Those above it have awareness outpacing distribution - suggesting retail expansion should be the priority. Those below it have distribution outstripping awareness - a signal to invest in brand-building.



Source: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market (Copyright © 2025, NielsenIQ).

# Prompted Awareness vs Date Founded



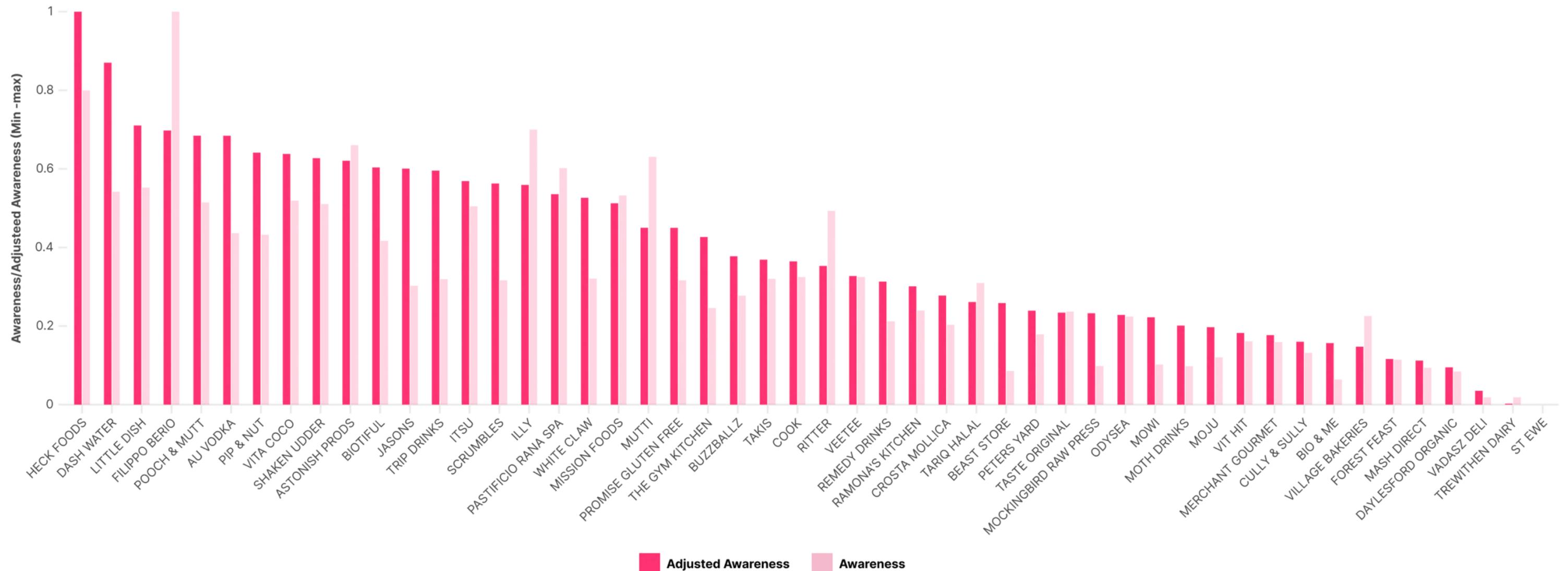
Unsurprisingly, the older brands index higher on prompted awareness - Filippo Berio has had decades to build recognition that younger entrants simply haven't.





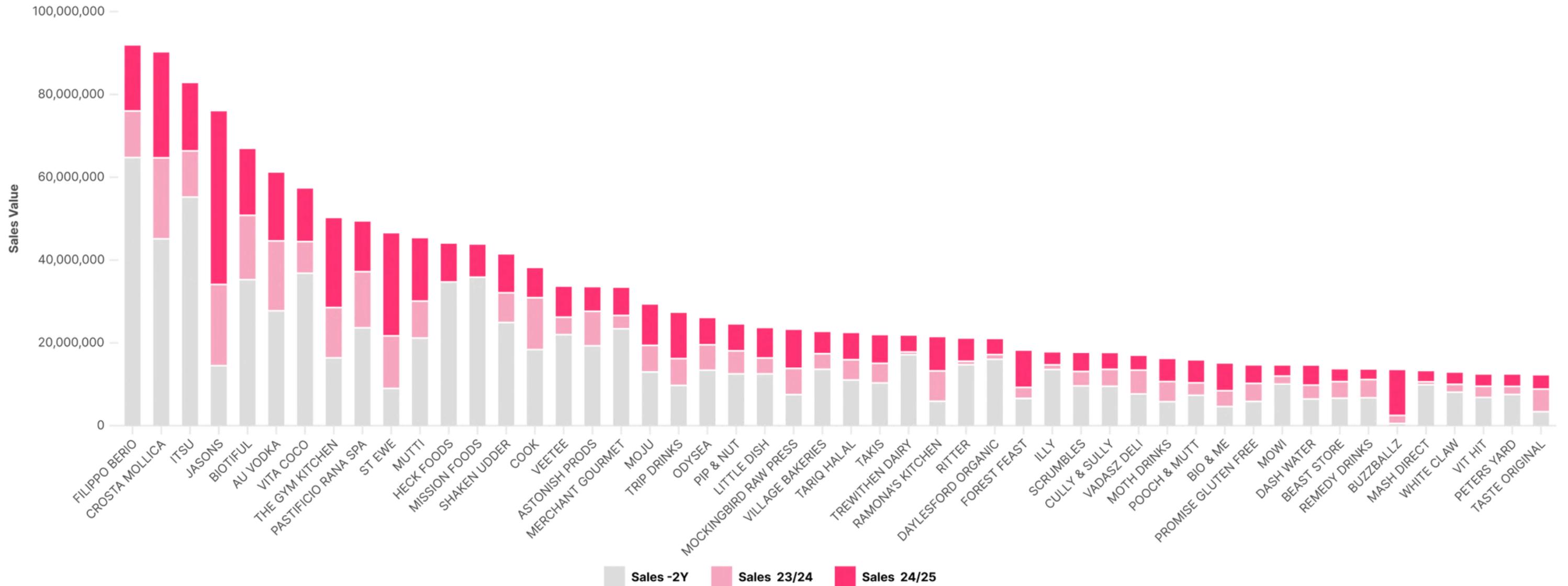
# Adjusted Awareness

To account for this, we created an adjusted awareness score: prompted awareness indexed against years active in the UK market. This levels the playing field, highlighting brands that have built recognition unusually quickly.



