



MAKANAN - MINUMAN

AIR MINUM DALAM KEMASAN

Brand	EMSS	
Le Minerale	30,7%	HIGH
Nestle Pure Life	17,8%	HIGH
Aqua	15,7%	
Aquviva	11,7%	
club	7,9%	

AIR MINUM PH TINGGI

Brand	EMSS	
Pristine 8+	71,3%	HIGH
Total 8+	15,4%	HIGH
Crystalline	12,3%	
milagros	1,1%	
Eternal Plus E+	0,4%	

BISKUIT BAYI

Brand	EMSS	
Promina	82,8%	HIGH
Regal	14,4%	HIGH
Milna	2,2%	
SUN	0,6%	

BUBUR BAYI

Brand	EMSS	
Milna	42,6%	HIGH
Promina	28,1%	HIGH
Bunda Elia BB Booster Rice	20,0%	
SUN	7,7%	
Cerelac	1,7%	

SNACK BAR

Brand	EMSS	
fitbar	43,1%	HIGH
Oatside	27,1%	HIGH
soyjoy	14,3%	
Naraya Oat Choco	13,3%	
L-Men Protein Bar	1,6%	

BISKUIT MALKIST

Brand	EMSS	
Roma	57,2%	HIGH
Hatari	20,3%	HIGH
Gery Saluut Malkist	18,8%	
GO! Malkist Madu	3,0%	
Khongguan	0,7%	

BISKUIT SANDWICH

Brand	EMSS	
Oreo	60,2%	HIGH
Slai O'lai	13,8%	HIGH
Better	10,8%	
Ritz	8,9%	
Biskuat	3,9%	

BROWNIES BERMEREK

Brand	EMSS	
Amanda	98,4%	HIGH
Kartika Sari	1,0%	
Holland Bakery	0,4%	
Prima Rasa	0,2%	

BISKUIT (BUKAN WAFER)

Brand	EMSS	
Better	81,1%	HIGH
Roma	9,1%	
Khong Guan	3,5%	
Biskuat	2,8%	
Good time	1,8%	

SNACK AYAM

Brand	EMSS	
Shillin	95,0%	HIGH
Chicken Holic	3,0%	
Shida	2,0%	

BISKUIT MARIE

Brand	EMSS	
Regal Biskuit Marie	84,4%	HIGH
Promina Marie Susu	16,5%	HIGH
SUN Biskuit Marie Susu	14,9%	

AGAR-AGAR POWDER

Brand	EMSS	
Swallow Globe	82,9%	HIGH
Nutrijell	13,7%	HIGH
Sakura	2,0%	
Mutiara	1,0%	
Satelit Agar	0,5%	

CRACKERS

Brand	EMSS	
Roma	34,5%	HIGH
Nissin	32,1%	HIGH
Hatari	26,2%	
Khongguan	8,7%	
Monde	2,4%	

BUBUR INSTANT

Brand	EMSS	
Super Bubur	98,8%	HIGH
Buryam	1,3%	

BUMBU INSTANT

Brand	EMSS	
Kobe	87,7%	HIGH
Kokita	5,2%	
Royco	4,7%	
Bamboe	0,8%	
Indofood	0,7%	

KERIPIK SINGKONG OLAHAN

Brand	EMSS	
Kusuka	79,9%	HIGH
Maicih	16,5%	HIGH
Chuba	2,2%	
Qtela	0,8%	
Lays	0,7%	

ES KRIM

Brand	EMSS	
Campina	32,1%	HIGH
Wall's	28,8%	HIGH
Aice	25,3%	
Diamond	11,2%	
Glico Wings	2,1%	

KOPI BUBUK BERAMPAS

Brand	EMSS	
Excelso	54,0%	HIGH
ABC	22,0%	HIGH
Kapal Api	16,6%	
TOP	5,0%	
Luwak	2,1%	

KACANG KULIT BERMEREK

Brand	EMSS	
Dua Kelinci	46,3%	HIGH
Garuda	28,5%	HIGH
Indomaret	20,2%	
Kaya King OT	4,9%	

KOPI BUBUK INSTANT

Brand	EMSS	
Nescafe	40,4%	HIGH
ABC	19,0%	HIGH
Luwak	11,1%	
Torabika	10,9%	
Good Day	6,8%	

KEJU

Brand	EMSS	
Prochiz	39,4%	HIGH
Cheesy	27,5%	HIGH
Kraft	22,4%	
Anchor	9,1%	
Greenfields	1,0%	

