



**MAKANAN - MINUMAN**

**AGAR-AGAR POWDER**

Brand	EMSS	
Nutrijell	73,0%	HIGH
Swallow Globe	14,9%	HIGH
Mutiara	12,2%	

**BISKUIT BAYI**

Brand	EMSS	
Milna	83,3%	HIGH
SUN	16,7%	HIGH

**AIR MINUM DALAM KEMASAN**

Brand	EMSS	
Aqua	106,9%	HIGH
Ades	2,7%	
Nestle Pure Life	2,4%	
Pristine	1,0%	

**BUBUR BAYI**

Brand	EMSS	
SUN	63.4%	HIGH
Milna	26.8%	HIGH
Promina	9.8%	

**BIHUN INSTAN**

Brand	EMSS	
Bihunku	98,5%	HIGH
Super Bihun	1,5%	

**SNACK BAR**

Brand	EMSS	
Fitbar	42,4%	HIGH
Diabetasol	31,8%	HIGH
Soyjoy	24,2%	

**BISKUIT SANDWICH**

Brand	EMSS	
Oreo	74,4%	HIGH
Roma Sari	11,8%	HIGH
Better	9,7%	
Slai O'lai	3,1%	

**BISKUIT (BUKAN WAFER)**

Brand	EMSS	
Roma	34,1%	HIGH
Khong Guan	28,8%	HIGH
Nissin	15,2%	
Biskuat	14,0%	
Monde	8,0%	

**BISKUIT MARIE**

Brand	EMSS	
Regal Marie Biscuits	83,3%	HIGH
Roma Marie Susu	9,5%	
Khong Guan Biskuit Marie	4,8%	
Biskuat Energi	2,4%	

**CRACKERS**

Brand	EMSS	
Nissin	50,0%	HIGH
Roma	21,9%	HIGH
Monde	12,5%	
Hatari	9,4%	
Khong Guan	6,3%	

**BISKUIT MALKIST**

Brand	EMSS	
Roma	70,4%	HIGH
Gery Saluut Malkist	27,9%	HIGH
Hatari	1,8%	

**BROWNIES BERMEREK**

Brand	EMSS	
Amanda	96.1%	HIGH
Kartika Sari	2.9%	
Bread Talk	0.7%	

**BUBUR INSTAN**

Brand	EMSS	
Super Bubur	88,9%	HIGH
Kimbo	11,1%	HIGH

**BUMBU INSTANT**

Brand	EMSS	
Indofood	24,9%	HIGH
Sasa	22,7%	HIGH
Desaku	16,3%	
Royco	12,4%	
Kobe	9,4%	

**ES KRIM**

Brand	EMSS	
Aice	57,3%	HIGH
Campina	16,5%	HIGH
Wall's	9,0%	
Glico Wings	8,5%	
Baskin Robbins	5,7%	

**KACANG KULIT BERMEREK**

Brand	EMSS	
Kacang Garuda	74.8%	HIGH
Dua Kelinci	21.7%	HIGH
Mr. P	3.5%	



**KEJU**

Brand	EMSS	
Prochiz	63,2%	HIGH
Kraft	18,8%	HIGH
Cheesy	11,1%	
Emina	3,5%	

**KERIPIK KENTANG OLAHAN**

Brand	EMSS	
Pringles	32,5%	HIGH
Chitato	23,6%	HIGH
Potabee	11,7%	
Mister Potato	8,2%	

**KERIPIK SINGKONG OLAHAN**

Brand	EMSS	
Kusuka	49,3%	HIGH
Qtela	23,9%	HIGH
Chuba	15,4%	
Maichih	9,0%	

**KOPI BUBUK BERAMPAS**

Brand	EMSS	
Kapal Api	55,0%	HIGH
TOP	30,5%	HIGH
ABC	11,2%	
Liong Bulan	3,0%	
Luwak	0,3%	



**KOPI BUBUK INSTANT**

Brand	EMSS	
Good Day	80,7%	HIGH
Nescafe	15,4%	HIGH
Torabika	1,8%	
Kopiko	1,7%	
Indocafe	0,4%	

**KOPI DALAM KEMASAN SIAP MINUM**

Brand	EMSS	
Golda	61,5%	HIGH
Good Day	15,4%	HIGH
Nescafe	13,5%	
Luwak	7,7%	
Granita	1,9%	

**WHITE COFFEE**

Brand	EMSS	
Luwak White Coffee	65,5%	HIGH
TOP White Coffee	20,2%	HIGH
ABC White Coffee	7,1%	
Kapal Api White Coffee	7,0%	

**KORNET KALENG**

Brand	EMSS	
Pronas	83,3%	HIGH
Kornetku	16,7%	HIGH

**MINUMAN/ LARUTAN PANAS DALAM**

Brand	EMSS	
Adem Sari	31,9%	HIGH
Kaki Tiga	29,8%	HIGH
Cap Badak	23,8%	
Lasegar	12,4%	
Segar Dingin	2,2%	



**MADU**

Brand	EMSS	
Clover Honey	33,2%	HIGH
Madu TJ	32,3%	HIGH
Madu Nusantara	24,4%	
Madurasa	6,2%	
Madu Enak	4,0%	

**MAYONNAISE BERMEREK**

Brand	EMSS	
Kraft	33,3%	HIGH
Best Foods	22,2%	HIGH
Mayumi	16,7%	
Maestro	11,1%	
Mamasuka	11,0%	

**MIE INSTANT DALAM KEMASAN BAG**

Brand	EMSS	
Indomie	117,6%	HIGH
Lemonilo	19,3%	HIGH
Mie Sedaap	4,5%	
Sari Mie	3,0%	
Gaga Mie	1,2%	

