

Top 100 Companies listed in the 4 Major UK Supermarkets



See where you and your competition stand

Top 100 Companies listed in the 4 Major UK Supermarkets



Manufacturer	Percent of SKU listings needing new reviews	SKU listings across the Top 4 retailers
A G Barr plc	96%	164
AB InBev	91%	154
Accolade Wines	77%	139
Alpro Ltd	73%	192
Arla	49%	280
Armitage Pet Care	94%	204
Associated British Foods	84%	407
Baxters Food Group Limited	99%	148
Beiersdorf Ltd	79%	475
Bonne Maman	92%	99
Brewdog PLC	100%	102
Britvic	94%	469
Coca Cola Europacific Partners	92%	591
Cofresh Snack Foods	100%	115
Colgate Palmolive	59%	350
Coty Inc	68%	1111
Danone	68%	269
Danone Early Life Nutrition	67%	175
Diageo	92%	280
Dr Schar Ltd	98%	108

SKU Listing - Number of SKUs with listings in Tesco, ASDA, Sainsbury's & Morrisons eg 1 SKU listed in all 4 supermarkets online = 4

SKUs needing new reviews - Have either <30 reviews in total, Top 3 visible reviews that are older than 6 months old or are not representative of the brand average in each retailer

Data as of 18/09/23

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Dr. Oetker	92%	327
Essity	71%	188
Ferrero U.K. Ltd	94%	154
Fever Tree Ltd	100%	117
Fresh Marketing	86%	131
Fudco	100%	84
General Mills Inc	84%	450
Grace Foods	99%	157
GSK Consumer Healthcare	88%	269
Haribo Dunhills	99%	85
Heineken	84%	187
Henkel	95%	220
Hipp Ltd	97%	115
HJ Heinz	79%	733
Imperial Tobacco Limited	99%	220
Inspired Pet Nutrition (IPN)	98%	151
Itsu	99%	87
Jacobs Douwe Egberts	60%	206
Japan Tobacco Inc.	99%	189
John West	98%	193

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Johnson & Johnson	67%	627
Kao Corporation	90%	153
Kellogg Company	83%	322
Kimberly Clark	75%	210
KP Snacks	77%	287
KTC Edibles Ltd	97%	114
L'Oreal Group	79%	1790
Lego	95%	132
LF Beauty	100%	299
Lindt & Sprungli	79%	138
Lotus Bakeries	97%	99
Lucozade Ribena Suntory	84%	112
Marlow Foods Ltd.	88%	223
Mars	96%	516
Mars Petcare	80%	532
Mattel	95%	108
Mayborn Baby & Child	96%	113
McCormick And Company	94%	291
Mondelez International	81%	939
Muller Dairy	76%	154

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Nestle Food & Beverage	84%	934
Nestle Purina	65%	390
Newell Brands	82%	148
Nomad Foods Europe	89%	504
Organix Brands Ltd	90%	130
Original Additions Ltd	99%	108
PepsiCo	95%	695
Pernod-Ricard Ltd	85%	185
Perrigo	100%	126
Pets Choice Ltd	95%	151
Pilgrims Global	90%	207
Pladis	85%	355
Premier Foods	75%	1229
Princes Limited	93%	309
Procter & Gamble	66%	1806
PZ Cussons	95%	255
R Twining and Company	99%	249
Reckitt Benckiser plc	89%	904
Revlon Inc	98%	155
Saputo Inc.	84%	132