KOPI DALAM KEMASAN SIAP MINUM

Brand	EMSS	
ABC	42,5%	HIGH
Kopiko	41,5%	HIGH
Kopi Kenangan	6,0%	
Nescafe	5,0%	
Golda	4,5%	

KERIPIK KENTANG OLAHAN

Brand	EMSS	
Chitato	49,7%	HIGH
Potabee	30,4%	HIGH
Piattos	9,3%	
Pringles	5,2%	
Japota	2,9%	

WHITE COFFEE

Brand	EMSS	
Luwak White Coffee	85,7%	HIGH
TOP White Coffee	5,8%	
Kapal Api White Coffee	5,7%	
Indocafe	2,9%	

KOPI HERBAL

Brand	EMSS	
Kopi 7 Elemen (Sevel)	51,0%	HIGH
Kopi Herbal Sidomuncul	49,0%	HIGH

KORNET KALENG

Brand	EMSS	
Pronas	89,2%	HIGH
Kornetku	8,6%	
Ajib	1,0%	
Cip	0,6%	
Bernardi	0,5%	

MINUMAN/LARUTAN PANAS DALAM

Brand	EMSS	
Adem Sari	81,7%	HIGH
Cap Kaki Tiga	9,8%	
Lasegar	7,7%	
Cap Badak	0,9%	

MINUMAN DETOX USUS/FIBER SLIM

Brand	EMSS	
Flimty	71,0%	HIGH
Hania Juicy Fibdrink	17,8%	HIGH
Femmy Fiber	9,1%	
WRP Fibby	1,7%	
Fibre First	0,1%	

CUKA APEL

Brand	EMSS	
Nutrifarm	75,0%	HIGH
BRAGG	25,0%	HIGH

MADU

Brand	EMSS	
Madurasa	67,0%	HIGH
Madu TJ	66,0%	HIGH
Madu Nusantara	20,4%	
Clover Honey	1,1%	
Al-Shifa	0,2%	

MAYONNAISE BERMEREK

Brand	EMSS	
Maestro Mayonais	47,6%	HIGH
Mamasuka Mayonais	35,6%	HIGH
Mamayo	12,8%	
Best Foods	2,7%	
Mayumi	1,3%	

MIE INSTANT DALAM KEMASAN BAG

Brand	EMSS	
Indomie	84,9%	HIGH
Mie Sedaap	6,8%	
Richeese	5,6%	
Sarimie	1,4%	
Mi Gelas	1,3%	

MIE INSTANT DALAM KEMASAN CUP

Brand	EMSS	
Pop Mie	81,0%	HIGH
Mie Sedaap Cup	15,9%	HIGH
Gaga 100	3,2%	

MIE TELOR

Brand	EMSS	
Burung Dara	92,7%	HIGH
AA	7,0%	
Ayam 2 Telor	0,3%	

MINUMAN ISOTONIK

Brand	EMSS	
Pocari	95,0%	HIGH
Mizone	2,4%	
Isoplus	2,1%	
Coolant	0,3%	
Hydrococo	0,2%	

MINUMAN KESEHATAN WANITA

Brand	EMSS	
Kiranti	97,1%	HIGH
Kunyit Asam	2,9%	

MINUMAN PENAMBAH TENAGA CAIR

Brand	EMSS	
Krating Daeng	98,9%	HIGH
Hemaviton Energy	0,5%	
M-150	0,4%	
Panther	0,3%	

MINUMAN PENAMBAH TENAGA NON CAIR

Brand	EMSS	
Kuku Bima	54,1%	HIGH
Extra Joss	45,5%	HIGH
Hemaviton Jreng	0,4%	

NATA DE COCO

Brand	EMSS	
Inaco	85,0%	HIGH
Wong Coco	10,0%	HIGH
Kara	5,0%	

JELLY CUP

Brand	EMSS	
Inaco	99,2%	HIGH
My Jelly	0,8%	

NUGGET

Brand	EMSS	
Kanzler	36,8%	HIGH
Fiesta	26,3%	HIGH
Sogood	17,0%	
Belfoods	11,1%	
Champ	5,7%	

SOSIS

Brand	EMSS	
Kanzler	79,1%	HIGH
Fiesta	40,9%	HIGH
Belfoods	13,9%	
Sogood	8,8%	
Kimbo	3,0%	