# Retail Sales Value

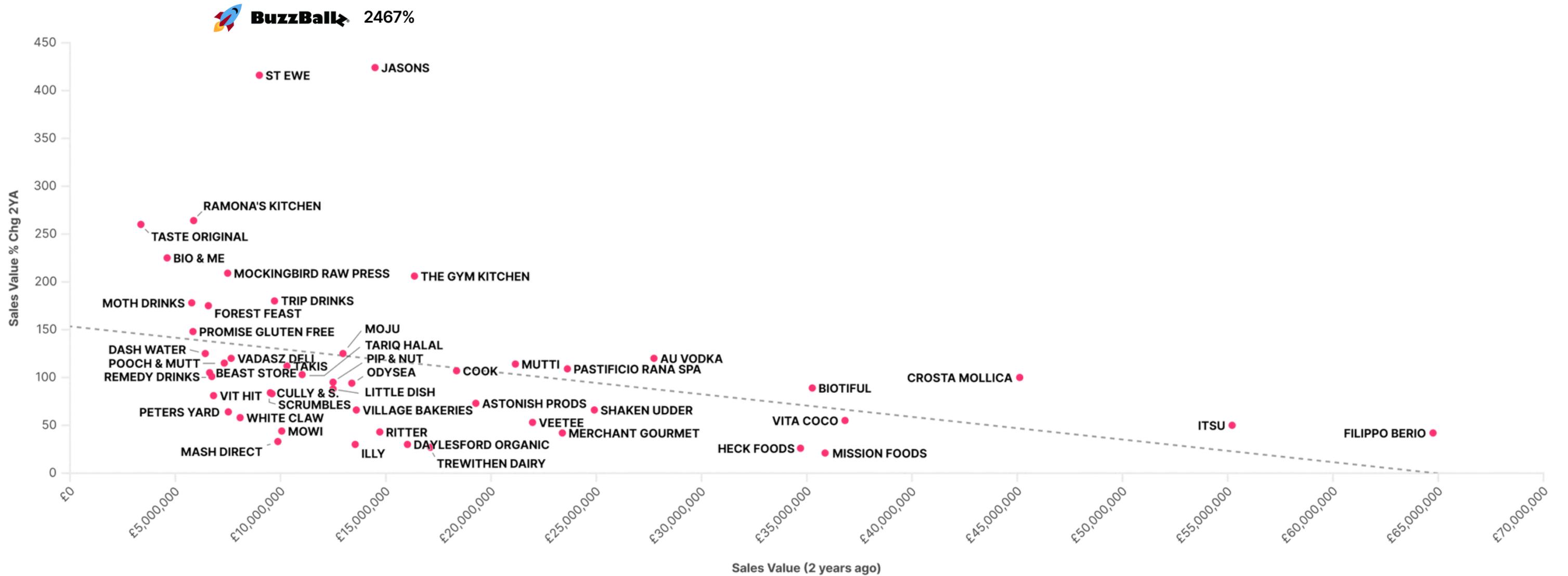
This data is drawn from NielsenIQ's Total Store UK retail read. It excludes DTC revenue and on-trade sales, so the true scale for some brands will be understated. On two-year sales growth, the leaders are clear: Jasons, St Ewe and BuzzBallz are at the front of the pack.



Source: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market (Copyright © 2025, NielsenIQ).

# Sales Growth %

Another lens on growth velocity. BuzzBallz are a clear outlier here, scaling at a rate that puts them in a category of their own.

