



**Markentracking
Markenlisten Q2/2019**

Übersicht

Branchen	
Automotive (Dachmarken und Modelle)	x
Health	x
Finance (Banken, Bausparkassen und Versicherungen)	x
Beauty (Dachmarken und Produktlinien)	x
Electronics & Communications	x
Retail	x
Food & Beverage	x
Fashion	x
Mixed	x

Anzahl erhobener Marken/Modelle/Produkte	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Automotive (Dachmarken)	33	33	33	33	33	33
Automotive (Modelle)	36	37	38	38	39	39
Health	53	52	52	52	52	51
Finance (Banken, Bausparkassen)	17	17	17	18	18	18
Finance (Versicherungen)	9	10	10	9	9	10
Beauty (Dachmarken)	61	58	58	56	56	56
Beauty (Produktlinien)	9	9	9	10	10	10
Electronics & Communications	24	24	27	28	28	27
Retail	38	38	38	36	36	36
Food & Beverage	34	34	34	34	33	33
Fashion	44	45	44	48	48	50
Mixed	38	40	38	37	36	36
Summe Marken/Modelle/Produkte	396	397	398	399	398	399

Branche: Automotive

Dachmarken	Modelle	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Alfa Romeo		x	x	x	x	x	x
Audi		x	x	x	x	x	x
	Audi A3	x	x				
	Audi A6			x	x	x	x
	Audi A8	x	x	x			
	Audi Q3	x	x	x	x	x	x
	Audi Q5	x	x	x	x	x	x
BMW		x	x	x	x	x	x
	BMW 3er				x	x	x
	BMW 5er	x	x	x	x	x	x
Citroen		x	x	x	x	x	x
	Citroen C3	x	x	x	x	x	x
Dacia		x	x	x	x	x	x
	Dacia Duster			x	x	x	x
DS		x	x	x	x	x	x
Fiat		x	x	x	x	x	x
	Fiat 500	x	x	x	x	x	x
Ford		x	x	x	x	x	x
	Ford Fiesta	x	x	x	x	x	x
	Ford Focus	x	x	x	x	x	x
Honda		x	x	x	x	x	x
	Honda Civic	x	x	x	x	x	x
	Honda CR-V			x	x	x	x
Hyundai		x	x	x	x	x	x
	Hyundai i30	x	x	x	x	x	x
	Hyundai Tucson	x	x	x	x	x	x
Infiniti		x	x	x	x	x	x
Jaguar		x	x	x	x	x	x
	Jaguar E-Pace	x	x	x	x	x	x
Jeep		x	x	x	x	x	x
Kia		x	x	x	x	x	x
Land Rover		x	x	x	x	x	x
Lexus		x	x	x	x	x	x
Mazda		x	x	x	x	x	x
	Mazda CX 3	x	x				
	Mazda CX 5	x	x	x	x	x	x
	Mazda MX-5			x	x	x	x
Mercedes-Benz		x	x	x	x	x	x
	Mercedes A-Klasse		x	x	x	x	x
	Mercedes E-Klasse	x	x	x	x	x	x
Mini		x	x	x	x	x	x
Mitsubishi		x	x	x	x	x	x
Nissan		x	x	x	x	x	x
	Nissan Qashqai	x	x	x	x	x	x
Opel		x	x	x	x	x	x
	Opel Astra	x	x				
	Opel Corsa	x	x				
	Opel Crossland X	x	x	x	x	x	x
	Opel Grandland X			x	x	x	x
	Opel Insignia			x	x	x	x
Peugeot		x	x	x	x	x	x
	Peugeot 308	x	x				
	Peugeot 5008	x	x	x	x	x	x
Porsche		x	x	x	x	x	x
Renault		x	x	x	x	x	x
	Renault Captur			x	x	x	x
	Renault Twingo	x	x				
	Renault Zoe			x	x	x	x
Seat		x	x	x	x	x	x