PEMANIS RENDAH/BEBAS KALORI

Brand	EMSS	
Tropicana Slim	83,2%	HIGH
Stevia	10,7%	HIGH
Diabetasol	3,8%	
Equal	1,5%	
Diabetamil	0,8%	

PERMEN MINT

Brand	EMSS	
Relaxa	85,3%	HIGH
Mentos	4,3%	
Davos	4,2%	
Mintz	3,2%	
Kis	3,0%	

PERMEN PELEGA TENGGOROKAN

Brand	EMSS	
Imboost	59,3%	HIGH
Woods	14,8%	HIGH
Hexos	11,1%	
Golden	7,4%	
Pagoda	3,7%	

ROTI TAWAR

Brand	EMSS	
Sari Roti	68,4%	HIGH
Mako	10,9%	HIGH
My Roti	10,2%	
Lauw	9,1%	
Holland Bakery	0,7%	

COFFEE BUN

Brand	EMSS	
Roti'O	99,1%	HIGH
Roti Boy	0,9%	

SELAI

Brand	EMSS	
Sarikaya	45,8%	HIGH
Morin	41,8%	HIGH
Nutella	32,7%	
Ovomaltine	11,2%	
Goldenfil	10,5%	

SEREAL SARAPAN PAGI

Brand	EMSS	
Energen	89,2%	HIGH
Oreo O's Cereal	10,2%	HIGH
Honey Star	0,3%	
Koko Krunch	0,2%	
Milosereal	0,1%	

SNACK KENTANG COLEK

Brand	EMSS	
French Fries 2000	87,4%	HIGH
Krisbee	12,2%	HIGH
Mister	0,4%	

SNACK EXTRUDE STICK

Brand	EMSS	
Nabati Siip Richeese	53,3%	HIGH
Yale Yale	45,0%	HIGH
Momogi	1,3%	
Richeese ahh	0,5%	

SUSU BANTAL

Brand	EMSS	
Real Good	90,2%	HIGH
Milkuat	9,8%	

SUSU KENTAL MANIS

Brand	EMSS	
Indomilk	41,3%	HIGH
Carnation	27,1%	HIGH
F&N	12,8%	
Cap Nona	11,9%	
Frisian Flag	3,6%	

SUSU BUBUK DEWASA BERKALSIUM

Brand	EMSS	
Anlene	43,2%	HIGH
Tropicana Slim	30,6%	HIGH
HiLo	22,9%	
Ensure	10,6%	
Prosteo Plus	3,8%	

SUSU DIET KHUSUS

Brand	EMSS	
Tropicana Slim	91,0%	HIGH
WRP	3,9%	
Greenfields	3,2%	
Herbalife	1,3%	
Lactona Skim	0,6%	

SUSU IBU HAMIL

Brand	EMSS	
SGM Bunda	86,1%	HIGH
Prenagen	10,6%	HIGH
Enfamama	1,6%	
Anmum	1,1%	
SUN Ibu	0,5%	

SUSU KAMBING

Brand	EMSS	
Etawalin	73,7%	HIGH
ETAWAKU PLATINUM	19,1%	HIGH
Etta Goat Milk	7,3%	

TEH DALAM KEMASAN SIAP MINUM

Brand	EMSS	
Teh Botol	55,2%	HIGH
Teh Kotak	15,3%	HIGH
Teh Pucuk	14,4%	
Fruit Tea	8,1%	
Frestea	3,3%	

TEH DALAM KEMASAN CUP

Brand	EMSS	
Teh gelas	99,6%	HIGH
Mountea	0,2%	
Frestea	0,1%	

WAFER LAPIS KEJU

Brand	EMSS	
Richeese Nabati	58,9%	HIGH
Oops	41,1%	HIGH

WAFER STICK

Brand	EMSS	
Astor	67,5%	HIGH
Chocolatos	28,8%	HIGH
Fullo	3,8%	

MINYAK GORENG

Brand	EMSS	
Sania	37,9%	HIGH
Bimoli	31,4%	HIGH
Tropical	27,7%	
Sunco	20,5%	
Filma	17,8%	