**MIE INSTANT DALAM KEMASAN CUP**

Brand	EMSS	
Pop Mie	92,0%	HIGH
Gaga Mie	5,1%	
Nissin Cup Noodles	2,4%	

**MIE TELOR**

Brand	EMSS	
Burung Dara	82,6%	HIGH
Ayam 2 Telor	10,9%	HIGH
Atoom Bulan	6,5%	

**MINUMAN ISOTONIK**

Brand	EMSS	
Pocari	95,3%	HIGH
Mizone	3,0%	
Iso Plus	1,2%	
My Hydrococo	0,4%	

**MINUMAN KESEHATAN WANITA**

Brand	EMSS	
Kunyit Asam	69,8%	HIGH
Kiranti	30,2%	HIGH

**MINUMAN PENAMBAH TENAGA CAIR**

Brand	EMSS	
Krating Daeng	99,0%	HIGH
M 150	0,5%	
Hemaviton Energy	0,4%	

**MINUMAN PENAMBAH TENAGA NON CAIR**

Brand	EMSS	
Kuku Bima	60,5%	HIGH
Extra Joss	38,9%	HIGH
Hemaviton Jreng	0,6%	

**NATA DE COCO**

Brand	EMSS	
Delcoco	50,0%	HIGH
Inaco	28,6%	HIGH
Wong Coco	14,3%	
Kara	7,1%	

**JELLY CUP**

Brand	EMSS	
Inaco	80,0%	HIGH
My Jelly	20,0%	HIGH



**NUGGET**

Brand	EMSS	
Fiesta	47,2%	HIGH
Kanzler	32,8%	HIGH
Sogood	12,7%	
Champ	5,1%	
Belfoods	1,6%	

**SOSIS**

Brand	EMSS	
Kanzler	40,5%	HIGH
Kimbo	23,3%	HIGH
Fiesta	9,6%	
So Nice	8,6%	
So Good	8,4%	

**PEMANIS RENDAH/ BEBAS KALORI**

Brand	EMSS	
Tropicana Slim	35,0%	HIGH
Stevia	33,8%	HIGH
Diabetasol	30,6%	

**PERMEN MINT**

Brand	EMSS	
Relaxa	32,8%	HIGH
Mentos	23,5%	HIGH
Davos	21,6%	
Permen Kis	18,1%	
Mintz	3,9%	

**PERMEN PELEGA TENGGOROKAN**

Brand	EMSS	
Strepsils	36,2%	HIGH
Pagoda	20,1%	HIGH
Hexos	18,0%	
Vicks Formula	12,7%	
Golia	3,7%	

**ROTI TAWAR**

Brand	EMSS	
Lauw	48,7%	HIGH
Tan Ek Tjoan	48,3%	HIGH
Sari Roti	1,7%	

**COFFEE BUN**

Brand	EMSS	
Roti'O	55,3%	HIGH
Roti Boy	44,7%	HIGH

**SELAI**

Brand	EMSS	
Nutella	65,8%	HIGH
Morin	21,7%	HIGH
Ovomaltine	12,5%	

**SEREAL SARAPAN PAGI**

Brand	EMSS	
Energen	95,9%	HIGH
Quaker	2,1%	
Koko Krunch	1,2%	

**SNACK KENTANG COLEK**

Brand	EMSS	
Tictic	45,2%	HIGH
French Fries 2000	38,7%	HIGH
Krisbee	16,1%	

**SNACK EXTRUDE STICK**

Brand	EMSS	
Momogi	85,8%	HIGH
Richeese Ahh	14,2%	HIGH

**SUSU BUBUK KEDELAI**

Brand	EMSS	
V-Soy	75,0%	HIGH
Melilea	25,0%	HIGH



**SUSU BANTAL**

Brand	EMSS	
Real Good	75.0%	HIGH
Ultra milk	17.5%	HIGH
Milkuat	5.0%	
Susu Yes	2.5%	

**SUSU KENTAL MANIS**

Brand	EMSS	
Frisian Flag	76,0%	HIGH
Indomilk	18,8%	HIGH
Cap Enaak	3,1%	

**SUSU BUBUK DEWASA BERKALSIMUM**

Brand	EMSS	
Entrasol	37,8%	HIGH
Ensure	34,4%	HIGH
Anlene	27,4%	
Hi Lo	0,4%	

**SUSU DIET KHUSUS**

Brand	EMSS	
Herbalife	97,8%	HIGH
Tropicana Slim	0,7%	
Greenfield	0,6%	

**SUSU IBU HAMIL**

Brand	EMSS	
Prenagen	45,1%	HIGH
SGM Bunda	18,2%	HIGH
Annum	18,1%	
Lactamil	7,8%	
Sun Ibu	6,2%	

**TEH DALAM KEMASAN SIAP MINUM**

Brand	EMSS	
Teh Pucuk	39,4%	HIGH
Teh Botol	23,2%	HIGH
Teh Kotak	19,4%	
Fruit Tea	18,1%	
Teh Gelas	12,2%	

**TEH DALAM KEMASAN CUP**

Brand	EMSS	
Teh gelas	49,7%	HIGH
Fretea	22,4%	HIGH
Mountea	15,4%	
Teh Rio	12,6%	

**WAFER LAPIS COKLAT**

Brand	EMSS	
Kit Kat	57,2%	HIGH
Beng Beng	24,7%	HIGH
Top Coklat	9,3%	
Gery Saluut	6,3%	

**WAFER LAPIS KEJU**

Brand	EMSS	
Richeese Nabati	73,0%	HIGH
Chizmill	12,8%	HIGH
Wafer Tango	12,5%	
Zupperrr Keju	1,7%	

**WAFER STICK**

Brand	EMSS	
Fullo	40,0%	HIGH
Gery Chocolatos	32,5%	HIGH
Astor	11,8%	
Twister	11,7%	
Deka	3,3%	



**MINYAK GORENG**

Brand	EMSS	
Bimoli	45,3%	HIGH
Fortune	35,7%	HIGH
Sania	32,2%	
Sunco	17,8%	
Filma	16,4%	

**TEPUNG BERAS**

Brand	EMSS	
Bola	42,9%	HIGH
Rose Brand	35,7%	HIGH
Lombok	11,4%	
Mawar	10,0%	

**TEPUNG KETAN**

Brand	EMSS	
Bola	53,9%	HIGH
Ketanku	46,2%	HIGH

**TEPUNG JAGUNG**

Brand	EMSS	
Hawai	75,0%	HIGH
Maizenaku	25,0%	HIGH

**SANTAN SIAP PAKAI**

Brand	EMSS	
Sasa	53,9%	HIGH
Kara	29,6%	HIGH
All co	12,9%	
Sunkara	3,2%	

**BERAS**

Brand	EMSS	
Alfamart	93,4%	HIGH
Raja Platinum	3,5%	
Sania	1,8%	
Cap Bunga	0,9%	

**MAKANAN KUCING**

Brand	EMSS	
Whiskas	64,1%	HIGH
Royal Canin	12,5%	HIGH
Excel	7,9%	
Ori Cat	7,8%	
Me-O	4,7%	