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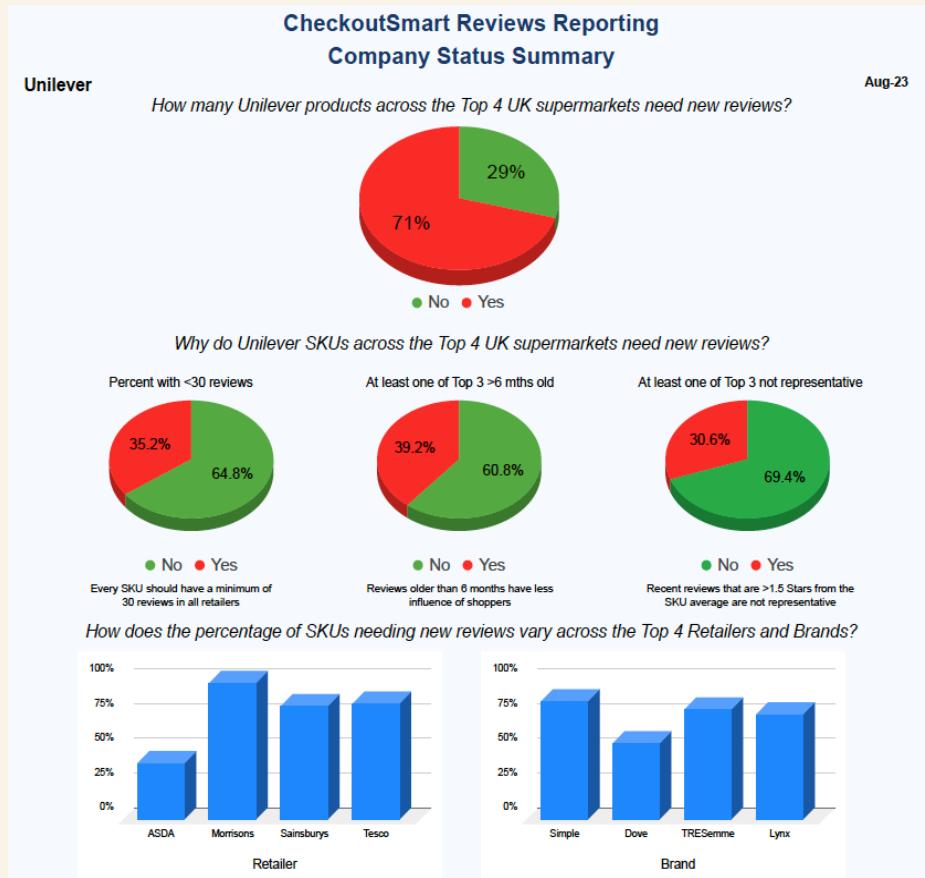
Manufacturer	Percent of SKU listings needing new reviews	SKU listings across the Top 4 retailers
SC Johnson	90%	294
Seven Seas Health Care Ltd	90%	103
SHS Group	91%	129
Spectrum Brands Inc.	80%	152
Surya Foods	97%	96
Symington's Ltd	93%	167
The Coca-Cola Company	100%	172
The Hain Celestial Group Inc	98%	520
The Jordans & Ryvita	97%	116
The Kids Food Company	98%	118
The Walt Disney	99%	171
Tilda	91%	128
Unilever	71%	2088
Vitabiotics Ltd	99%	129
Warburtons Limited	86%	192
Weetabix Ltd	86%	134
Wella Company	85%	119
Whitworths Ltd	100%	93
Yeo Valley Farms Ltd	81%	137
Young's	93%	149

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To get your free company report just ask us at sales@checkoutsmart.com



What do some of the 1-star Top 3 visible reviews say?

Brand	Product	Title of Review	Body of Review	Need New Reviews?	Age (Days)	Star Rating
Dove	Dove Deeply Nourishing Body Wash 550ml	Rubbish	Doesnt lather up doesnt feel like it cleans all that well either. Also the lid is a pain to put back on	Yes	253	1
VO5	VO5 Mega Hold Styling Mousse 200ml	The pump failed when the container was still half	The pump failed when the container was still half full and the mousse was already becoming rather slimy. Never again	Yes	1088	1
Sure	Sure 72H Uplifting & Fresh Antiperspirant 150ml	Not keen on the smell	I always use Sure products and was eager to try the water melon product. However by mid morning I was not impressed with the over ripe fruit scent	Yes	305	1
Maiile	Maiile Original Dijon Mustard 215g	Not proper Dijon	This Dijon is incredibly hot more like English mustard.	Yes	133	1
Knorr	Knorr Vegetable Stock Cubes 20 x 10g	So bad	I added my rice but it makes it uneatable. I am so regret that putting this to my food	Yes	330	1

Get the big picture summary as well as some examples of the reviews shoppers are reading