TEPUNG AYAM GORENG

Brand	EMSS	
Sasa	41,4%	HIGH
Kobe	34,5%	HIGH
Sajiku	24,1%	

SANTAN SIAP PAKAI

Brand	EMSS	
Kara	54,0%	HIGH
Sasa	43,0%	HIGH
Sun kara	2,5%	
Ayam Brand	0,5%	

BERAS

Brand	EMSS	
Cap TOPI KOKI	57,9%	HIGH
Sania	30,2%	HIGH
Raja Platinum	17,1%	
FS	0,9%	
Fortune	0,7%	

MAKANAN KUCING

Brand	EMSS	
Royal Canin	85,3%	HIGH
Meo	7,0%	
Whiskas	5,7%	
Excel	1,3%	
Life Cat	0,7%	

OBAT-OBATAN
BALSEM

Brand	EMSS	
Geliga	95,2%	HIGH
TIGER BALM	2,6%	
Balsem Lang	0,8%	
Vicks Vaporub	0,7%	
Balpirik	0,4%	

BEDAK KESEHATAN

Brand	EMSS	
Herocyn	42,1%	HIGH
Caladine	26,3%	HIGH
Salicyl	21,1%	
Prickly Heat	10,5%	

KONDOM/ALAT KONTRASEPSI PRIA

Brand	EMSS	
Sensitif	80,0%	HIGH
Durex	9,2%	
Sutra	7,7%	
Fiesta	3,1%	

KOYO

Brand	EMSS	
Salonpas	59,3%	HIGH
Koyo Cabe	40,6%	HIGH

KRIM OTOT

Brand	EMSS	
Counterpain	83,3%	HIGH
Hot In Cream	16,7%	HIGH

MINYAK ANGIN AROMATHERAPY

Brand	EMSS	
Fresh Care	66,7%	HIGH
Plossa	25,0%	HIGH
Aromatic 1001	8,3%	

MINYAK KAYU PUTIH

Brand	EMSS	
Cap Lang	50,0%	HIGH
My Baby	47,1%	HIGH
Cap Gajah	2,9%	

MINYAK TELON

Brand	EMSS	
My Baby	97,8%	HIGH
Konicare	1,9%	
Tresno Joyo	0,1%	

MINYAK HERBA

Brand	EMSS	
MINYAK HERBA SINERGI (MHS)	98,4%	HIGH
KUTUS KUTUS	1,6%	

MULTIVITAMIN

Brand	EMSS	
Hemaviton	59,8%	HIGH
Sangobion	21,4%	HIGH
Fatigon	16,2%	
Renovit	1,8%	
Enervon-C	0,8%	

OBAT BATUK

Brand	EMSS	
Cap Ibu dan Anak	86,4%	HIGH
Siladex	2,9%	
Bisolvon	2,3%	
Woods	2,1%	
Komix	2,0%	

OBAT BATUK ANAK

Brand	EMSS	
Laserin Madu	71,4%	HIGH
Hufagripp	14,6%	HIGH
Anakonidin	14,0%	

OBAT DIARE

Brand	EMSS	
Oralit	77,6%	HIGH
New Diatabs	15,4%	HIGH
Diapet	4,5%	
Imodium	1,3%	
Neo Entrostop	1,2%	

OBAT PEGAL LINU

Brand	EMSS	
Oskadon SP	80,0%	HIGH
NEO Rheumacyl	15,0%	HIGH
Neurobion	3,0%	
Fatigon	1,5%	
Voltaren	0,5%	

OBAT FLU

Brand	EMSS	
Bodrex	27,3%	HIGH
Decolgen	18,6%	HIGH
Panadol	14,5%	
Procold	11,0%	
Neozep	10,5%	

OBAT SAKIT KEPALA

Brand	EMSS	
Paramex	78,1%	HIGH
Bodrex	11,5%	HIGH
Panadol	6,8%	
Oskadon	3,1%	
Sanmol	0,2%	

OBAT JERAWAT

Brand	EMSS	
Garnier	88,6%	HIGH
Acnes	6,8%	
Verile	2,9%	
Oxy	0,8%	
Acnol	0,7%	

PELANCAR BAB

Brand	EMSS	
Vegeta	98,3%	HIGH
Laxing	1,7%	

VITAMIN C

Brand	EMSS	
Enervon C	62,0%	HIGH
You C 1000	30,7%	HIGH
Vitacimin	5,7%	
Vit C IPI	1,0%	
Sidomuncul	0,7%	

OBAT MAAG

Brand	EMSS	
Mylanta	91,3%	HIGH
Promag	6,4%	HIGH
Polysilane	1,5%	
Magasida	0,6%	
Waisan	0,3%	