**MAKANAN ANJING**

Brand	EMSS	
Pedigree	71,4%	HIGH
Royal Canin	28,6%	HIGH

**OBAT-OBATAN**
**BALSEM**

Brand	EMSS	
Geliga	71,2%	HIGH
Vicks Vaporub	11,0%	HIGH
Voltaren	8,9%	
Balsem Lang	4,8%	
Rheumason	2,7%	

**BEDAK KESEHATAN**

Brand	EMSS	
Caladine	112,5%	HIGH
Prickly Heat	12,5%	HIGH
Daktarin	9,4%	
Herocyn	3,1%	

**CAIRAN ANTISEPTIK PEMBERSIH TANGAN**

Brand	EMSS	
Antis	90,0%	HIGH
Dettol	10,0%	HIGH

**KONDOM/ ALAT KONTRASEPSI PRIA**

Brand	EMSS	
Sutra	48,5%	HIGH
Sensitif	22,3%	HIGH
Fiesta	17,3%	
Durex	12,0%	

**KOYO**

Brand	EMSS	
Koyo Cabe	60,3%	HIGH
Salonpas	20,2%	HIGH
Hansaplast	19,6%	

**KRIM OTOT**

Brand	EMSS	
Hot In Cream	45.5%	HIGH
Salonpas	22.7%	HIGH
Voltaren	18.2%	
Counterpain	9.1%	
Neo Rheumacyl	4.5%	

**MINYAK ANGIN AROMATHERAPY**

Brand	EMSS	
Fresh Care	96,8%	HIGH
Aromatic	1,6%	
Health Care	0,9%	
Safe Care	0,4%	

**MINYAK KAYU PUTIH**

Brand	EMSS	
Cap Lang	46,9%	HIGH
My Baby	24,6%	HIGH
Tresnojoyo	16,7%	
Konicare	9,2%	
Cussons	2,6%	



**MINYAK TELON**

Brand	EMSS	
My Baby	62,0%	HIGH
Bambi	12,7%	HIGH
Telon Lang	10,6%	
Konicare	8,8%	
Tresno Joyo	3,4%	

**MULTIVITAMIN**

Brand	EMSS	
Sangobion	41,7%	HIGH
Hemaviton Spirit	28,1%	HIGH
Enervon C	23,6%	
Fatigon	3,3%	
Renovit	2,8%	

**OBAT BATUK**

Brand	EMSS	
Komix	44,3%	HIGH
OBH Combi	18,1%	HIGH
Siladex	8,5%	
Laserin	6,1%	
Konidin	6,0%	

**OBAT BATUK ANAK**

Brand	EMSS	
Anakonidin	42.3%	HIGH
Laserin Madu	23.1%	HIGH
OBH Combi Anak	15.4%	
Hufagripp	7.7%	
Bisolvon Kids	3.9%	

**OBAT DIARE**

Brand	EMSS	
Oralit	124,0%	HIGH
Neo Entrostop	9,7%	
Imodium	2,0%	



**OBAT FLU**

Brand	EMSS	
Mixagrip Flu	26,4%	HIGH
Ultraflu	18,4%	HIGH
Procold	12,8%	
Decolgen	12,1%	
Panadol	9,2%	

**OBAT JERAWAT**

Brand	EMSS	
Acnes	52,1%	HIGH
Garnier	29,0%	HIGH
Acnol	11,6%	
Oxy	4,7%	
Verile	1,3%	

**OBAT MAAG**

Brand	EMSS	
Mylanta	43,3%	HIGH
Promag	40,7%	HIGH
Polysilane	16,0%	

**OBAT MASUK ANGIN**

Brand	EMSS	
Antangin	92,3%	HIGH
Tolak Angin	39,5%	

**OBAT PEGAL LINU**

Brand	EMSS	
Oskadon SP	57,1%	HIGH
Pil Kita	21,4%	HIGH
Neo Rheumacyl	7,1%	
Neurobion	3,6%	
Fatigon	3,5%	

**OBAT SAKIT KEPALA**

Brand	EMSS	
Panadol	65,3%	HIGH
Oskadon	58,3%	HIGH
Biogesic	19,4%	
Paramex	11,0%	
Sanmol	7,4%	

**OBAT TETES MATA**

Brand	EMSS	
Refresh	85,0%	HIGH
Insto	10,6%	HIGH
Rohto	4,0%	
Cendo	0,5%	

**PELANCAR BAB**

Brand	EMSS	
MicroLax	40,0%	HIGH
Dulcolax	32,0%	HIGH
Vegeta	12,0%	
Laxing	10,0%	
Maximus	4,0%	

**VITAMIN C**

Brand	EMSS	
You C 1000	46,5%	HIGH
Enervon C	14,6%	HIGH
Redoxon	13,0%	
CDR	10,0%	
Vitalong C	8,6%	

**SERUM PENCERAH & PENGHILANG NODA**

Brand	EMSS	
Avoskin	36,5%	HIGH
Wardah	31,5%	HIGH
Somethinc	26,3%	
Elsheskin	4,6%	
Luminous Glowing Serum	1,1%	

**SUPLEMENT FITNESS / GYM**

Brand	EMSS	
Evolene	50,6%	HIGH
On Nutrition	37,4%	HIGH
M1	7,7%	
Dymatize	3,9%	

**PERLENGKAPAN PRIBADI**

**SIKAT GIGI**

Brand	EMSS	
Pepsodent	38.1%	HIGH
Sensodyne	27.0%	HIGH
Ciptadent	16.7%	
Formula	15.9%	
Colgate	1.6%	

**KERUDUNG BERMEREK**

Brand	EMSS	
Rabbani	50,8%	HIGH
Elzatta	37,9%	HIGH
Dian Pelangi	6,5%	
Ria Miranda	3,2%	
Shafira	1,6%	

**TISSUE BASAH**

Brand	EMSS	
Mitu	28,2%	HIGH
My Baby	20,1%	HIGH
Cussons Baby	18,9%	
Zwitsal	18,7%	
Mamy Poko	9,3%	

**PAKAIAN DALAM WANITA**

Brand	EMSS	
Nevada	50,0%	HIGH
Sorex	25,0%	HIGH
Wacoal	9,1%	
Triumph	6,8%	
Nathalie	6,7%	

