



Markentracking
Markenlisten Q2/2020

Übersicht

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

Anzahl erhobener Marken/Modelle/Produkte	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
Automotive (Dachmarken)	33	33	32	32	33	33
Automotive (Modelle)	39	39	39	39	37	37
Health	52	51	51	50	50	51
Finance (Banken, Bausparkassen)	18	18	18	17	17	16
Finance (Versicherungen)	9	10	10	10	10	10
Beauty (Dachmarken)	56	56	56	56	54	53
Beauty (Produktlinien)	10	10	10	10	3	3
Electronics & Communications	28	27	27	27	27	27
Retail	36	36	36	36	35	36
Food & Beverage	33	33	33	34	33	32
Fashion	48	50	50	50	50	49
Travel (<i>ab 2020, bis 2019 in Mixed enthalten</i>)					15	16
Mixed	36	36	37	38	23	24
Summe Marken/Modelle/Produkte	398	399	399	399	387	387

Branche: Automotive

Dachmarken	Modelle	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
Alfa Romeo		x	x	x	x	x	x
Audi		x	x	x	x	x	x
	Audi A6	x	x	x	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	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
Cupra						x	x
Dacia		x	x	x	x	x	x
	Dacia Duster	x	x	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	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				
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 5	x	x	x	x	x	x
	Mazda MX-5	x	x	x	x	x	x
Mercedes-Benz		x	x	x	x	x	x
	Mercedes A-Klasse	x	x	x	x	x	x
	Mercedes E-Klasse	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 Crossland X	x	x	x	x	x	x
	Opel Grandland X	x	x	x	x	x	x
	Opel Insignia	x	x	x	x	x	x
Peugeot		x	x	x	x	x	x
	Peugeot 5008	x	x	x	x		
Porsche		x	x	x	x	x	x
Renault		x	x	x	x	x	x
	Renault Captur	x	x	x	x	x	x
	Renault Zoe	x	x	x	x	x	x

Seat		x	x	x	x	x	x
	Seat Arona	x	x	x	x	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 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 Corolla	x	x	x	x	x	x
	Toyota RAV4	x	x	x	x	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	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
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
Biolectra	x	x	x	x	x	x
Bullrich	x	x	x	x	x	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				
Floradix			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
Glycowohl	x	x	x	x	x	x
Hametum	x	x	x	x	x	x
Hepar Hevert				x	x	x
Hoggar Night	x	x	x	x	x	x
Hyaluron-ratiopharm Augentropfen	x					
Iberogast	x	x	x	x	x	x
Kijimea Reizdarm	x	x	x	x	x	x
Klosterfrau	x	x	x	x	x	x
Lasea Kapseln	x	x	x	x	x	x
Lavita	x	x	x	x	x	x
Linola	x	x	x	x	x	x
Loceryl	x	x	x	x	x	x
Luvos	x	x	x	x	x	x
Magnesium Diasporal	x	x	x	x	x	x
Magnesium Verla	x	x	x	x	x	x
Meditonsin	x	x	x	x	x	x

Medivitan	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
Pascoffair	x	x	x			
Perenterol	x	x	x	x	x	x
Prostagutt Forte	x	x	x	x	x	x
Refigura	x	x	x	x	x	x
Regaine	x	x				
Rheumagil	x	x	x	x	x	x
Salus			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
Vertigo Heel						x
Voltaren Schmerzgel	x	x	x	x	x	x

Branche: Finance

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
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	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			
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	x	x
TK Techniker Krankenkasse	x	x	x	x	x	x

Branche: Beauty

Dachmarken	Produktlinien	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
Alcina		x	x	x	x	x	x
Alpecin		x	x	x	x	x	x
Artdeco		x	x	x	x	x	x
Betty Barclay (Düfte / Parfums)		x	x	x	x	x	x
Bi-Oil		x	x	x	x	x	x
Bioré		x	x	x	x		
Biorepair		x	x	x	x	x	x
Biotherm		x	x	x	x	x	x
Bulgari		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		
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	x	x	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
Guerlain		x	x	x	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	x		
	L'Oréal Paris Dermo Expertise	x	x	x	x		
Lancôme		x	x	x	x	x	x
Lavera		x	x	x	x	x	x
Marc Jacobs		x					
Maybelline New York		x	x	x	x	x	x
medipharma cosmetics			x	x	x	x	x
Meridol		x	x	x	x	x	x
Narciso Rodriguez		x	x	x	x	x	x
Neutrogena		x	x	x	x	x	x
Nivea		x	x	x	x	x	x
	Nivea Cellular Anti-Age	x	x	x	x		
	Nivea (Gesichtspflege)	x	x	x	x		
	Nivea Vital	x	x	x	x	x	x
	Nivea Men	x	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		
Prada Parfums	x	x	x	x	x	x
Rituals	x	x	x	x	x	x
Santaverde	x	x	x	x	x	x
Schwarzkopf	x	x	x	x	x	x
Sebamed	x	x	x	x	x	x
Shiseido	x	x	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		
Weleda	x	x	x	x	x	x
Wella	x	x	x	x		
Yves Saint Laurent	x	x	x	x	x	x

