

LEGO voted the UK's strongest consumer brand

The toy brand trumped the likes of British Airways, Apple and Coca-Cola in this year's listing.

ROBERT HUTCHINS · 9 HOURS AGO



LEGO has been voted the UK's strongest consumer brand in an annual ranking, trumping the likes of British Airways, Apple and Coca-Cola.

A survey of 2,500 members of the British public awarded the Danish toy manufacturer the highest honour in Superbrands 2018 consumer list, which is based on perceived quality, reliability and distinction.

Out of a longlist of more than 1,500 companies, the shaving brand Gillette rose three places to score second spot, followed by technology giant Apple, toilet paper brand Andrex and Coca-Cola in fifth position.

Disney, Marks & Spencer, Boots, Heinz and BMW made up the top ten.

LEGO placed 25 back in 2014 and secured second position last year. Its victory in 2018 comes as the group celebrates its 60 anniversary. In addition to last year's winner British Airways, Google and Amazon dropped out of the top 20.

Disney and Heathrow both re-entered the ranking for the first time since 2013.

Superbrands chairman, Stephen Cheliotis said: "In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations.

"No brand, however strong, is immune to changing consumer sentiment. The rise of fresh, disruptive brands – particularly in terms of relevance to consumers' lives – should be an added warning to more established brands.

"The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum and the established elite don't respond fast enough."

The Superbrands top 20 list is as follows:

1. LEGO
2. Gillette
3. Apple
4. Andrex

5. Coca-Cola
6. Disney
7. Marks & Spencer
8. Boots
9. Heinz
10. BMW
11. Cadbury
12. Rolex
13. BP
14. Shell
15. John Lewis
16. Heathrow
17. Jaguar
18. Kleenex
19. Visa
20. Haagen Dazs