**TISSUE KERING**

Brand	EMSS	
Nice	33,2%	HIGH
Multi	31,2%	HIGH
Paseo	24,5%	
Jolly	9,9%	

**CELANA DALAM PRIA**

Brand	EMSS	
Crocodile	53.8%	HIGH
GT Man	38.5%	HIGH
Rider	7.7%	

**PEMBALUT**

Brand	EMSS	
Softex	46,5%	HIGH
Charm	35,0%	HIGH
Laurier	16,5%	
Kotex	1,5%	

**SPREI TEMPAT TIDUR**

Brand	EMSS	
Kintakun	93,5%	HIGH
Lady Rose	3,6%	
Bonita	1,4%	
My Love	1,0%	

**SOFTLENS**

Brand	EMSS	
X2	90.2%	HIGH
Omega	9.8%	

**KEMEJA RESMI PRIA**

Brand	EMSS	
Zara	82,1%	HIGH
Polo	45,1%	HIGH
The Executive	7,6%	
H & M	3,9%	
Cardinal	3,1%	



**SEPATU SANDAL**

Brand	EMSS	
Eiger	46,1%	HIGH
Carvil	25,0%	HIGH
Bata	18,4%	
Kickers	5,3%	

**BB CREAM**

Brand	EMSS	
Etude	45,5%	HIGH
Wardah	27,3%	HIGH
Pixy	18,2%	
Ponds	9,1%	

**SUNBLOCK CREAM**

Brand	EMSS	
Wardah	75.4%	HIGH
Nivea	23.1%	HIGH
Oriflame	1.54%	

**BEDAK MUKA PADAT**

Brand	EMSS	
Make Over	24,4%	HIGH
Maybelline	23,5%	HIGH
Pigeon	20,0%	
Viva	15,8%	
Wardah	8,1%	

**BODY MIST**

Brand	EMSS	
Victoria Secret	35,5%	HIGH
Oriflame	29,0%	HIGH
The Body Shop	22,6%	
Izzi	6,5%	
Imperial Leather	6,4%	

**HAND & BODY LOTION**

Brand	EMSS	
Marina	45,7%	HIGH
Vaseline	17,7%	HIGH
Shinzui	14,2%	
Nivea	12,1%	
Citra	5,2%	

**EYELINER**

Brand	EMSS	
Maybelline	76,8%	HIGH
Wardah	16,5%	HIGH
Oriflame	3,3%	
Revlon	1,3%	

**PENSIL ALIS**

Brand	EMSS	
Viva	54,6%	HIGH
Pixy	20,0%	HIGH
Wardah	13,8%	
Maybelline	7,7%	
Emina	3,8%	

**LIPSTIK**

Brand	EMSS	
Maybelline	52,5%	HIGH
Wardah	24,2%	HIGH
Viva	6,7%	
Make Over	5,8%	
Revlon	4,2%	



**LIP GLOSS**

Brand	EMSS	
Maybelline	62.5%	HIGH
Wardah	25.0%	HIGH
Revlon	6.3%	
Purbasari	6.1%	

**BLUSH ON**

Brand	EMSS	
Pixy	34,1%	HIGH
Viva	15,4%	HIGH
Revlon	12,7%	
Maybelline	12,2%	
Wardah	12,1%	

**FOUNDATION**

Brand	EMSS	
Maybelline	66,4%	HIGH
Oriflame	11,6%	HIGH
Wardah	7,4%	
Make Over	6,1%	
Revlon	4,7%	

**MASKARA**

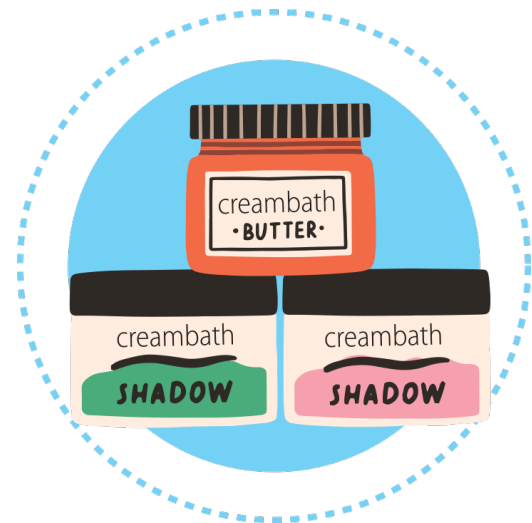
Brand	EMSS	
Maybelline	56,6%	HIGH
Wardah	30,9%	HIGH
L'Oreal	12,5%	

**MASKER WAJAH**

Brand	EMSS	
Himalaya	51,5%	HIGH
Garnier	39,4%	HIGH
Viva Masker	9,1%	

**VITAMIN RAMBUT**

Brand	EMSS	
Makarizo	46,1%	HIGH
Ellips	42,1%	HIGH
Natur	7,9%	
Miranda	2,6%	
Ovale	1,3%	



**KRIM CREAMBATH**

Brand	EMSS	
Makarizo Energy	75,4%	HIGH
Ellips	14,5%	HIGH
Natur	4,3%	
Pantene	2,9%	
L'Oreal	1,4%	

**MINYAK RAMBUT**

Brand	EMSS	
Pomade	65,9%	HIGH
Playmaker Pomade	15,8%	HIGH
Gatsby	13,3%	
Makarizo	4,1%	

**LOTION ANTI NYAMUK**

Brand	EMSS	
Autan	55,0%	HIGH
Bambi	23,0%	HIGH
Soffell	13,0%	
My baby	9,0%	

**BEARD & HAIR SERUM for MEN**

Brand	EMSS	
MS Glow for Men	70,2%	HIGH
Khaf	28,5%	HIGH
His Erha	0,6%	
Wak Doyok	0,4%	

**OBAT NYAMUK AEROSOL**

Brand	EMSS	
Vape	55,6%	HIGH
Baygon	33,3%	HIGH
Hit	11,1%	

**OBAT NYAMUK BAKAR**

Brand	EMSS	
Baygon	50,0%	HIGH
Bagus	30,0%	HIGH
Cap Dua Kingkong	20,0%	

**PASTA GIGI**

Brand	EMSS	
Pepsodent	35,3%	HIGH
Formula	26,3%	HIGH
Close Up	13,9%	
Colgate	6,9%	
Sensodyne	6,3%	

**PENGHARUM RUANGAN**

Brand	EMSS	
Stella	49,4%	HIGH
Dahlia	47,2%	HIGH
Bayfresh	1,7%	
Glade	1,7%	

**PEWANGI DAN PELEMBUT PAKAIAN**

Brand	EMSS	
Molto	49,7%	HIGH
Sleek	38,3%	HIGH
Downy	12,0%	



**LULUR KECANTIKAN**

Brand	EMSS	
Purbasari	39,9%	HIGH
Shinzu'i	31,1%	HIGH
Herboritz	23,7%	
Citra	3,9%	
Vienna	1,3%	