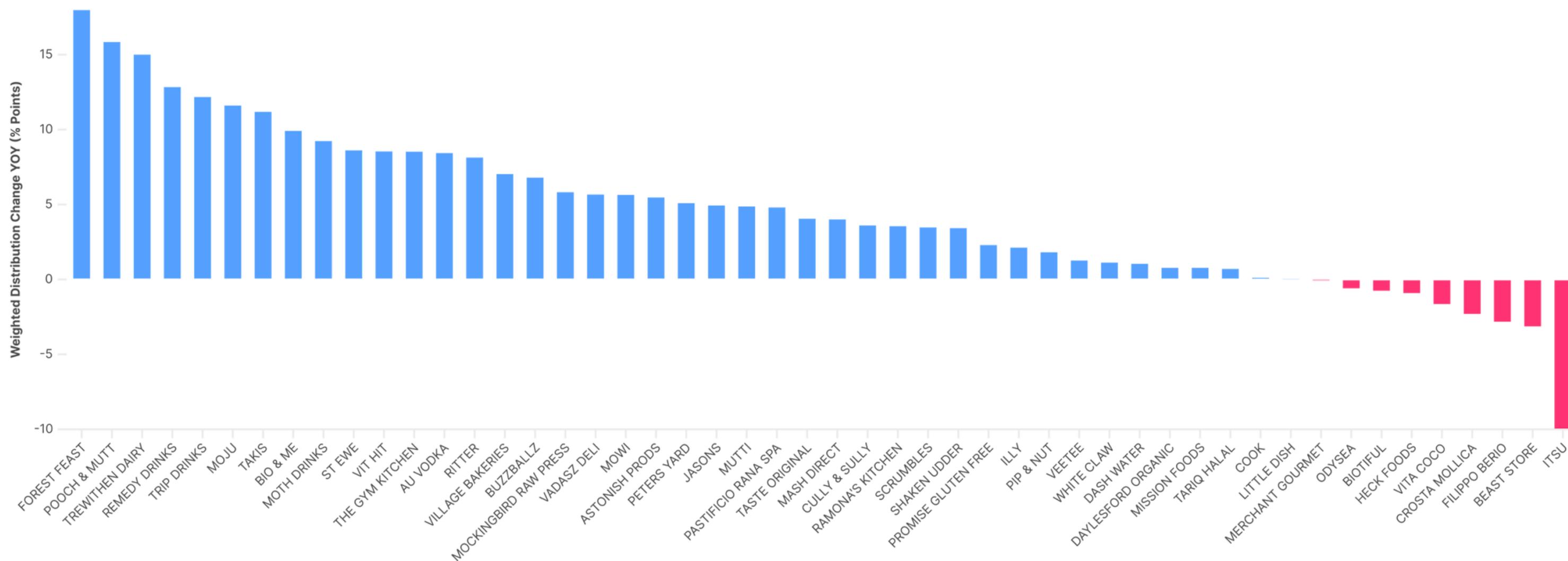


Source: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market (Copyright © 2025, NielsenIQ).

Source: Buzzballz excluded due to extremely high 2Y sales growth (+2467%).

# Weighted Distribution Growth YoY

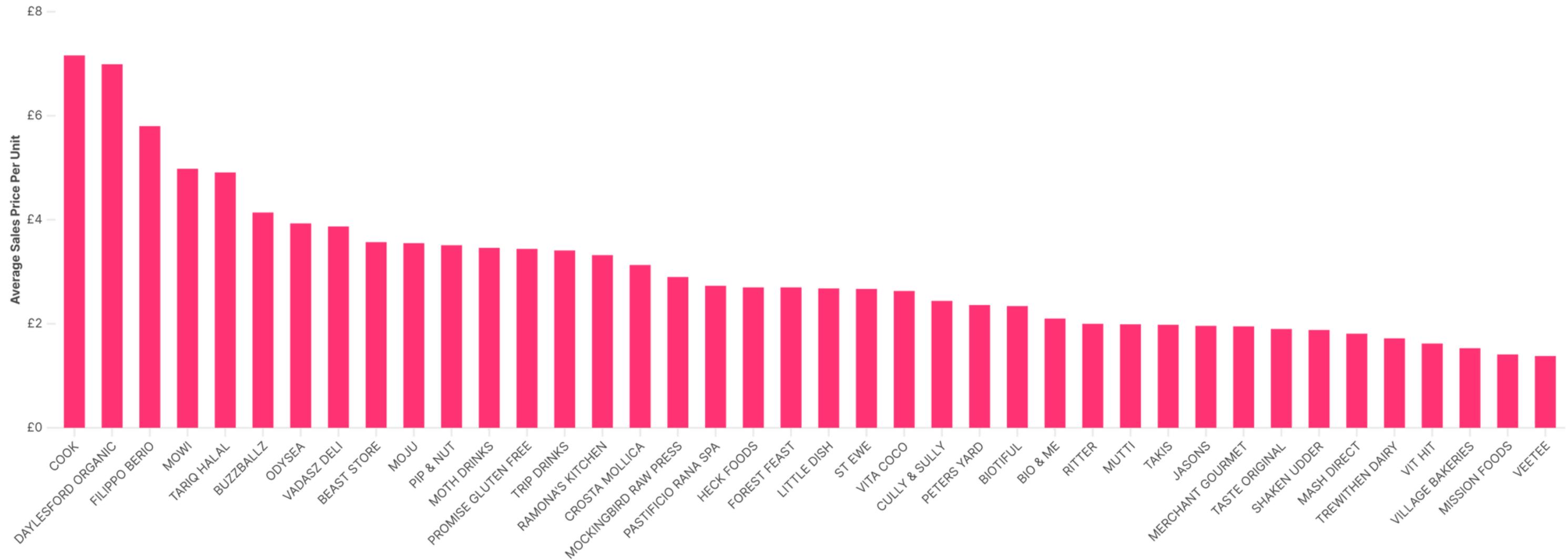
Forest Feast recorded the largest percentage increase in weighted distribution. Itsu sits at the other end, with distribution declining significantly over the period. That makes their 24% sales growth all the more notable.



Source: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market (Copyright © 2025, NielsenIQ).

# Average Price per Sales Unit

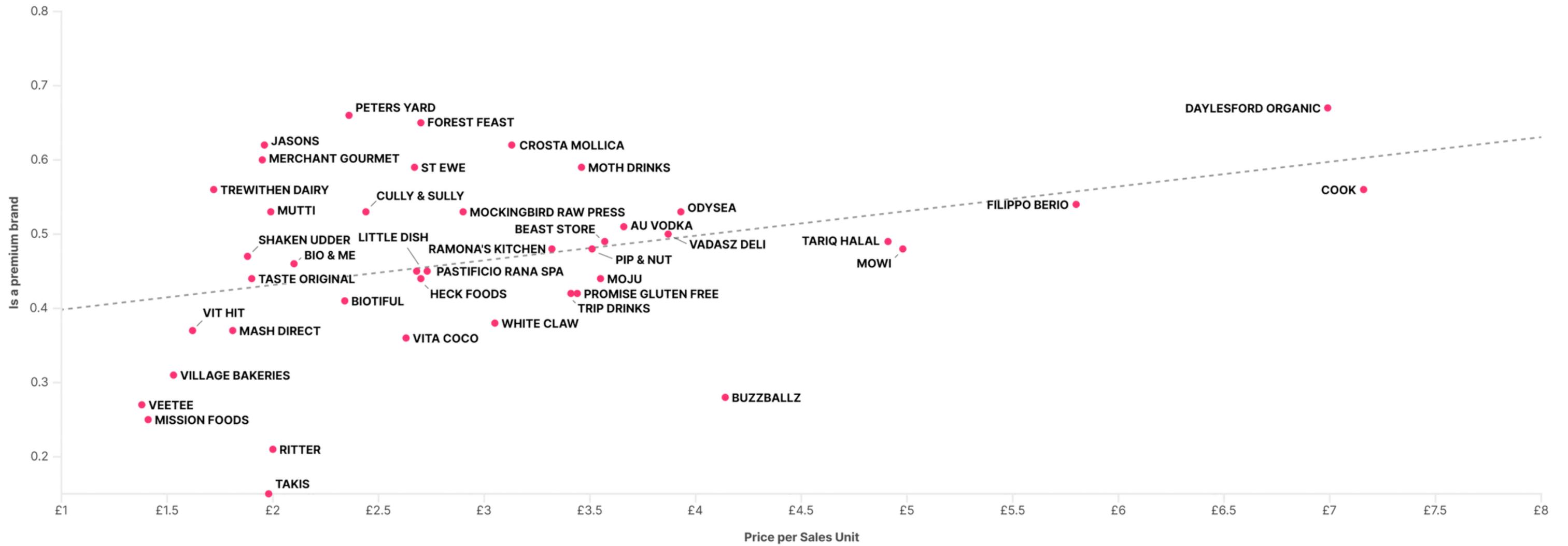
Price positioning varies dramatically. Cook and Daylesford sit at nearly four times the price point of Mission Foods and VeeTee. The strategies could hardly be more different, but all four are delivering Challenger 50 levels of growth. Premium and value can both work; what matters is execution.