Branche: Electronics & Communications

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
1+1 Internet AG	x	x	x	x	x	x
AEG	x	x	x	x	x	x
Amazon Echo/Alexa	x	x	x	x	x	x
Apple	x	x	x	x	x	x
AVM / FRITZ!Box	x	x	x	x	x	x
Bosch	x	x	x	x	x	x
Bose	x					
DATEV	x	x	x	x	x	x
Dell	x	x	x	x	x	x
Dyson	x	x	x	x	x	x
Google	x	x	x	x	x	x
Google Home/Assistant	x	x	x	x	x	x
hp Hewlett-Packard	x	x	x	x	x	x
Huawei		x	x	x	x	x
KENWOOD	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
O2	x	x	x	x	x	x
Panasonic	x	x	x	x	x	x
Samsung (Smartphones, Tablets, Notebooks)	x	x	x	x	x	x
Samsung (Unterhaltungselektronik)	x	x	x	x	x	x
Samsung (Haushaltsgeräte)	x	x	x	x	x	x
Sony	x	x	x	x	x	x
Telekom	x	x	x	x	x	x
Teufel	x	x	x	x	x	x
Unitymedia	x	x	x	x	x	x
vodafone	x	x	x	x	x	x

Branche: Retail

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
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
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 Karstadt Kaufhof					x	x
Galeria Kaufhof	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		
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
Penny	x	x	x	x	x	x
Real	x	x	x	x	x	x
Reformhaus						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	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
Bergader	x	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		
Erdinger	x	x	x	x	x	x
Fachingen Heil+Mineralbrunnen	x	x	x	x	x	x
Goldsteig					x	x
innocent	x	x	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		
Köln				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 Pralinés	x	x	x	x	x	x
Maggi	x	x	x	x	x	x
Meißner	x	x	x	x	x	x
Milka	x	x	x	x	x	x
Minus L	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	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	x	x	x	x
Zott	x	x	x	x	x	x

Branche: Fashion

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
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	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	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
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	x	x	x
Mode, Bekleidung, Accessoires						
Bamigo	x	x	x	x	x	
Brax	x	x	x	x	x	x
Camel Active	x	x	x	x	x	x
Christian Dior Couture	x	x	x	x	x	x
Esprit	x	x	x	x	x	x
Gerry Weber				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	x
Hugo Boss	x	x	x	x	x	x
Jack Wolfskin		x	x	x	x	x
Levi Strauss / Levi's	x	x	x	x	x	x
Longchamp		x	x	x	x	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	x	x	x
Tommy Hilfiger	x	x	x			
Walbusch	x	x	x	x	x	x
Schuhe						
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: Travel (ab 2020, bis 2019 in Mixed enthalten)

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
Emirates	x	x	x	x	x	x
Lufthansa	x	x	x	x	x	x
DB Bahn	x	x	x	x	x	x
Studiosus	x	x	x	x	x	x
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	x	x	x	x
Hapag Lloyd Kreuzfahrten	x	x	x	x	x	x
Hurtigruten	x	x	x	x	x	x
MSC Kreuzfahrten	x	x	x	x	x	x
NCL (Norwegian Cruise Line)			x	x	x	x
Österreich Werbung	x	x	x	x	x	x
Tui	x	x	x	x	x	x
Mein Schiff (früher: Tui Cruises)*	x	x	x	x	x	x
SunExpress						x

Branche: Mixed

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020
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	x	x	x	x
Reifen						
Continental	x	x	x	x	x	x
Goodyear	x					
Michelin	x	x	x	x	x	x
Reinigungsmittel, Waschmittel, Weichspüler						
Dr. Beckmann	x	x	x	x	x	x
Frosch	x	x	x	x	x	x
Tankstellen / Kraftstoffe / Motoröle						
Liqui Moly	x	x	x	x	x	x
Shell						x
Sonstiges						
Bravo Hits	x	x	x	x	x	x
Deutsche Post	x	x	x	x	x	x
E.ON	x	x	x	x	x	x
Kibek	x	x	x	x	x	x
Kind Hörgeräte	x	x	x	x	x	x
Oral B elektrische Zahnbürsten	x	x	x	x	x	x
Payback				x	x	x
Porsche Design	x	x	x	x	x	x
Rinti	x	x	x	x	x	x
Stihl	x	x	x	x	x	x
WMF	x	x	x	x	x	x