**SABUN PEMBERSIH DAERAH KEWANITAAN**

Brand	EMSS	
Sebamed	90,0%	HIGH
Betadine Feminine	8,0%	
Absolute	2,0%	

**SHAMPOO**

Brand	EMSS	
Clear	27,6%	HIGH
Zinc	17,5%	HIGH
Dove	14,7%	
Sunsilk	14,6%	
Lifebuoy	14,1%	

**DEODORANT PRIA**

Brand	EMSS	
Nivea Men	38,5%	HIGH
Axe	30,8%	HIGH
Rexona Men	23,1%	
Casablanca	7,7%	

**PRODUK PROPERTI**

**BATA RINGAN**

Brand	EMSS	
Citicon	66,7%	HIGH
Grand Elephant	33,3%	HIGH

**CAT KAYU DAN BESI**

Brand	EMSS	
Mowilex	46,4%	HIGH
Jotun	40,6%	HIGH
Avian	6,8%	
Propan	3,1%	
Dulux	2,6%	

**CAT TEMBOK**

Brand	EMSS	
Dulux	38,5%	HIGH
Vinilex	37,1%	HIGH
Mowilex	20,2%	
Propan	2,2%	
Nippon Paint	1,3%	

**KERAMIK LANTAI**

Brand	EMSS	
KIA	59,4%	HIGH
Platinum	27,4%	HIGH
Milan	13,2%	

**LANTAI GRANIT**

Brand	EMSS	
Roman	88,9%	HIGH
Granito	22,2%	HIGH
Essenza	11,2%	
Indogress	11,0%	

**PAPAN GYPSUM**

Brand	EMSS	
Kalsiboard	81,6%	HIGH
Jayaboard	18,4%	HIGH

**PELAPIS ANTI BOCOR**

Brand	EMSS	
No Drop	50,0%	HIGH
Elastex	25,0%	HIGH
Aqua Proof	12,6%	
Jotun Jotaplast	12,4%	

**PLUMBING / PIPA**

Brand	EMSS	
Rucika	44,9%	HIGH
Vinilon	27,6%	HIGH
Pralon	24,1%	
Maspion	3,5%	

**POMPA AIR LISTRIK**

Brand	EMSS	
Sanyo	41,7%	HIGH
Panasonic	33,3%	HIGH
Shimizu	25,0%	

**SEMEN**

Brand	EMSS	
Semen Tonasa	49,0%	HIGH
Semen Padang	30,2%	HIGH
Semen Gresik	9,6%	
Semen Bosowa	4,6%	
Semen Tiga Roda	3,2%	

**TANGKI AIR**

Brand	EMSS	
Penguin	75,0%	HIGH
Profil	25,0%	HIGH

**RANGKA ATAP BAJA**

Brand	EMSS	
Taso	75,0%	HIGH
Smartruss	25,0%	HIGH

**BANKING, INSURANCE & FINANCE**

**PRODUK TABUNGAN**

Brand	EMSS	
BRI Britama	40,3%	HIGH
BRI Simpedes	30,5%	HIGH
Tahapan BCA	13,4%	
BNI Taplus	10,9%	
Tabungan Mandiri	4,9%	

**TABUNGAN SYARIAH**

Brand	EMSS	
Bank Muamalat	57,7%	HIGH
BSI	36,1%	HIGH
Bca Syariah	2,1%	
BTPN Syariah	1,7%	
BJB Syariah	1,4%	

**ASURANSI JIWA**

Brand	EMSS	
AXA Mandiri	24,2%	HIGH
Generali	21,9%	HIGH
BNI Life	21,6%	
Prudential Life Assurance	12,2%	
Allianz Life Indonesia	10,3%	

**ASURANSI KESEHATAN**

Brand	EMSS	
Allianz Utama Indonesia	23,9%	HIGH
FWD	16,9%	HIGH
BNI Life	16,8%	
AIA	14,0%	
Axa Mandiri	13,0%	

**ASURANSI MOBIL**

Brand	EMSS	
Asuransi Astra (Garda Oto)	98,6%	HIGH
Asuransi Adira	1,4%	

**KPR (KREDIT KEPEMILIKAN RUMAH) BANK**

Brand	EMSS	
BNI Griya	25,1%	HIGH
KPR BRI	24,2%	HIGH
KPR BTN	19,9%	
KPR Mandiri	18,8%	
KPR BCA	11,9%	

**KARTU KREDIT**

Brand	EMSS	
Kartu Kredit BNI	49,7%	HIGH
Kartu Kredit BRI	22,5%	HIGH
Kartu Kredit BCA	14,5%	
Kartu Kredit Mega	10,2%	
Kartu Kredit Mandiri	5,9%	

**LEASING ELEKTRONIK, FURNITURE DLL**

Brand	EMSS	
Kredivo	53,1%	HIGH
Spektra	29,3%	HIGH
AEON	24,2%	
Kredit Plus	22,4%	

**LEASING MOBIL**

Brand	EMSS	
Mandiri Tunas Finance	42,9%	HIGH
BCA Finance	31,7%	HIGH
Adira Finance	26,2%	
OTO Finance	22,7%	
BFI Multi Finance	8,3%	



**LEASING MOTOR**

Brand	EMSS	
FIF	43,6%	HIGH
Adira Finance	41,2%	HIGH
Bussan Auto Finance / BAF	8,0%	
Wahana Ottomitra Multiartha	3,6%	
Oto Finance	3,5%	

**FINTECH P2P LENDING**

Brand	EMSS	
MODALKU.CO.ID	73,1%	HIGH
KOINWORKS.COM	62,8%	HIGH
AMARTHA.COM	14,1%	

**ELEKTRONIK**

**AIR CONDITIONER**

Brand	EMSS	
Daikin	36,4%	HIGH
Sharp	18,4%	HIGH
Panasonic	17,4%	
Samsung	9,2%	
LG	9,0%	

**LEMARI ES**

Brand	EMSS	
Sharp	28,0%	HIGH
LG	26,8%	HIGH
Polytron	19,8%	
Modena	18,4%	
Samsung	4,4%	