	Seat Arona			X	X	X	X
	Seat Ateca	X	X				
	Seat Ibiza	X	X	X	X	X	X
	Seat Leon	X	X	X	X	X	X
Skoda		X	X	X	X	X	X
	Skoda Fabia	X	X	X	X	X	X
	Skoda Kodiaq	X	X				
	Skoda Octavia	X	X	X	X	X	X
Smart		X	X	X	X	X	X
Subaru		X	X	X	X	X	X
Suzuki		X	X	X	X	X	X
Toyota		X	X	X	X	X	X
	Toyota Auris	X	X	X	X		
	Toyota Corolla					X	X
	Toyota RAV4					X	X
VW (Volkswagen)		X	X	X	X	X	X
	VW Golf	X	X	X	X	X	X
	VW Polo	X	X	X	X	X	X
	VW Tiguan	X	X	X	X	X	X
	VW T-Roc	X	X	X	X	X	X
Volvo		X	X	X	X	X	X
	Volvo XC 40	X	X	X	X	X	X
	Volvo XC 60	X	X	X	X	X	X

Branche: Health

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Almased Vitalkost	X	X	X	X	X	X
Aspirin	X	X	X	X	X	X
Baldriparan	X	X	X	X	X	X
Basica Direkt	X	X	X	X	X	X
Bioelectra	X	X	X	X	X	X
Bromuc			X	X		
Bullrich		X	X	X	X	X
Bullrich Salz	X					
Ciclopoli	X	X	X	X	X	X
Contramutan	X	X	X	X	X	X
Crataegutt	X	X	X	X	X	X
DHU	X	X	X	X	X	X
Diclo Ratiopharm Schmerzgel	X	X	X	X	X	X
Doc Schmerzgel	X	X	X	X	X	X
Dolormin	X	X	X	X	X	X
Doppelherz (Aktiv + System)	X	X	X	X	X	X
Elasten	X	X	X	X	X	X
Fenihydrocort	X	X	X	X	X	X
Formoline I112	X	X	X	X	X	X
Gelencium	X	X	X	X	X	X
Gelomyrtol	X	X	X	X	X	X
Geloproled	X	X	X			
Glycowohl					X	X
Hametum	X	X	X	X	X	X
Hoggar Night	X	X	X	X	X	X
Hyaluron-ratiopharm Augentropfen	X	X	X	X	X	
Iberogast	X	X	X	X	X	X
IBU-ratiopharm						X
Imodium						X
Inneov						X
Kijimea Reizdarm	X	X	X	X	X	X
Klosterfrau		X	X	X	X	X
Klosterfrau Melisengeist	X					X
Kneipp Arnika						X

Kneipp Figur Balance						X
Kytta						X
Lasea Kapseln	X	X	X	X	X	X
Lavita				X	X	X
Lefax						X
Limptar						X
Linola	X	X	X	X	X	X
Loceryl	X	X	X	X	X	X
Luvos	X	X	X	X	X	X
Maaloxan						X
Magnesium Diasporal	X	X	X	X	X	X
Magnesium Verla	X	X	X	X	X	X
Magnetrans						X
Manuia						X
Meditonsin	X	X	X	X	X	X
Medivitan	X	X	X	X	X	X
Midro Tee	X	X	X	X	X	X
Neurexan	X	X	X	X	X	X
Orthomol	X	X	X	X	X	X
Pascoflair	X	X	X	X	X	X
Perenterol	X	X	X	X	X	X
Physiogel	X	X				
Prostagutt Forte	X	X	X	X	X	X
Refigura	X	X	X	X	X	X
Regaine	X	X	X	X	X	X
Rheumagil	X	X	X	X	X	X
Sililevo	X	X	X	X	X	X
Taxofit	X	X	X	X	X	X
Tebonin	X	X	X	X	X	X
Thermacare	X	X	X	X	X	X
Thomapyrin	X	X	X	X	X	X
Umckaloabo	X	X	X	X	X	X
Vagisan	X	X	X	X	X	X
Voltaren Schmerzgel	X	X	X	X	X	X