SERUM PENCERAH & PENGHILANG NODA

Brand	EMSS	
Nivea	39,7%	HIGH
Wardah	25,5%	HIGH
Somethinc	24,3%	
Avoskin	9,9%	
Elsheskin	0,6%	

OBAT MASUK ANGIN

Brand	EMSS	
Bintang Toedjoe	36,7%	HIGH
Tolak Angin	30,6%	HIGH
Antangin	16,6%	
Bejo	16,3%	

SUPLEMENT FITNESS/GYM

Brand	EMSS	
Muscle First	82,3%	HIGH
Evolene	13,1%	HIGH
Optimum Nutrition	4,6%	

PERLENGKAPAN PRIBADI
SIKAT GIGI

Brand	EMSS	
Pepsodent	95,5%	HIGH
Formula	2,0%	
Colgate	1,9%	
Sensodyne	0,3%	
Oral-B	0,2%	

TISSUE BASAH

Brand	EMSS	
My Baby	80,0%	HIGH
Mitu	10,0%	HIGH
Passeo	5,0%	
Cussons Baby	3,0%	
Mamy Poko	2,0%	

TISSUE KERING

Brand	EMSS	
Nice	72,0%	HIGH
Tessa	16,0%	HIGH
Paseo	6,5%	
Jolly	5,5%	

PEMBALUT

Brand	EMSS	
Softex	60,3%	HIGH
Laurier	27,5%	HIGH
Charm	12,2%	

PAKAIAN DALAM WANITA

Brand	EMSS	
Sorex	93,2%	HIGH
Sorella	3,3%	
Wacoal	2,4%	
Triumph	0,9%	
Flyman Nathalie	0,1%	

CELANA DALAM PRIA

Brand	EMSS	
GT Man	76,7%	HIGH
Rider	21,1%	HIGH
Crocodile	2,2%	

SPREI TEMPAT TIDUR

Brand	EMSS	
Kintakun	32,9%	HIGH
Lady Rose	31,0%	HIGH
My Love	21,1%	
Bonita	15,1%	

KEMEJA RESMI PRIA

Brand	EMSS	
Uniqlo	64,1%	HIGH
Polo	29,4%	HIGH
Zara	4,3%	
The Executive	1,5%	
Alisan	0,3%	

SEPATU SANDAL

Brand	EMSS	
Eiger	73,0%	HIGH
Bata	17,0%	HIGH
Yongky Komaladi	8,8%	
Carvil	0,8%	
Nevada	0,4%	

BB CREAM

Brand	EMSS	
Wardah	57,3%	HIGH
Emina	21,6%	HIGH
Pixy	20,9%	
MS Glow	0,2%	

SUNBLOCK CREAM

Brand	EMSS	
Wardah	99,9%	HIGH
Nivea	0,1%	

BEDAK MUKA PADAT

Brand	EMSS	
Wardah	61,0%	HIGH
Pixy	29,1%	HIGH
Fanbo	5,9%	
Viva	3,7%	
LA TULIPE	0,2%	

BEDAK MUKA TABUR

Brand	EMSS	
Wardah	27,8%	HIGH
Marcks	25,2%	HIGH
Viva	22,6%	
Inez	5,6%	
Marina	4,2%	

BODY MIST

Brand	EMSS	
The Body Shop	87,2%	HIGH
Casablanca	12,7%	HIGH
Oriflame	0,1%	

BODY BUTTER/BODY CREAM

Brand	EMSS	
Dove	55,7%	HIGH
Oriflame	22,0%	HIGH
Herborist	10,8%	
THE BODY SHOP	7,4%	
Scarlett	3,6%	

HAND & BODY LOTION

Brand	EMSS	
Nivea	58,3%	HIGH
Marina	41,4%	HIGH
Vaseline	26,5%	
Shinzui	2,5%	
Viva	0,6%	

PENSIL ALIS

Brand	EMSS	
Viva	77,5%	HIGH
Wardah	20,7%	HIGH
Emina	1,7%	

LIPSTIK

Brand	EMSS	
Viva	84,0%	HIGH
Wardah	8,6%	
Maybelline	4,6%	
Make Over	2,8%	

LIP GLOSS

Brand	EMSS	
Purbasari	85,7%	HIGH
Maybelline	22,4%	HIGH
Wardah	2,8%	
Oriflame	2,4%	