**MESIN CUCI**

Brand	EMSS	
Polytron	39,0%	HIGH
Samsung	26,9%	HIGH
Sharp	14,0%	
LG	7,1%	
Sanken	4,3%	

**PESAWAT TELEVISI LCD**

Brand	EMSS	
Samsung	46,7%	HIGH
LG	33,8%	HIGH
Sharp	16,4%	
Polytron	2,3%	
Sony	0,8%	

**ALAT TERAPI KESEHATAN**

Brand	EMSS	
Advance	90,0%	HIGH
Perfect Health	5,0%	
Nuga Best	2,9%	
Reiki	1,4%	

**AIR FRYER**

Brand	EMSS	
Philips	79,0%	HIGH
Mito	17,7%	HIGH
Oxone	1,6%	
Maspion	1,4%	





**RETAIL**

**AGEN PROPERTY**

Brand	EMSS	
Ray White	87,0%	HIGH
Century21	7,1%	
Lj Hooker	4,3%	
Era Property	1,6%	

**LISTING PROPERTY ONLINE**

Brand	EMSS	
rumah.com	62,4%	HIGH
rumah123.com	32,6%	HIGH
Lamudi	5,1%	



**ONLINE SHOPPING**

Brand	EMSS	
Tokopedia.com	55,9%	HIGH
Shopee.co.id	12,8%	HIGH
Lazada.co.id	12,1%	
Blibli.com	11,8%	
Bukalapak.com	7,2%	

**HYPERMARKET**

Brand	EMSS	
Transmart Carrefour	85,1%	HIGH
Hypermart	9,1%	
Lotte Mart	4,1%	

**SITUS ONLINE RESERVASI HOTEL**

Brand	EMSS	
Traveloka	89,0%	HIGH
Tiket.com	18,5%	HIGH
Mister aladin	11,9%	
Pegi Pegi	6,5%	
Booking.com	5,6%	

**MINIMARKET**

Brand	EMSS	
Alfamart	78,9%	HIGH
Alfamidi	15,1%	HIGH
Indomaret	6,0%	

**SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL**

Brand	EMSS	
Tiket.Com	53,0%	HIGH
Traveloka	41,6%	HIGH
Mister Aladin	5,9%	

**SUPERMARKET**

Brand	EMSS	
Superindo	42,0%	HIGH
Hero	22,9%	HIGH
Tip Top	17,3%	
Hari Hari	9,2%	
Supermarket Yogya	5,8%	

**DEPARTEMEN STORE**

Brand	EMSS	
Toserba Yogya	54,8%	HIGH
Matahari	34,6%	HIGH
Ramayana	8,0%	
Sogo	2,6%	

**SUPERMARKET ELEKTRONIK**

Brand	EMSS	
Bandung Electronic Center	58,8%	HIGH
Electronic City	41,2%	HIGH

**FAMILY KARAOKE**

Brand	EMSS	
Happy Puppy	51,8%	HIGH
NAV	27,6%	HIGH
Inul Vizta	14,2%	
Masterpiece	4,8%	

**FITNESS CENTER**

Brand	EMSS	
Celebrity Fitness	53,3%	HIGH
Fitness First	45,3%	HIGH
Gold's Gym	1,4%	

**GAME STATION/ TEMPAT BERMAIN GAME**

Brand	EMSS	
Timezone	30,9%	HIGH
Kidzania	29,2%	HIGH
Funworld	22,9%	
Amazone	8,7%	
Kidzoonna	6,7%	

**KLINIK KECANTIKAN/ PERAWATAN KULIT**

Brand	EMSS	
MS Glow Aesthetic Clinic	27,3%	HIGH
Erha Clinic	25,5%	HIGH
Dermaster	16,6%	
Gaya Spa Wellness	11,9%	
ZAP	11,8%	

**LABORATORIUM**

Brand	EMSS	
Kimia Farma	69,9%	HIGH
Prodia	21,4%	HIGH
Thamrin	2,9%	
Cito Laboratorium Klinik	2,1%	
Pramita	1,9%	

**TOKO BAN MOTOR**

Brand	EMSS	
Planet Ban	77,8%	HIGH
Raja Ban	20,1%	HIGH
Proban	1,2%	

**APOTEK/ DRUGSTORE**

Brand	EMSS	
K 24	104,9%	HIGH
Century	6,8%	
Guardian	5,4%	
Watson	2,6%	

**RESTORAN FASTFOOD**

Brand	EMSS	
KFC	79,9%	HIGH
Burger King	36,1%	HIGH
MC Donald's	29,1%	
CFC	3,0%	

**RESTORAN BAKMI**

Brand	EMSS	
Bakmi GM	71,4%	HIGH
Bakmi Naga	28,6%	HIGH

**RESTORAN PIZZA**

Brand	EMSS	
Pizza Hut	82,3%	HIGH
Domino's Pizza	17,7%	HIGH

**TOKO DONAT**

Brand	EMSS	
JCO	69,3%	HIGH
Dunkin Donuts	29,9%	HIGH

**SUPERMARKET PERKAKAS RUMAH & DEKORASI**

Brand	EMSS	
Mitra 10	84,0%	HIGH
IKEA	10,1%	HIGH
Informa	4,5%	
Ace Hardware	1,5%	

**SUPERMARKET BAHAN BANGUNAN**

Brand	EMSS	
Mitra 10	96,0%	HIGH
Depo Bangunan	2,5%	
Bj Home	1,5%	

**TOKO BUAH-BUAHAN**

Brand	EMSS	
Istana Buah	79,0%	HIGH
Total Buah Segar	14,0%	HIGH
All Fresh	6,0%	
Brastagi	1,0%	

**TOKO ROTI/ BAKERY**

Brand	EMSS	
MAKO	92,9%	HIGH
Holland Bakery	7,1%	

**TOUR & TRAVEL**

Brand	EMSS	
Antavaya	37,9%	HIGH
Dwi Daya Tour & Travel	29,5%	HIGH
Avia Tour	17,2%	
TX Travel	10,3%	
Smailing Tour	5,1%	

**Klinik / Rumah Sakit Mata**

Brand	EMSS	
Rumah Sakit Cicendo	60,7%	HIGH
JEC	36,5%	HIGH
KMN eye care	2,3%	
Klinik SMEC Tebet	0,4%	