Source: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market (Copyright © 2025, NielsenIQ).

# Price vs Premium Perception

Jasons, Peter's Yard and Merchant Gourmet all drive strong premium perception despite sitting at a lower price per unit. Daylesford and Cook are perceived as premium because their pricing genuinely reflects it. BuzzBallz present an interesting counterpoint: expensive, but not perceived as premium





FMCG Challenger 50  
Deep Dives





# Deep Dives Triple-Digit Growth Club



These three brands are the standout performers. Jasons and St Ewe have done something deceptively simple: taken staple categories and premiumised them with better products and sharper branding. Things people already buy, done properly.

BuzzBallz is a different story. Genuine packaging innovation, a format that feels native to Gen Z, and timing that caught a cultural moment.

Three apparent overnight successes. But how overnight, really?



## BuzzBallz

The irony: BuzzBallz, now ubiquitous with UK Gen Z, was founded in 2009 by a 47-year-old teacher from Texas named Merrilee Kick. Now owned by Sazerac, it's a case study in capturing a cultural moment and riding the wave at exactly the right time. Given these figures exclude independent convenience and on-trade, the true scale of BuzzBallz's growth is likely understated.

# 444%

Increase in sales over 1 year

# 2,467%

Increase in sales over 2 years



## JASON'S SOURDOUGH

Jasons is technically five years old. But the brand spun out of Geary's Bakery, founded in 1906. That's 118 years of baking expertise and operational know-how behind this particular overnight success.

# 123%

Increase in sales over 1 year

# 424%

Increase in sales over 2 years



## St.Ewe Delicious Free Range Eggs

St Ewe follows a similar pattern. Rebecca Tonks founded the brand in 2007, but it grew out of a family farm established in 1967, with egg production dating back to 1982. Decades of expertise, repackaged for the modern consumer. Both Jasons and St Ewe demonstrate the same principle: staple categories, elevated through quality and branding. Not disruption for its own sake, but genuine improvement on something people already buy.

# 114%

Increase in sales over 1 year

# 416%

Increase in sales over 2 years

# Deep Dives Italian Brands



One pattern is hard to miss: British consumers love Italian brands. Filippo Berio, Mutti, Rana and Illy are all legacy Italian names with deep heritage, and all appear in this report.

The affection runs deep enough that Crosta & Mollica took a different route: a British-founded business, but with all products made in Italy. Provenance by design.

## ITALIAN CHALLENGER 50 BRANDS



Founded in UK but  
manufactured in Italy\*





## Deep Dives Staples



Over half of the Challenger 50 are doing something straightforward: taking everyday products and making them better. The strategic advantage is clear.

These brands can focus marketing spend on quality and positioning rather than category education. When consumers already understand the product, budgets go further.



MERCHANT  
GOURMET



# Themes Booze



The four alcohol brands in this report share a common thread: genuine innovation in categories that tend to default to heritage positioning. Au Vodka introduced flavour profiles the category hadn't seen and made a premium spirit feel accessible. Fun and youthful where most competitors lean on tradition and craft.

BuzzBallz push that further still. Their "chaos packaging" is the format itself: disruptive, unmissable on shelf, and perfectly calibrated for a generation that prizes novelty.

Moth were first to market with bar-strength RTD cocktails at premium prices in retail, creating significant incremental value for the retailers who listed them. White Claw became the defining brand of the hard seltzer wave. The category has underperformed in the UK relative to US expectations, but White Claw remain the clear leader in the space.



# MOTH:



# Deep Dives Functional Drinks



British consumers still want drinks that do something beyond hydration. The functional brands in this report have built entirely new subcategories within the store, carving out space that didn't exist a decade ago.

The enterprise value this can unlock is significant. Vita Coco trades at a market cap above \$2bn. Trip recently raised at a reported \$300m valuation. Own a functional moment in soft drinks, and the commercial upside follows.

VITHIT offers a counterpoint: comparable scale, but built without external capital. Never raised a penny, entirely self-sustaining. A different path to the same destination.

All of these brands, notably, are clean label.