BLUSH ON

Brand	EMSS	
YOU	38,4%	HIGH
Wardah	34,6%	HIGH
Make Over	30,4%	
Viva	26,5%	
LA TULIPE	19,5%	

FOUNDATION

Brand	EMSS	
Wardah	55,8%	HIGH
Make Over	28,1%	HIGH
Maybelline	10,8%	
Pixy	5,3%	

MASKARA

Brand	EMSS	
Maybelline	99,1%	HIGH
Revlon	0,5%	
Wardah	0,3%	

MASKER WAJAH

Brand	EMSS	
Wardah	28,3%	HIGH
Garnier	26,5%	HIGH
Ovale	23,8%	
Viva	16,0%	
Himalaya	5,5%	

VITAMIN RAMBUT

Brand	EMSS	
Makarizo	110,3%	HIGH
Natur	-2,6%	
Ellips	-7,7%	

KRIM CREAMBATH

Brand	EMSS	
Pantene	64,7%	HIGH
Makarizo Hair Energy	28,6%	HIGH
L'Oreal	6,8%	

MINYAK RAMBUT

Brand	EMSS	
Makarizo	97,6%	HIGH
Gatsby	2,2%	
Clear Brisk	0,2%	

LOTION ANTI NYAMUK

Brand	EMSS	
Autan	55,6%	HIGH
Soffell	24,2%	HIGH
My baby	20,2%	

BEARD & HAIR SERUM for MEN

Brand	EMSS	
Kahf	95,4%	HIGH
His Erha	3,1%	
MS Glow for Men	1,5%	

OBAT NYAMUK AEROSOL

Brand	EMSS	
Baygon	59,4%	HIGH
Vape	23,6%	HIGH
Hit	15,1%	

OBAT NYAMUK BAKAR

Brand	EMSS	
Baygon	65,9%	HIGH
HIT	19,4%	HIGH
Vape	14,7%	

PASTA GIGI

Brand	EMSS	
Pepsodent	49,6%	HIGH
CloseUp	22,5%	HIGH
Sensodyne	11,9%	
Ciptadent	8,3%	
Formula	7,7%	

PENGHARUM RUANGAN

Brand	EMSS	
Stella	65,7%	HIGH
Dahlia	33,3%	HIGH
Glade	1,0%	

PEWANGI DAN PELEMBUT PAKAIAN

Brand	EMSS	
Downy	91,4%	HIGH
Yuri	8,6%	

LULUR KECANTIKAN

Brand	EMSS	
Shinzu'i	76,1%	HIGH
Purbasari	23,7%	HIGH
Citra	0,2%	

SHAMPOO

Brand	EMSS	
Sunsilk	39,5%	HIGH
Pantene	38,7%	HIGH
Lifebuoy	14,8%	
Natur	11,9%	
Dove	11,6%	

DEODORANT PRIA

Brand	EMSS	
Rexona Men	76,6%	HIGH
Nivea Men	17,3%	HIGH
Axe	5,6%	
Casablanca	0,6%	

PRODUK PROPERTI

BATA RINGAN

Brand	EMSS	
Citicon	98,2%	HIGH
Blesscon	1,0%	
FasTCon	0,8%	

LANTAI GRANIT

Brand	EMSS	
Niro	60,0%	HIGH
Granito	40,0%	HIGH

CAT KAYU DAN BESI

Brand	EMSS	
Avian	24,6%	HIGH
Propan	21,5%	HIGH
Dulux	20,5%	
Nippon	13,3%	
al-tex	13,0%	

PELAPIS ANTI BOCOR

Brand	EMSS	
Propan Ultarproof	16,3%	HIGH
Elastex Waterproof	16,0%	HIGH
Dulux Aquashield	12,9%	
Aqua Proof	9,0%	
Jotun Waterguard	6,4%	

CAT TEMBOK

Brand	EMSS	
Dulux	21,3%	HIGH
Propan	19,6%	HIGH
Nippon Paint	18,8%	
JOTUN	18,0%	
Avitex	11,1%	

PLUMBING/PIPA

Brand	EMSS	
Vinilon	68,6%	HIGH
Rucika	21,7%	HIGH
Pralon	9,7%	

KERAMIK LANTAI

Brand	EMSS	
Platinum	60,8%	HIGH
KIA	37,9%	HIGH
Mulia	1,3%	

POMPA AIR LISTRIK

Brand	EMSS	
Panasonic	54,8%	HIGH
Shimizu	25,8%	HIGH
Sanyo	19,4%	

SEMEN

Brand	EMSS	
Semen Padang	79,8%	HIGH
Semen Gresik	14,3%	HIGH
Semen Tonasa	2,7%	
Semen Tiga Roda	1,5%	
Semen Bosowa	0,7%	