Branche: Finance

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Banken, Bausparkassen						
comdirect	x	x	x	x	x	x
Commerzbank	x	x	x	x	x	x
Deka Investmentfonds	x	x	x	x	x	x
Deniz Bank				x	x	x
Deutsche Bank	x	x	x	x	x	x
HypoVereinsbank	x	x	x	x	x	x
ING (ING DiBa)	x	x	x	x	x	x
Interhyp	x	x	x	x	x	x
LBS	x	x	x	x	x	x
Postbank	x	x	x	x	x	x
Schwäbisch Hall	x	x	x	x	x	x
Sparda-Banken	x	x	x	x	x	x
Sparkasse	x	x	x	x	x	x
SwissLife	x	x	x	x	x	x
Targobank	x	x	x	x	x	x
Union Investment	x	x	x	x	x	x
Volksbanken Raiffeisenbanken	x	x	x	x	x	x
Wüstenrot	x	x	x	x	x	x
Versicherungen						
ADAC	x	x	x	x	x	x
Allianz	x	x	x	x	x	x
AOK Krankenkasse	x	x	x	x	x	x
Barmer	x	x	x	x	x	x
DAK-Gesundheit	x	x	x	x	x	x
ERGO/ERGO Direkt	x	x	x	x	x	x
Hanse Merkur	x	x	x	x	x	x
HUK-Coburg	x	x	x	x	x	x
R+V Versicherung		x	x			x
TK Techniker Krankenkasse	x	x	x	x	x	x

Branche: Beauty

Dachmarken Produktlinien	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Acqua Colonia	x	x				
Alcina	x	x	x	x	x	x
Alpecin				x	x	x
Artdeco	x	x	x	x	x	x
Avène	x	x	x			
Betty Barclay (Düfte / Parfums)			x	x	x	x
Bi-Oil	x	x	x	x	x	x
Bioré	x	x	x	x	x	x
Biorepair	x	x	x	x	x	x
Biotherm	x	x	x	x	x	x
Bulgari	x	x	x	x	x	x
Calvin Klein / ck (Düfte / Parfums)	x	x	x	x	x	x
Catrice	x	x	x	x	x	x
CD	x	x	x	x	x	x
Celyoung	x	x	x	x	x	x
Celyoung Antiaging	x	x	x	x	x	x
Chanel	x	x	x	x	x	x
Chloé	x	x	x	x	x	x
Christina Aguilera (Düfte / Parfums)	x	x	x	x	x	x
Clarins	x	x	x	x	x	x
Clinique	x	x	x	x	x	x
Dermasence					x	x
Diadermine	x	x	x	x	x	x
Dior	x	x	x	x	x	x
Dove	x	x	x	x	x	x
Elmex	x	x	x	x	x	x
Essie	x	x	x	x	x	x
Estée Lauder	x	x	x	x	x	x
Eubos	x	x	x	x	x	x
Garnier	x	x	x	x	x	x
Gliss Kur	x	x	x			
Guerlain	x	x	x	x	x	x
Guhl	x	x	x			
Jil Sander	x	x	x	x	x	x
John Frieda	x	x	x	x	x	x
Frizz ease (John Frieda)	x	x	x	x	x	x
Kneipp	x	x	x	x	x	x
L'Oréal Paris	x	x	x	x	x	x
L'Oréal Paris Botanicals				x	x	x
L'Oréal Paris Dermo Expertise	x	x	x	x	x	x
Lancôme	x	x	x	x	x	x
Lavera	x	x	x	x	x	x
Marc Jacobs	x	x	x	x	x	
Maybelline New York	x	x	x	x	x	x
medipharma cosemtics						x
Meridol	x	x	x	x	x	x
Narciso Rodriguez	x	x	x	x	x	x
Neutrogena				x	x	x
Nivea	x	x	x	x	x	x
Nivea Cellular Anti-Age	x	x	x	x	x	x
Nivea (Gesichtspflege)	x	x	x	x	x	x
Nivea Vital	x	x	x	x	x	x
Nivea Men	x	x	x	x	x	x