**PERLENGKAPAN RUMAH TANGGA**
**KOMPOR GAS PORTABLE**

Brand	EMSS	
Rinnai	66.7%	HIGH
Cosmos	33.3%	HIGH

**BEDDING**

Brand	EMSS	
King Koil	45,8%	HIGH
Central	44,0%	HIGH
Elite	3,1%	
Florence	1,5%	

**KASUR BUSA**

Brand	EMSS	
Inoac	46,9%	HIGH
Royal	25,0%	HIGH
Yukata	19,8%	
Bella	5,6%	
IKEA	2,5%	

**BOTOL MINUM/ TUMBLER**

Brand	EMSS	
Lock n Lock	69,4%	HIGH
Tupperware	30,6%	HIGH

**WATER HEATER**

Brand	EMSS	
Modena	60,0%	HIGH
Ariston	18,8%	HIGH
Wika	16,3%	
Rinnai	2,5%	
Electrolux	1,3%	

**PISAU DAPUR**

Brand	EMSS	
Oxone	66,7%	HIGH
Vicenza	33,3%	HIGH

**SMART LIGHTING**

Brand	EMSS	
Philips	61,9%	HIGH
Osram	37,7%	HIGH
Hannochs	0,4%	

**FURNITURE KNOCK DOWN**

Brand	EMSS	
Olympic	65,3%	HIGH
Activ	33,2%	HIGH
Ligna	1,5%	

ISP FIXED

Brand	EMSS	
Indihome	67,8%	HIGH
First media	8,8%	
Biznet	8,4%	
MNCplay	8,3%	
XL Home	3,2%	

MEMORY CARD

Brand	EMSS	
V Gen	87,8%	HIGH
Samsung Memori	7,3%	
Toshiba	3,8%	
Sandisk	0,7%	

MOBILE MODEM

Brand	EMSS	
Huawei	81,2%	HIGH
Zte	5,9%	
Advan	4,9%	
TP-Link	4,8%	
Prolink	2,5%	

POWER BANK

Brand	EMSS	
Xiaomi	44,3%	HIGH
Vivan	38,5%	HIGH
Robot	17,2%	

SMARTPHONE

Brand	EMSS	
Samsung	30,9%	HIGH
Iphone	19,1%	HIGH
Vivo	18,7%	
Oppo	14,7%	
Xiaomi	11,1%	

SIMCARD GSM

Brand	EMSS	
Kartu Simpati	27,3%	HIGH
Kartu Im3	25,9%	HIGH
Kartu XI	21,2%	
Indosat Ooredoo	18,6%	
Axis	17,6%	

LAPTOP

Brand	EMSS	
Macbook	33,1%	HIGH
Acer	21,1%	HIGH
Asus	14,3%	
Lenovo	13,8%	
HP	12,1%	

CITY CAR

Brand	EMSS	
Honda Brio	49,1%	HIGH
Toyota Agya	20,1%	HIGH
Daihatsu Ayla	12,2%	
Honda Jazz	9,2%	
Toyota Yaris	5,7%	

MOBIL MPV

Brand	EMSS	
Toyota Avanza	52,3%	HIGH
Suzuki Ertiga	24,3%	HIGH
Daihatsu Xenia	17,7%	
Grand Livina	11,0%	
Suzuki Apv	3,5%	

SEPEDA MOTOR BEBEK

Brand	EMSS	
Honda Supra	43.0%	HIGH
Honda Revo	21.5%	HIGH
Yamaha Jupiter	16.1%	
Yamaha Vega	11.1%	

SEPEDA MOTOR MATIC

Brand	EMSS	
Honda Vario	38,3%	HIGH
Honda Beat	20,4%	HIGH
Honda Scoopy	18,1%	
Yamaha Mio	16,0%	
Yamaha NMAX	7,2%	

**SEPEDA MOTOR SPORT**

Brand	EMSS	
Honda CBR	38,4%	HIGH
Yamaha Vixion	29,1%	HIGH
Kawasaki Ninja	23,4%	
Honda Verza	6,8%	
Honda Mega Pro	2,3%	

**MINYAK PELUMAS MOTOR**

Brand	EMSS	
Oli AHM	29,2%	HIGH
Federal Oil	23,3%	HIGH
Oli Yamalube	18,7%	
Pertamina Enduro	17,8%	
Oli Shell Helix	6,8%	

**SEPEDA DEWASA**

Brand	EMSS	
United	45.3%	HIGH
Polygon	20.9%	HIGH
Element	15.3%	
Brompton	12.5%	
Phoenix	6.0%	

**SEPEDA LISTRIK**

Brand	EMSS	
Selis	89,8%	HIGH
Volta	9,6%	
Tiger	0,6%	

**SHAMPOO MOBIL**

Brand	EMSS	
Kit	85,7%	HIGH
3M	14,3%	HIGH

**RENTAL MOBIL**

Brand	EMSS	
MPM Rent	44,6%	HIGH
ASSA Rent	41,4%	HIGH
TRAC	22,6%	
Indorent	1,6%	

**AKI**

Brand	EMSS	
Yuasa	56,3%	HIGH
GS Astra	43,5%	HIGH
Massive	0,2%	

**BAN MOBIL**

Brand	EMSS	
Bridgestone	44,7%	HIGH
Dunlop	44,6%	HIGH
GT Radial	40,4%	

**BAN MOTOR**

Brand	EMSS	
IRC	40,6%	HIGH
Corsa	32,7%	HIGH
FDR	30,0%	
Mizzle	21,4%	
Federal	20,3%	

**KACA FILM MOBIL**

Brand	EMSS	
V-Kool Indonesia	76,5%	HIGH
Solargard Indo	12,4%	HIGH
3M Auto Film	10,2%	
Spectrum Window Film	0,8%	

**PENGHARUM MOBIL**

Brand	EMSS	
Stella	58,3%	HIGH
Glade	16,7%	HIGH
Ambi Pur	8,3%	

**HELM**

Brand	EMSS	
KYT	44,5%	HIGH
GM	29,1%	HIGH
INK	13,6%	
BMC	6,0%	
LTD	5,0%	

ALAT TULIS & PERLENGKAPAN KANTOR

BALLPOINT

Brand	EMSS	
Pilot	47,7%	HIGH
Standard	27,9%	HIGH
Joyko	8,1%	
Faster	7,0%	
Kenko	4,7%	

