



**Euromonitor
International**

Top 100 FMCG Brands in E-Commerce

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Key findings

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Top 100 FMCG brands in e-commerce offer strategic intelligence to drive digital influence

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High replenishment categories are fast lanes, translating brand equity into leadership

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Dominance of private label brands signal structural shifts

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No 9: Pro Plan

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Methodology and scope

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-100-fmcg-brands-in-e-commerce/report.