Palmolive		x	x	x	x	x	
Pantene Pro-V		x	x	x	x	x	x
Paul Mitchell (Wild Beauty)		x	x	x	x	x	x
Plantur		x	x	x	x	x	x
	Plantur 39	x	x	x	x	x	x
Prada Parfums		x	x	x	x	x	x
Rituals		x	x	x	x	x	x
Santaverde						x	x
Schwarzkopf		x	x	x	x	x	x
Sebamed		x	x	x	x	x	x
Shiseido		x	x	x	x	x	x
s.Oliver Parfums		x	x	x			
SYOSS		x	x	x	x		
Tetesept		x	x	x	x	x	x
Thierry Mugler		x	x	x	x	x	x
Versace Parfums		x	x	x	x	x	x
Vichy		x	x	x	x	x	x
	Vichy Neovadiol	x	x	x	x	x	x
Weleda		x	x	x	x	x	x
Wella		x	x	x	x	x	x
Yves Saint Laurent		x	x	x	x	x	x

Branche: Electronics & Communications

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
1+1 Internet AG	x	x	x	x	x	x
AEG	x	x	x	x	x	x
Amazon Echo/Alexa			x	x	x	x
Apple	x	x	x	x	x	x
AVM / FRITZ!Box	x	x	x	x	x	x
Beko	x	x	x	x		
Bosch	x	x	x	x	x	x
Bose	x	x	x	x	x	
DATEV	x	x	x	x	x	x
Dell				x	x	x
Dyson			x	x	x	x
Google	x	x	x	x	x	x
Google Home/Assistant			x	x	x	x
Grundig	x	x	x	x		
hp Hewlett-Packard	x	x	x	x	x	x
Huawei						x
KENWOOD	x	x	x	x	x	
Lexware	x	x	x	x	x	x
Liebherr	x	x	x	x	x	x
Microsoft	x	x	x	x	x	x
Miele	x	x	x	x	x	x
mobilcom-debitel	x	x	x			
O2	x	x	x	x	x	x
Panasonic	x	x	x	x	x	x
Samsung	x	x	x	x		
Samsung (Smartphones, Tablets, Notebooks)					x	x
Samsung (Unterhaltungselektronik)					x	x
Samsung (Haushaltsgeräte)					x	x
Sony	x	x	x	x	x	x
Telekom	x	x	x	x	x	x
Teufel				x	x	x
Unitymedia	x	x	x	x	x	x
vodafone	x	x	x	x	x	x

Branche: Retail

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Aldi	x	x	x	x	x	x
Aldi Nord	x	x	x	x	x	x
Aldi Süd	x	x	x	x	x	x
Amazon	x	x	x	x	x	x
Bauhaus	x	x	x	x	x	x
Channel21 (TV-Shopping-Sender)	x	x	x	x	x	x
Conrad Electronic	x	x	x	x	x	x
Ebay	x	x	x			
Edeka	x	x	x	x	x	x
Euronics	x	x	x	x	x	x
Expert	x	x	x	x	x	x
Fielmann	x	x	x	x	x	x
Fressnapf	x	x	x	x	x	x
Galeria Kaufhof	x	x	x	x	x	x
Hawesko / Hanseatisches Wein & Sekt Kontor	x	x	x	x	x	x
Hoeffner Möbelhäuser	x	x	x	x	x	x
Home Shopping Europe / HSE	x	x	x	x	x	x
Hornbach	x	x	x	x	x	x
Ikea	x	x	x	x	x	x
Intersport	x	x	x	x	x	x
Karstadt	x	x	x	x	x	x
Kaufland	x	x	x	x	x	x
Lidl	x	x	x	x	x	x
Media Markt	x	x	x	x	x	x
Netto	x	x	x	x	x	x
Norma	x	x	x	x	x	x
Obi	x	x	x	x	x	x
Pearl	x	x	x			
Penny	x	x	x	x	x	x
Real	x	x	x	x	x	x
Rewe	x	x	x	x	x	x
Roller	x	x	x	x	x	x
Rossmann	x	x	x	x	x	x
Saturn	x	x	x	x	x	x
Segmüller	x	x	x	x	x	x
Tchibo	x	x	x	x	x	x
Toom Baumarkt	x	x	x	x	x	x
XXXL Möbelhäuser	x	x	x	x	x	x

