TOP 50: 1 BCA, 2 BANK BRI, 3 TELKOMSEL, 4 A, 5 mandiri, 6 234 IKJI SAM SIU, 7 GO-JEK, 8 Surya, 9 [illegible], 10 BNI, 11 Marlboro, 12 U mild, 13 [illegible], 14 POND'S, 15 MATAHARI, 16 Rinso, 17 indosat ooredoo, 18 XL, 19 ABC, 20 traveloka, 21 Pepsodent, 22 IndiHome, 23 [illegible], 24 Alfamart, 25 AQUA, 26 PT. Pakuwon Jati Tbk., 27 PONDOK INDAH, 28 SCTV, 29 sinarmas land, 30 CIPUTRA, 31 SariWangi, 32 ACE, 33 tokopedia, 34 sunsilk, 35 Lifebuoy, 36 sinarmas multiartha, 37 Bukalapak, 38 Citra, 39 Garuda Indonesia, 40 summarecon, 41 astra, 42 CIMB NIGA, 43 Bank BTN, 44 CLEAR, 45 Bluebird, 46 LIPPO, 47 sarimi, 48 INDOMILK, 49 RCTI, 50 mi instan SuperMi

1 BCA +20%
Banks
$12,674mil.

2 BANK BRI +17%
Banks
$9,385mil.

3 TELKOMSEL +3%
Telecom Providers
$8,863mil.

4 A 0%
Tobacco
$8,279mil.

5 mandiri +18%
Banks
$6,427mil.

6 234 IKJI SAM SIU +10%
Tobacco
$2,654mil.

7 GO-JEK New Entry
Transport
$2,387mil.

8 Surya +15%
Tobacco
$2,374mil.

9 [illegible] +13%
Tobacco
$2,311mil.

10 BNI 22%
Banks
$2,228mil.

Airlines -4%

2017	2018
$298mil.	$285mil.

Banks +19%

2017	2018
$26,464mil.	$31,514mil.

Entertainment -40%

2017	2018
$1,176mil.	$706mil.

Food and Dairy +4%

2017	2018
$3,191mil.	$3,325mil.

Home Care +5%

2017	2018
$1,136mil.	$1,196mil.

Personal Care -8%

2017	2018
$3,375mil.	$3,109mil.

Real Estate -12%

2017	2018
$2,845mil.	$2,499mil.

Retail +8%

2017	2018
$2,697mil.	$2,915mil.

Soft Drinks +1%

2017	2018
$992mil.	$1,001mil.

Telecom Providers +8%

2017	2018
$10,414mil.	$11,282mil.

Tobacco +3%

2017	2018
$18,720mil.	$19,297mil.

Transport 969%

2017	2018
$245mil.	$2,623mil.

Travel Agencies +%

2017	2018
$mil.	805mil.

Insurance +%

2017	2018
$mil.	$280mil.

	Total	FMCG*
2017	$71,554mil.	$26,422mil.
2018	$80,837mil.	$26,926mil.
	+13%	+2%

* Food and Dairy, Home Care, Personal Care and Tobacco

Top 50 Indonesian brands worth
US$80,837 million

Strongest Top 50 brands post
13% annual growth

NEW ON THE SCENE

The highest-ranking newcomers to the ranking this year are:

- 7th GO-JEK
- 20th traveloka
- 22nd IndiHome
- 33rd tokopedia
- 37th Bukalapak
- 41st astra
- 48th INDOMILK

FASTEST-GROWING BRANDS THIS YEAR

Brand	2018 value (US$M)	2017 value	% change
ACE	421	287	47%
Alfamart	566	426	33%
Bank BTN	242	184	31%
sinarmas multiartha	304	243	25%
BNI	2228	1829	22%
BCA	12674	10537	20%
CIMB NIAGA	254	211	20%
mandiri	6427	5438	18%
BANK BRI	9385	8021	17%
Surya	2374	2071	15%

GETTING IT RIGHT

LEADING BRANDS FROM THE TOP 50 IN EACH CATEGORY:

PURPOSE: Indomie, SariWangi, traveloka

INNOVATION: traveloka, Indomie, Garuda Indonesia

COMMUNICATIONS: traveloka, Indomie, MATAHARI

EXPERIENCE: traveloka, Indomie, Garuda Indonesia