# TRIP



# MOJU



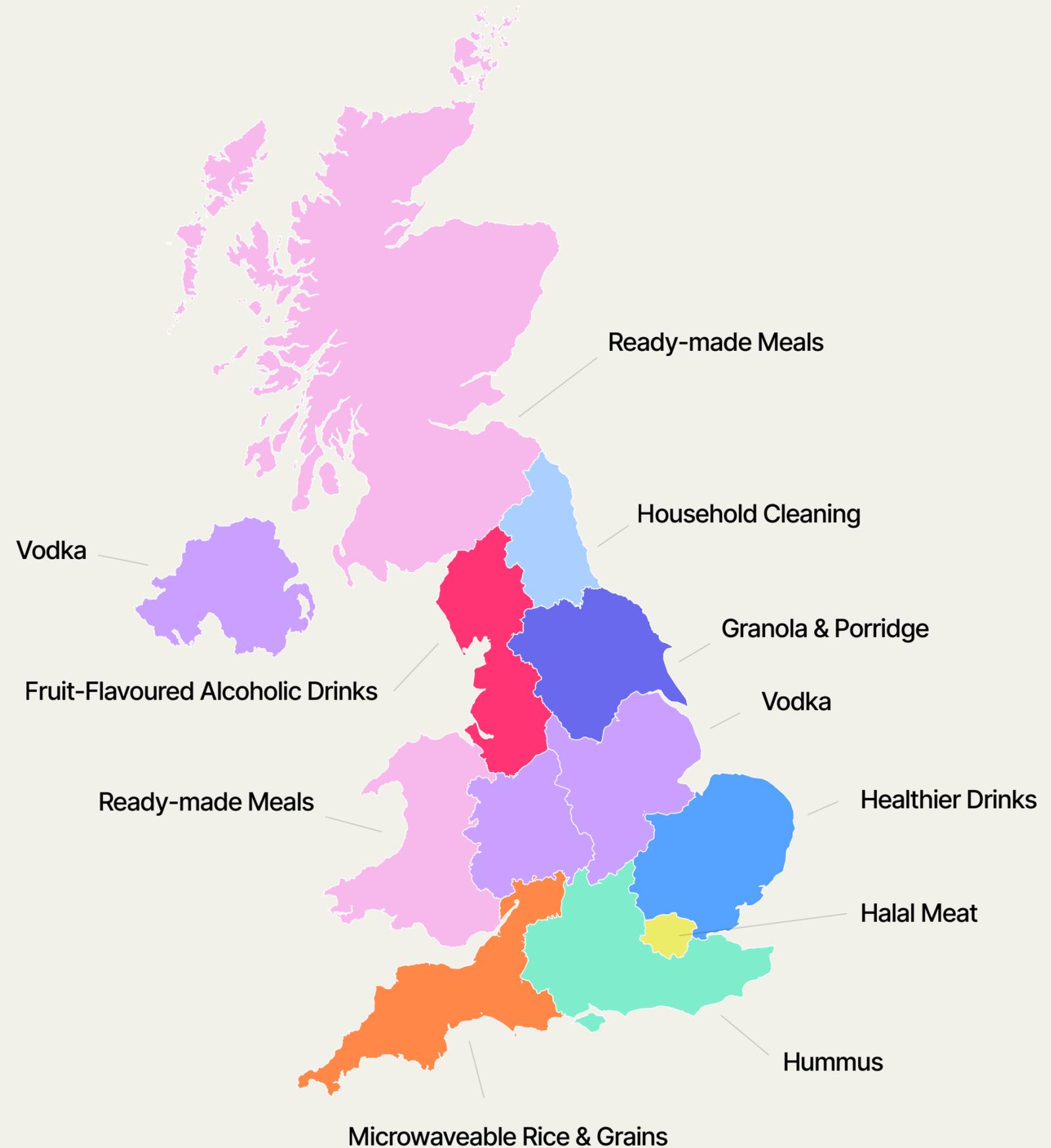
# Deep Dives Regional Category Over-Index



Using Tracksuit data, we examined which categories over-indexed in specific regions relative to the national average. Some patterns confirm expectations; others are more surprising.

Scotland and Wales both index heavily on convenient ready meals. The Midlands and Northern Ireland skew towards vodka, while the North West favours flavoured alcoholic drinks. The South East over-indexes on hummus. London, perhaps predictably, leads on halal meat.

Regional variation matters. For challenger brands planning distribution and media strategy, these skews represent opportunity.



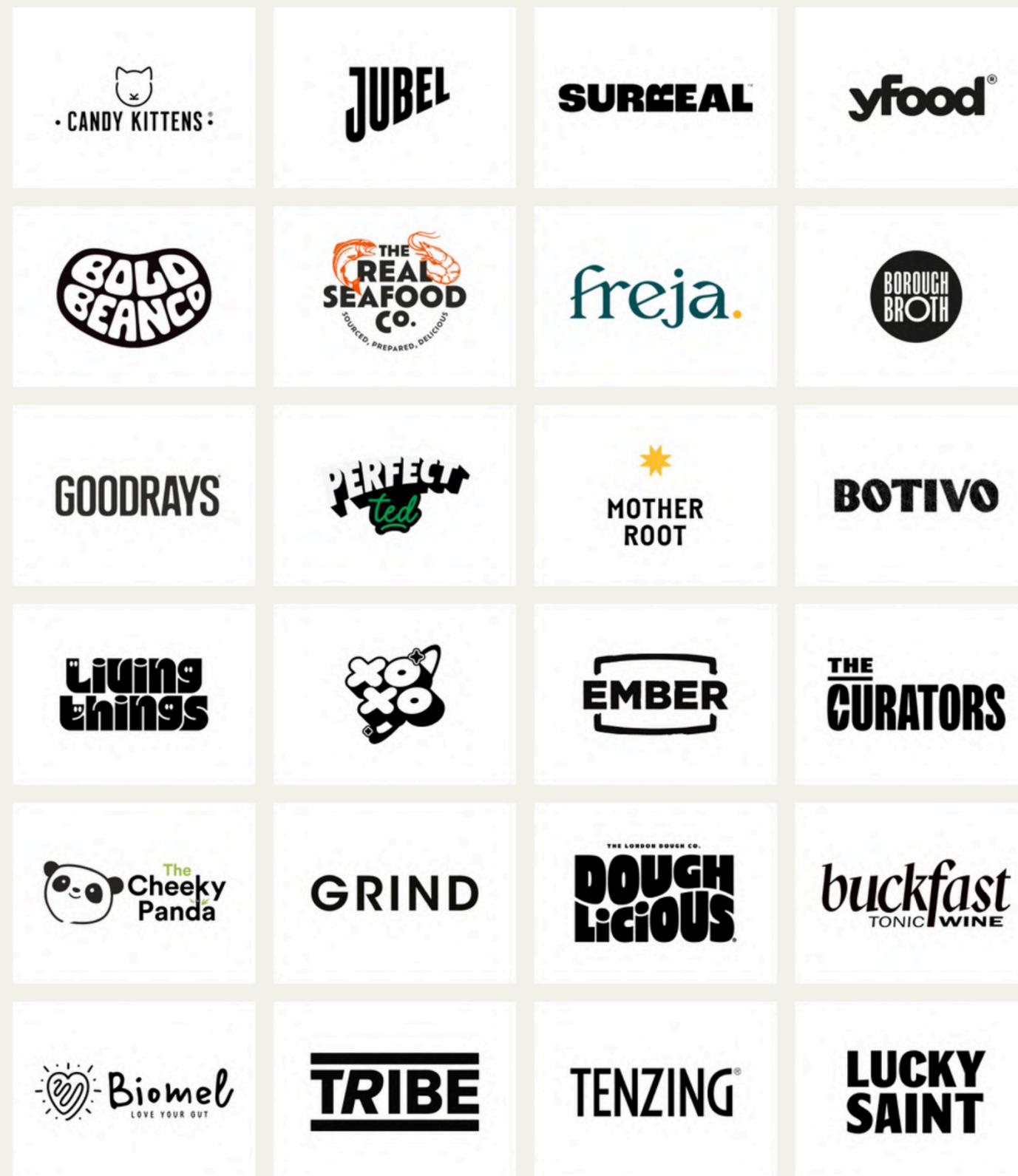
# See you next year?