RANGKA ATAP BAJA

Brand	EMSS	
CBM	88,3%	HIGH
Sakura truss	52,1%	HIGH
Giga Steel	0,2%	

BANKING, INSURANCE & FINANCE
PRODUK TABUNGAN

Brand	EMSS	
Tabungan Mandiri	76,0%	HIGH
Tahapan BCA	35,9%	HIGH
BNI Taplus	0,8%	
BRI Britama	0,3%	

ASURANSI MOBIL

Brand	EMSS	
Asuransi Astra (Garda Oto)	84,5%	HIGH
Zurich Autocillin	13,5%	HIGH
Allianz MobilKu	2,0%	
Simas Mobil	1,6%	

TABUNGAN SYARIAH

Brand	EMSS	
Mega Syariah	52,6%	HIGH
Bank Syariah Indonesia	32,1%	HIGH
BTPN Syariah	19,1%	
BJB Syariah	6,2%	

KPR (KREDIT KEPEMILIKAN RUMAH) BANK

Brand	EMSS	
KPR BRI	110,6%	HIGH
KPR BCA	-1,0%	
KPR Mandiri	-1,4%	
BNI Griya	-1,5%	
KPR BTN	-6,8%	

ASURANSI JIWA

Brand	EMSS	
BRILife	25,7%	HIGH
Prudential	21,1%	HIGH
AXA Mandiri	17,7%	
Allianz Indonesia	14,2%	
Astra Life	10,3%	

KARTU KREDIT

Brand	EMSS	
Kartu Kredit BRI	75,1%	HIGH
Kartu Kredit BCA	32,4%	HIGH
Kartu Kredit Mandiri	2,6%	
Kartu Kredit Permata	0,7%	

ASURANSI KESEHATAN

Brand	EMSS	
AXA Mandiri	124,3%	HIGH
BNI Life	6,3%	
AIA	1,8%	
CHUBB Life	1,2%	
Astra Life	0,6%	

LEASING ELEKTRONIK, FURNITURE DLL

Brand	EMSS	
Kredivo	113,5%	HIGH
Home Kredit	35,3%	HIGH
Kredit Plus	15,0%	

LEASING MOBIL

Brand	EMSS	
Adira Finance	74,6%	HIGH
ACC	16,7%	HIGH
Mandiri Tunas Finance	10,0%	
CIMB Niaga Auto Finance	5,7%	
OTO Finance	4,7%	

LEASING MOTOR

Brand	EMSS	
OTO Finance	40,7%	HIGH
Bussan Auto Finance	36,1%	HIGH
WOM Finance	22,2%	
FIF	1,0%	

ELEKTRONIK
AIR CONDITIONER

Brand	EMSS	
Sharp	28,6%	HIGH
LG	24,0%	HIGH
Panasonic	15,8%	
Samsung	15,7%	
Gree	9,7%	

PESAWAT TELEVISI LCD

Brand	EMSS	
Samsung	54,0%	HIGH
Sharp	29,5%	HIGH
Polytron	14,8%	
Sony	1,7%	

AC CENTRAL

Brand	EMSS	
DAIKIN	101,6%	HIGH
GREE	15,9%	HIGH

ALAT TERAPI KESEHATAN

Brand	EMSS	
Advance	83,3%	HIGH
PERFECT HEALTH	40,0%	HIGH
Reiki	20,0%	

LEMARI ES

Brand	EMSS	
LG	39,1%	HIGH
Samsung	24,7%	HIGH
Panasonic	20,5%	
Polytron	12,4%	
Modena	3,2%	

AIR FRYER

Brand	EMSS	
Mito	50,6%	HIGH
Philips	49,0%	HIGH
Midea	0,4%	

MESIN CUCI

Brand	EMSS	
Electrolux	49,8%	HIGH
Samsung	28,4%	HIGH
Sharp	11,1%	
LG	8,4%	
Polytron	2,2%	