Branche: Food & Beverage

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Adelholzener	x	x	x	x		
Arla KÆRGÅRDEN	x	x				
Bergader		x	x	x	x	x
Bitburger	x	x	x	x	x	x
Dallmayr	x	x	x	x	x	x
Danone (auch Danone Actimel und Activia)	x	x	x	x	x	x
Darboven (z.B. IDEE KAFFEE, Café Intención, EILLES Gourmet Café, ALBERTO, Mövenpick und SANSIBAR Caffè)	x	x	x	x	x	x
Dr. Oetker Backwaren	x	x	x	x	x	x
Erdinger	x	x	x	x	x	x
Fachingen Heil+Mineralbrunnen					x	x
innocent					x	x
Jules Mumm	x	x	x	x		
Kinder (Schokolade)	x	x	x	x	x	x
Knorr	x	x	x	x	x	x
Knorr natürlich lecker	x	x	x	x	x	x
König Pilsener	x	x	x	x	x	x
Krombacher	x	x	x	x	x	x
Lavazza	x	x	x	x	x	x
Lindt	x	x	x	x	x	x
Lindt Excellence	x	x	x	x	x	x
Lindt Lindor	x	x	x	x	x	x
Lindt Mini Pralines	x	x	x	x	x	x
Maggi	x	x	x	x	x	x
Meißner	x	x	x	x	x	x
Milchschnitte	x	x	x	x		
Milka	x	x	x	x	x	x
Minus L	x	x	x	x	x	x
Nespresso Kaffee/ Espresso	x	x	x	x	x	x
Rabenhorst	x	x	x	x	x	x
Rotkäppchen Sekt	x	x	x	x	x	x
Rügenwalder	x	x	x	x	x	x
Teekanne			x	x	x	x
Tchibo Kaffee	x	x	x	x		
Veltins	x	x	x	x	x	x
Vilsa	x	x	x	x	x	x
Warsteiner	x	x	x	x	x	x
Wiltmann					x	x
Zott	x	x	x	x	x	x