A number of strong brands narrowly missed the cut this year, falling just short on one or more of the criteria.

As current entrants graduate above the £100m RSV threshold, and others drop out due to softer performance, a cohort of fast-growth brands is waiting in the wings. Several missed inclusion by a matter of thousands of pounds in retail sales.

They will feature next year.

The UK FMCG challenger space remains in excellent health.





# About MNC

MNC is 30 year old independent employee-owned Media agency. Through the acquisition of Grwth earlier this year, we have a unique structure that we believe gives us true market intelligence - the home of challenger brands

## MNC<sup>media</sup>

### Helping challenger brands access new growth

A full-funnel, channel agnostic media agency. A team stacked with brand-side experience for deeper strategic advice.

## MNC<sup>ventures</sup>

### Investing in consumer brands, Seed & Series A

Patient capital, looking for sustainable business models. We champion a new approach when it comes to venture investing.

## MNC<sup>club</sup>

### Matching brands with bespoke agencies

Find the partner you need to grow, without the hassle or costs. We've matched 500+ challenger brands with their perfect agency, from creative to technical.



# About our partners

We couldn't have done this report without the support and expertise of our three data partners. All three of these companies are invaluable weapons in the arsenal of the best challenger brands. The highest performing businesses are the ones that are investing in brand and data and that is clear to see in the rankings. If you'd like introductions to any of our partners please get in touch and we'd be happy to facilitate.

## Tracksuit

Brand tracking that drives outcomes

- Track the metrics that fuel growth - awareness, consideration, preference, and key brand associations
- Understand which parts of the brand funnel are accelerating or blocking growth
- Connect brand investment to commercial outcomes
- Create the brand clarity needed to unlock retailer conversations and new distribution

## NIQ

NielsenIQ is the global leading consumer intelligence company

NielsenIQ's SME team focus on challenger brands and are passionate about giving them the best data, insights and knowledge to compete with the biggest players across the FMCG landscape.

## Beauhurst

The ultimate private company data source

Beauhurst source, extract and package data from thousands of locations to create the ultimate private company database. Whether you're interested in early-stage startups or established companies, they've got you covered.

# 1

## “Why isn't brand X included?”

There are several reasons a brand might not appear in this report:

They exceed the £100m RSV ceiling.

They fall below the floor (the 50th brand sits just above £12m RSV).

They failed to achieve 20% growth in at least one of the past two years.

They fall outside the FMCG definition, perhaps classified under health, beauty, and personal care (HBPC), which sits in a separate dataset.

Or they generate significant revenue through DTC channels, which this data does not capture. Unless those brands also meet the criteria in trackable retail, they will not feature here.

# 2

## “So you're saying this isn't a definitive list of the 'best' 50 UK FMCG challenger brands then?”

- This is not a comprehensive list of every strong challenger brand in the UK. Many excellent businesses fall outside the criteria for the reasons outlined above.
- The parameters had to be set somewhere; this is where we drew the line. Future editions may draw on additional data sources to capture a broader picture, including DTC performance and international markets.

# 3

## “Is brand Y even a challenger brand? Isn't it a hundred years old? Isn't it owned by a big strategic? I've never even heard of brand Z, how is that on there?”

- The Challenger 50 is defined by performance, not positioning. Any brand can call itself a challenger; these fifty are proving it in the numbers. Some names will be familiar, others less so. All of them are delivering measurable commercial disruption in UK retail.
- 
- What earns that status varies. For some it's product differentiation. For others, pricing strategy, distribution model, or brand positioning. The common thread is results.



# Definitions

## NIQ

NielsenIQ capture data on the retail landscape. The source for the data in this report is as follows: RMS data for Total Store excluding Tobacco & HBPC (NielsenIQ defined) for the 52-week period ending 14.06.25 for the UK total retail market

*Sales Value - Total Sales Value for the product, which is based on the price paid by the consumer and includes VAT and discounts.*

*Sales Value % Chg YA - (Current Year Sales Value - Previous Year Sales Value) / Previous Year Sales Value \* 100*

*Sales Value % Chg 2YA - (Current Year Sales Value - 2YA Year Sales Value) / 2YA Sales Value \* 100*

*Price per Sales Unit - Sales Value / Sales Units*

*Weighted Distribution - (Category sales (where product sold) / Total Category sales) x 100*

This formula provides a better indicator of where customers look to buy a particular category of product.