BUKU TULIS

Brand	EMSS	
Sinar Dunia (SIDU)	40,1%	HIGH
Kiky	25,9%	HIGH
AA	19,3%	
Campus	14,7%	

TAS SEKOLAH

Brand	EMSS	
Eiger	84,4%	HIGH
Jansport	7,8%	
Polo	5,5%	
Export	2,3%	

PENSIL

Brand	EMSS	
Faber Castell	64,5%	HIGH
Joyko	19,7%	HIGH
Lyra	6,6%	
Greebel	5,3%	
Kenko	4,0%	

SPIDOL WARNA

Brand	EMSS	
Faber Castell	56,3%	HIGH
Snowman	40,6%	HIGH
Joyko	3,1%	

KURSI KANTOR

Brand	EMSS	
Chairman	73,8%	HIGH
Tiger	16,7%	HIGH
Futura	4,8%	
Chitose	4,6%	

SOFTWARE AKUNTANSI

Brand	EMSS	
MYOB	33,0%	HIGH
Accurate	31,9%	HIGH
Sap	21,5%	
Zahir	13,6%	

PRINTER

Brand	EMSS	
Epson	48,3%	HIGH
Brother	27,3%	HIGH
Canon	20,7%	
HP	3,7%	

TRANSPORTASI

AIRLINES

Brand	EMSS	
Garuda Indonesia	66,5%	HIGH
Lion Air	11,5%	HIGH
Batik Air	7,8%	
Citilink	7,1%	
Air Asia	6,2%	

Domestic Airport

Brand	EMSS	
Soekarno Hatta International Airport	48,8%	HIGH
I Gusti Ngurah Rai International Airport	19,8%	HIGH
Kualanamu Airport	13,1%	
Juanda International Airport	10,2%	
Sultan Hasanuddin Airport	6,1%	

**JASA TRANSPORTASI ONLINE**

Brand	EMSS	
Gojek	77,0%	HIGH
Grab	23,0%	HIGH



**LAINNYA**

**TAMAN REKREASI AIR**

Brand	EMSS	
The Jungle	36,6%	HIGH
Waterboom Lippo Cikarang	31,3%	HIGH
Atlantis Water Adventure	28,9%	

**BIMBEL (BIMBINGAN BELAJAR) ONLINE**

Brand	EMSS	
Ruang Guru	91,4%	HIGH
Rumah Belajar	32,7%	HIGH
Kelas Pintar	6,2%	
Quipper School	0,5%	

**THEME PARK**

Brand	EMSS	
Taman Mini Indonesia Indah (TMII)	59,5%	HIGH
Trans Studio	34,9%	HIGH
Jatim Park	7,8%	
Kidzania	6,0%	
Jungle Land	2,1%	

**BIOSKOP**

Brand	EMSS	
Cinépolis	55,4%	HIGH
IMAX	19,9%	HIGH
CGV Cinema	14,3%	
Cineplex 21	10,4%	

**TV BERBAYAR**

Brand	EMSS	
Indihome	49,5%	HIGH
MNC	43,3%	HIGH
Top TV	3,9%	
First Media	2,6%	

**DEVELOPER PERUMAHAN**

Brand	EMSS	
Sinar Mas Land	80,1%	HIGH
Summarecon Agung	26,0%	HIGH
Ciputra	22,0%	
Intiland Development	16,3%	
Pakuwon	13,3%	

**JASA KURIR**

Brand	EMSS	
J & T	50,1%	HIGH
Pos Indonesia	18,5%	HIGH
Ninja Express	14,4%	
Tiki	9,4%	
SiCepat	5,1%	

**SPBU**

Brand	EMSS	
Pertamina	85,4%	HIGH
Shell	14,6%	HIGH

**BIMBEL (BIMBINGAN BELAJAR)**

Brand	EMSS	
Ganesha Operation	87,0%	HIGH
Inten	46,0%	HIGH
Nurul Fikri	23,0%	
Primagama	9,0%	

**CAFÉ KOPI**

Brand	EMSS	
Starbucks	76,7%	HIGH
Janji Jiwa	21,3%	HIGH
Kopi Kenangan	2,0%	

**KATEGORI ARTIS/PUBLIC FIGURE**

**AKTOR**

Nama	EMSS	
Arya Saloka	48,2%	HIGH
Nicholas Saputra	35,7%	HIGH
Verrel Bramasta	15,7%	
Junior Roberts	10,7%	
Rizky Nazar	7,6%	

**PENYANYI DANGDUT WANITA**

Nama	EMSS	
Ayu Ting Ting	56,2%	HIGH
Lesti Kejora	22,1%	HIGH
Iis Dahlia	11,1%	
Inul Daratista	6,4%	
Happy Asmara	6,3%	

**AKTRIS**

Nama	EMSS	
Amanda Manopo	28,2%	HIGH
Dian Sastro	27,5%	HIGH
Indah Permatasari	13,5%	
Prilly Latuconsina	10,5%	
Natasha Wilona	5,2%	

**GROUP BRAND**

Nama	EMSS	
Kotak	24,2%	HIGH
Slank	19,1%	HIGH
Noah	17,4%	
RAN	9,3%	
Sheila On 7	6,1%	

**PENYANYI PRIA**

Nama	EMSS	
Tulus	19,8%	HIGH
Gangga	18,8%	HIGH
Fiersa Besari	14,1%	
Judika	11,7%	
Ardhito Pramono	9,2%	

**SELEBGRAM**

Nama	EMSS	
Raffi Ahmad	53,9%	HIGH
Tasya Farasya	15,1%	HIGH
Prilly Latuconsina	7,9%	
Anya Geraldine	6,7%	
Gisella Anastasia	6,3%	

**PENYANYI WANITA**

Nama	EMSS	
Bunga Citra Lestari	31,6%	HIGH
Aurel Hermansyah	31,1%	HIGH
Tiara Andini	16,4%	
Yura Yunita	9,8%	
Lyodra	6,1%	

**YOUTUBER**

Nama	EMSS	
Deddy Corbuzier	54,0%	HIGH
Atta Halilintar	13,8%	HIGH
Ria Ricis	13,6%	
Arief Muhammad	13,5%	
Raditya Dika	5,2%	

**PENYANYI DANGDUT PRIA**

Nama	EMSS	
Denny Caknan	111,0%	HIGH
Ridwan	53,4%	HIGH
Fildan rahayu	5,1%	
Marvin	4,7%	
Rizky Ridho	2,5%	

**LEGENDA**

Nama	EMSS	
Rhoma Irama	42,7%	HIGH
Bambang Pamungkas	38,2%	HIGH
Rano Karno	12,9%	
Titiek Puspa	9,4%	
Widyawati	7,0%	