Branche: Fashion

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Bekleidungsgeschäft, Schuhgeschäft, Versandhandel bzw. Katalog						
Adler Bekleidungsmärkte	x	x	x	x	x	x
Bader	x	x	x	x	x	x
C & A	x	x	x	x	x	x
Deichmann	x	x	x	x	x	x
H & M, Hennes & Mauritz	x	x	x	x	x	x
Kik	x	x	x	x	x	x
McArthurGlen				x	x	x
Otto	x	x	x	x	x	x
Peek & Cloppenburg	x	x	x	x	x	x
Peter Hahn	x	x	x	x	x	x
Sinn Leffers (Sinn GmbH)				x	x	x
Zalando	x	x	x	x	x	x
hochwertige Armbanduhren, Schmuck						
Bulgari (Uhren + Schmuck)	x	x	x	x	x	x
Breitling	x	x	x	x	x	x
Hublot	x	x	x	x	x	x
NOMOS Glashütte	x	x	x	x		
Pandora	x	x	x	x	x	x
Patek Philippe	x	x	x	x	x	x
Rolex	x	x	x	x	x	x
Tag Heuer	x	x	x	x	x	x
Thomas Sabo	x	x	x	x	x	x
Wempe				x	x	x
Mode, Bekleidung, Accessoires						
Bamigo				x	x	x
Brax	x	x	x	x	x	x
Camel Active					x	x
Charles Vögele	x	x				
Christian Dior Couture	x	x	x	x	x	x
Esprit	x	x	x	x	x	x
Gore / Gore Tex	x	x	x	x	x	x
Hermès	x	x	x	x	x	x
Herno		x	x	x	x	x
Hugo Boss	x	x	x	x	x	x
Jack Wolfskin						x
Levi Strauss / Levi's	x	x	x	x	x	x
Longchamp						x
Louis Vuitton	x	x	x	x	x	x
Marc Cain	x	x	x	x	x	x
Marc O'Polo	x	x	x	x	x	x
Mey	x	x	x	x	x	x
Olymp	x	x	x	x	x	x
Opus	x	x	x	x	x	x
s.Oliver	x	x	x	x	x	x
Triumph	x	x	x	x	x	x
Tod's	x	x	x	x	x	x
Tom Tailor				x	x	x
Tommy Hilfiger	x	x	x	x	x	x
Walbusch	x	x	x	x	x	x
Schuhe						
Ara Shoes	x	x	x			
FinnComfort	x	x	x	x	x	x
Gabor	x	x	x	x	x	x
Geox Schuhe	x	x	x	x	x	x
Sioux	x	x	x	x	x	x
Tamaris	x	x	x	x	x	x

Branche: Mixed

Marken	Q1/2018	Q2/2018	Q3/2018	Q4/2018	Q1/2019	Q2/2019
Online-Sportwetten, Online-Lotto, Online-Casino, Online-Poker						
bet-at-home	x	x	x	x	x	x
inter wetten	x	x	x	x	x	x
ODDSET	x	x	x	x	x	x
tipico	x	x	x	x	x	x
Lotterie						
Aktion Mensch	x	x	x	x	x	x
Deutsche Fernsehlotterie	x	x	x	x	x	x
SKL (Süddeutsche Klassenlotterie)					x	x
Reifen						
Bridgestone	x	x	x			
Continental	x	x	x	x	x	x
Goodyear	x	x	x	x	x	
Michelin	x	x	x	x	x	x
Reinigungsmittel, Waschmittel, Weichspüler						
Dr. Beckmann		x	x	x	x	x
Frosch	x	x	x	x	x	x
Persil	x	x	x	x		
Perwoll	x	x	x			
Urlaub, Studienreisen, Reisen und Kreuzfahrten						
AIDA	x	x	x	x	x	x
A-Rosa	x	x	x	x	x	x
Costa Kreuzfahrten	x	x	x	x	x	x
CUNARD Kreuzfahrten						x
Hapag Lloyd Kreuzfahrten	x	x	x	x	x	x
Hurtigruten	x	x	x	x	x	x
Mein Schiff (früher: Tui Cruises)	x	x	x	x	x	x
MSC Kreuzfahrten	x	x	x	x	x	x
Österreich Werbung	x	x	x	x	x	x
Studiosus	x	x	x	x	x	x
Tui	x	x	x	x	x	x
Sonstiges						
Bravo Hits	x	x	x	x	x	x
DB Bahn	x	x	x	x	x	x
Deutsche Post	x	x	x	x	x	x
E.ON	x	x	x	x	x	x
Emirates	x	x	x	x	x	x
innogy	x	x				
Jet Tankstellen	x	x	x	x		
Kibek	x	x	x	x	x	x
Kind Hörgeräte	x	x	x	x	x	x
Liqui Moly	x	x	x	x	x	x
Lufthansa	x	x	x	x	x	x
Oral B elektrische Zahnbürsten	x	x	x	x	x	x
Porsche Design		x	x	x	x	x
Rimowa	x	x				
Rinti	x	x	x	x	x	x
Stihl				x	x	x
WMF	x	x	x	x	x	x