*Weighted Distribution Chg YA - (Current Weighted Distribution - Previous Year Weighted Distribution) / Previous Year Weighted Distribution \* 100*

# Tracksuit

Tracksuit survey a nationally representative sample of people based on age, gender and region. Respondents are carefully qualified into a category based on purchase behaviour. Once surveying is complete, the data is rigorously cleaned and weighted to census population counts for accuracy. In this case, approximately 1,000 people were surveyed for each brand

The questions asked and the demographic data captured were as below:

Metric	Question	Answer Options
Category Penetration	In the past 3 months, have you purchased [category]?	Yes/No
Prompted Awareness	Which of the following [category] brands have you heard of?	Brand List
Knowledge	How well do you know...?	Brand List
Usage	Which of the following [category] brands have you bought in the past 3 months?	Brand List
Consideration	Which [category] brands would you consider buying?	Brand List
Preference	Which is your preferred [category] brand?	Brand List
Imagery	Thinking about [category] brands, what comes to mind when you think about...?	Open-End
Statements	Do you feel [brand]...	Brand List
	is for people like me	
	is a brand I trust	
	is a premium brand	
	stands for something	
	is different from other brands	
	is good value for money	
	is great tasting (only for edible brands)	
	is talked about by others	
	is liked by friends and family	
<b>Demographics Captured</b>		
Age		
Gender		
Region		
Media Consumption		
Household Income		
Household Composition		
Additional Questions		
Brand Recall	Have you seen, read or heard of any advertising, messages, or content from any of the following [category] brands recently?	Brand List
Purchase Frequency	How often do you typically purchase [category]?	At least once a week, Every few weeks, monthly, every few months, less often...

# The class of 2025

The full dataset runs to hundreds of data points per brand. To keep this report navigable, we've distilled it to the top five metrics from NielsenIQ and Tracksuit, shown on the following pages. Brands are ranked by total RSV.


		NIQ					Tracksuit				
Rank	Brand	Sales Value	Sales Value % Chg YA	Sales Value % Chg 2YA	Price per Sales Unit	Weighted Distribution	Category Penetration	Prompted Awareness	Consideration	Usage	Preference
1	FILIPPO BERIO	£91,794,254	20.80%	41.80%	£5.80	64.30%	67.42%	69.22%	59.63%	41.35%	37.81%
2	CROSTA MOLLIKA	£90,124,413	39.30%	99.80%	£3.13	56.90%	75.47%	19.64%	15.48%	9.07%	5.95%
3	ITSU	£82,712,218	24.60%	49.80%	£2.50	59.10%	78.90%	38.41%	21.88%	9.11%	2.15%
4	JASONS	£75,921,045	122.70%	424.00%	£1.96	44.90%	96.03%	25.84%	18.96%	13.30%	8.12%
5	BIOTIFUL	£66,802,662	31.50%	89.40%	£2.34	64.50%	33.79%	32.95%	27.28%	21.83%	13.18%
6	AU VODKA	£61,086,046	36.90%	120.20%	£3.66	63.70%	32.22%	34.17%	22.31%	20.25%	4.83%
7	VITA COCO	£57,243,003	28.80%	55.50%	£2.63	71.00%	56.03%	39.30%	25.22%	16.85%	10.70%
8	THE GYM KITCHEN	£50,109,350	75.70%	206.30%	£1.87	54.90%	78.90%	22.30%	13.55%	7.37%	3.15%
9	PASTIFICIO RANA...	£49,276,680	32.50%	108.60%	£2.73	56.50%	53.76%	44.46%	37.25%	23.90%	19.76%
10	ST EWE	£46,421,883	114.10%	416.20%	£2.67	34.40%	91.84%	7.01%	5.16%	2.95%	1.16%
11	MUTTI	£45,241,088	50.40%	113.80%	£1.99	57.80%	70.78%	46.24%	34.75%	18.66%	13.79%
12	HECK FOODS	£43,833,899	26.70%	26.30%	£2.70	57.50%	76.62%	56.75%	36.89%	15.83%	11.69%
13	MISSION FOODS	£43,313,156	22.10%	20.80%	£1.41	58.90%	55.18%	40.14%	32.23%	21.14%	8.85%
14	SHAKEN UDDER	£41,316,968	28.80%	65.90%	£1.88	65.50%	45.32%	38.76%	29.88%	18.95%	11.82%
15	COOK	£38,032,277	23.00%	107.10%	£7.16	1.00%	46.79%	27.21%	20.03%	12.26%	6.34%
16	VEETEE	£33,524,120	28.00%	52.60%	£1.38	68.70%	64.24%	27.23%	21.43%	12.63%	7.75%
17	ASTONISH PRODS	£33,409,915	21.00%	73.30%	£1.33	56.50%	88.60%	48.09%	29.58%	13.39%	4.95%
18	MERCHANT GO...	£33,274,605	25.10%	42.30%	£1.95	62.30%	64.24%	16.92%	12.39%	6.47%	2.98%
19	MOJU	£29,221,801	50.70%	125.40%	£3.55	39.00%	56.03%	14.50%	9.27%	6.86%	2.68%
20	TRIP DRINKS	£27,234,748	68.20%	180.40%	£3.41	46.70%	56.03%	26.86%	18.21%	9.59%	6.73%
21	ODYSEA	£25,956,043	32.90%	93.90%	£3.93	21.60%	57.41%	20.95%	16.48%	10.79%	7.51%
22	PIP & NUT	£24,404,175	35.10%	95.30%	£3.51	59.40%	53.40%	33.91%	23.92%	14.44%	8.13%
23	LITTLE DISH	£23,520,744	43.90%	88.20%	£2.68	46.70%	29.76%	41.37%	31.12%	24.82%	15.60%
24	MOCKINGBIRD R...	£23,115,900	67.00%	208.70%	£2.90	55.40%	56.03%	13.13%	9.33%	6.18%	3.13%
25	VILLAGE BAKERIES	£22,590,567	30.00%	66.10%	£1.53	15.20%	92.16%	21.04%	13.38%	6.98%	2.96%