Or go one deeper and get a full SKU level report by retailer



CheckoutSmart Reviews Reporting Category Report								
Unilever - All brands						Sep-23		
Retailer	Product	Need new review	Average rating	Total of review	Top 3 Visible Reviews			
					Oldest (days)	Lowest Rating	Lowest Influence Score	
Tesco	Colman's Big Night In Mexican Burrito Recipe Mix 38G	No	4.9	34	178	4	68	
Tesco	Colman's Season & Shake Garlic & Herb Roast Chicken Mix 32G	Yes	4.6	38	250	4	76	
Tesco	Colman's Season & Shake Mediterranean Chicken Seasoning Mix 33G	Yes	4.8	40	527	4	64	
Tesco	Colman's Season & Shake Piri Piri Chicken Seasoning Mix 29G	Yes	4.8	39	512	5	74	
Tesco	Pot Noodle Bombay Bad Boy Instant Noodles King Pot 114g	Yes	4.3	57	290	2	20	
Tesco	Pot Noodle Chicken & Mushroom Instant Noodles King Pot 114g	Yes	4.3	200	235	2	21	
Tesco	Pot Noodle Chicken & Mushroom Instant Noodles Multipack 4x90g	Yes	4.3	190	235	2	21	
Tesco	Pot Noodle Fusions Chili Chicken Instant Noodles 100g	Yes	4.3	46	62	2	68	
Tesco	Pot Noodle Fusions Katsu Curry Instant Noodles 100g	Yes	4.5	49	1	2	77	
Tesco	Pot Noodle Lost the Pot Champion Chicken Instant Noodles 85g	Yes	2.7	10	238	1	31	
Tesco	Pot Noodle Lost the Pot Chip Shop Curry Instant Noodles 85g	Yes	4.3	38	246	1	21	
Tesco	Pot Noodle Lost the Pot Smokin' BBQ Instant Noodles 85g	Yes	4.4	37	329	1	32	
Tesco	Pot Noodle Piri Piri Chicken Instant Noodles 90g	Yes	4.2	44	46	1	10	
Tesco	Telma Matzo Ball Mix 84G	Yes		0				
Tesco	Domestos Bleach Citrus Toilet Cleaner 750ml	Yes	4.8	142	369	5	3	
Tesco	Domestos Bleach Original Toilet Cleaner 750ml	Yes	4.7	154	283	4	10	
Tesco	Domestos Bleach White & Sparkle Toilet Cleaner 750ml	No	4.8	104	3	5	39	
Tesco	Peperami Pizza Buns Hot 4X40g	Yes		0				
Tesco	Peperami Pizza Buns Original 4X40g	Yes	3.7	19	92	1	66	
Tesco	Peperami Vegerami Sticks 3 X 20G	Yes	3.2	58	8	1	25	
Tesco	Cif Cream Lemon Fresh 500Ml	Yes	4.8	148	466	5	38	
Tesco	Cif Cream Original 500ml	Yes	4.6	163	692	4	16	
Tesco	Cif Eco Refill Power & Shine Kitchen 70Ml	Yes	4.2	68	222	5	56	
Tesco	Cif Ecorefill Anti-Bacterial & Shine Multi Purpose 70Ml	Yes	4.4	13	330	5	41	
Tesco	Cif Floor Ocean 950Ml	Yes	4.7	164	128	1	29	
Tesco	Cif Multipurpose Cleaner Spray Orange & Lemongrass 750ml	Yes		0				
Tesco	Cif Multipurpose Spray Lavender & Blue Fern 750ml	Yes		0				
Tesco	Cif Power & Shine Bathroom Spray 700Ml	No	4.3	228	11	1	15	
Tesco	Domestos Aroma Lux Rim Block Jasmine & Elderflower 55G	No	4.4	93	136	3	27	
Tesco	Domestos Aroma Lux Rim Block White Rose & Tea tree 55G	Yes	4.2	94	71	1	3	
Tesco	Domestos Power 5 Pink Rim Block 55G	Yes		0				
Tesco	Domestos Power 5 Rim Block Lime 55G	No	4.3	104	54	5	21	
Tesco	Domestos Power 5 Rim Block Ocean 55G	Yes	3.5	68	36	1	56	

Covers all brands listed in all of the Top 6 supermarkets in the UK (Tesco, ASDA, Morrisons, Sainsburys, Ocado & Waitrose), not just the Top 100 companies



CheckoutSmart

BRANDS



You need new
REVIEWS