		NIQ					Tracksuit				
Rank	Brand	Sales Value	Sales Value % Chg YA	Sales Value % Chg 2YA	Price per Sales Unit	Weighted Distribution	Category Penetration	Prompted Awareness	Consideration	Usage	Preference
26	TARIQ HALAL	£22,336,330	40.30%	102.60%	£4.91	8.10%	26.08%	26.27%	21.76%	19.30%	12.07%
27	TAKIS	£21,816,020	45.00%	111.70%	£1.98	18.20%	89.20%	26.93%	11.37%	5.85%	0.11%
28	TREWITHEN DAIRY	£21,707,633	22.00%	26.80%	£1.72	25.50%	45.47%	8.17%	5.58%	3.25%	0.96%
29	RAMONA'S KITCHEN	£21,357,048	61.50%	263.80%	£3.32	47.70%	42.27%	21.91%	18.06%	13.31%	9.19%
30	RITTER	£20,987,143	34.90%	42.60%	£2.00	52.80%	87.41%	37.69%	20.54%	6.07%	1.48%
31	DAYLESFORD OR...	£20,871,957	21.60%	30.20%	£6.99	2.10%	55.34%	12.26%	7.75%	3.24%	1.05%
32	FOREST FEAST	£18,076,275	95.70%	175.20%	£2.70	57.20%	49.93%	14.13%	11.10%	9.04%	4.99%
33	ILLY	£17,662,493	20.40%	30.40%	£5.58	52.60%	82.45%	50.55%	25.28%	6.18%	2.60%
34	SCRUMBLES	£17,533,969	34.00%	82.80%	£3.99	44.90%	37.21%	26.69%	17.66%	10.27%	3.57%
35	CULLY & SULLY	£17,496,286	28.70%	83.90%	£2.44	49.20%	52.44%	15.21%	11.15%	6.56%	3.13%
36	VADASZ DELI	£16,841,680	25.70%	120.10%	£3.87	48.00%	53.15%	8.16%	6.29%	4.92%	2.55%
37	MOTH DRINKS	£16,063,860	50.90%	177.90%	£3.46	44.90%	35.63%	13.10%	10.02%	6.55%	3.63%
38	POOCH & MUTT	£15,731,749	52.10%	114.70%	£6.78	30.70%	37.21%	39.02%	27.13%	17.67%	11.72%
39	BIO & ME	£14,976,542	77.60%	224.80%	£2.10	54.80%	63.72%	10.99%	6.37%	3.82%	1.58%
40	PROMISE GLUTEN ...	£14,504,278	42.20%	148.40%	£3.44	40.20%	24.94%	26.69%	19.80%	14.34%	8.14%
41	MOWI	£14,486,749	21.10%	44.10%	£4.98	34.40%	57.32%	13.37%	8.68%	4.87%	2.60%
42	DASH WATER	£14,466,309	47.70%	125.20%	£3.71	36.90%	60.72%	40.72%	29.73%	20.10%	15.95%
43	BEAST STORE	£13,577,791	27.80%	104.80%	£3.57	35.20%	80.59%	12.34%	10.20%	7.65%	5.66%
44	REMEDY DRINKS	£13,513,070	21.40%	100.70%	£3.68	49.50%	60.72%	20.20%	15.09%	12.73%	7.71%
45	BUZZBALLZ	£13,407,335	444.80%	2,467.30%	£4.14	9.20%	35.63%	24.26%	17.36%	9.81%	4.97%
46	MASH DIRECT	£13,133,492	24.10%	33.10%	£1.81	24.90%	61.97%	12.84%	9.21%	6.89%	3.28%
47	WHITE CLAW	£12,777,142	28.10%	58.10%	£3.05	42.40%	53.65%	26.96%	14.62%	9.99%	4.89%
48	VIT HIT	£12,311,348	29.40%	80.60%	£1.62	23.10%	56.03%	17.03%	13.09%	9.20%	4.72%
49	PETERS YARD	£12,303,191	29.70%	63.70%	£2.36	50.70%	68.21%	18.14%	12.70%	6.21%	4.17%
50	TASTE ORIGINAL	£12,114,408	37.10%	260.20%	£1.90	23.00%	40.99%	21.74%	16.48%	13.15%	7.35%

# Closing thoughts from Joe

## And a few thank you's

If you've made it this far, I hope you agree that this report offers an unbiased and fascinating snapshot into the UK's FMCG challenger brands. Not just looking at those companies that feel like challenger brands because of their brand positioning, but truly defining and analysing all brands that are delivering 'challenger' levels of performance.

These brands should be celebrated. They are blazing the trail and providing much needed growth for the economy and moments of everyday joy for consumers.

Whether we're looking at a 158 year old brand or a 5 year old brand - what all these 50 challengers have in common is a level of execution which sets them apart from the incumbents and their competitors.

Join us for next year's report to see who's 'graduated' over the £100M cut off, who's slipped out, and who's newly made the list.

This report all stemmed from a LinkedIn post I made 6 months ago where I attempted to define the UK's challenger brands with very limited access to data. The response to that post was incredible, proving to me how hungry the industry was for this sort of visibility and analysis.

Thank you so much to Rachel at NielsenIQ, the team at Tracksuit (too many to name check but you know who you are!) and Henry at Beauhurst for all stepping up to offer such incredibly useful and valuable data to support this report.

Equally, thank you to Sam and Dylan in the MNC data team for doing all the hard work when it came to analysis.

If you think you have access to data that would make next year's report even more complete, we would of course love to collaborate with you going forward.





# Get in touch

If you're interested in what we've had to say in this report, we'd love to talk.

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