COOKWARE PREMIUM

Brand	EMSS	
Stein Cookware	48,8%	HIGH
Debellin	40,0%	HIGH
Fika	11,2%	

FOOD CHOPPER

Brand	EMSS	
Philips	90,9%	HIGH
Mitochiba	4,0%	
Cosmos	3,3%	
Oxone	1,8%	

RETAIL
AGEN PROPERTY

Brand	EMSS	
Century21	67,4%	HIGH
Ray White	27,4%	HIGH
Era Property	5,3%	

LISTING PROPERTY ONLINE

Brand	EMSS	
rumah123.com	59,7%	HIGH
rumah.com	34,6%	HIGH
Lamudi	4,4%	
99.co	1,3%	

ONLINE SHOPPING

Brand	EMSS	
Lazada.co.id	35,0%	HIGH
Shopee.co.id	29,9%	HIGH
Tokopedia.com	14,9%	
Blibli.com	14,8%	
Tiktok	5,4%	

SITUS ONLINE RESERVASI HOTEL

Brand	EMSS	
Traveloka	94,5%	HIGH
Tiket.com	5,3%	
Pegi Pegi	0,2%	

SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL

Brand	EMSS	
Traveloka	62,8%	HIGH
Tiket.Com	28,8%	HIGH
Agoda	8,3%	
Mister Aladin	0,1%	

DEPARTEMEN STORE

Brand	EMSS	
Toserba Yogya	43,1%	HIGH
Matahari	28,5%	HIGH
Sogo	10,2%	
Central	9,7%	
Sarinah	8,4%	

HYPERMARKET

Brand	EMSS	
Hypermart	47,4%	HIGH
Transmart	27,0%	HIGH
Lotte Mart	25,6%	

MINIMARKET

Brand	EMSS	
Indomaret	76,7%	HIGH
Alfamart	14,5%	HIGH
Lawson	4,9%	
Familymart	3,7%	
Circle K	0,2%	

SUPERMARKET

Brand	EMSS	
Superindo	99,2%	HIGH
Tip Top	0,4%	
Hero	0,3%	
Hari Hari	0,2%	

SUPERMARKET ELEKTRONIK

Brand	EMSS	
Electronic City	84,9%	HIGH
Bandung Electronic Center	14,3%	HIGH
Hartono Elektronik	0,4%	
Best Denki	0,3%	

FAMILY KARAOKE

Brand	EMSS	
Happy Puppy	85,0%	HIGH
Inul Vizta	8,8%	
Nav	3,8%	
Masterpiece	1,9%	
Diva Karoke	0,6%	

FITNESS CENTER

Brand	EMSS	
Fitness First	81,6%	HIGH
Gold S Gym	10,3%	HIGH
Fithub	4,8%	
Celebrity Fitness	2,6%	
Osbond Gym	0,6%	

GAME STATION/TEMPAT BERMAIN GAME

Brand	EMSS	
Funworld	48,6%	HIGH
Timezone	45,4%	HIGH
Kidzania	4,0%	
Amazon	1,1%	
Bounce Street Asia	0,7%	

KLINIK KECANTIKAN/ PERAWATAN KULIT

Brand	EMSS	
Erha Clinic	33,8%	HIGH
ZAP	27,5%	HIGH
Estetika	19,4%	
MS Glow Aesthetic Clinic	8,8%	
Natasha Skin Care	5,6%	
Euromedica	3,8%	

LABORATORIUM

Brand	EMSS	
Prodia	85,0%	HIGH
Cito Laboratorium Klinik	9,2%	
Pramita	5,4%	
Bio Medika	0,4%	

TOKO BAN MOTOR

Brand	EMSS	
Planet Ban	49,5%	HIGH
Proban	28,3%	HIGH
Aneka Ban	22,2%	

APOTEK/DRUGSTORE

Brand	EMSS	
Kimia Farma	60,5%	HIGH
K 24	36,4%	HIGH
Guardian	2,1%	
Century	1,0%	

RESTORAN FASTFOOD

Brand	EMSS	
Hokben	72,5%	HIGH
KFC	17,7%	HIGH
Mc Donald S	7,3%	
CFC	1,7%	
Burger King	0,7%	

RESTORAN BAKMI

Brand	EMSS	
Mie Gacoan	93,2%	HIGH
Bakmi GM	4,1%	
Bakmi Gang Kelinci	1,2%	
Bakmi Golek	0,9%	
Bakmi Naga	0,6%	

RESTORAN PIZZA

Brand	EMSS	
Pizza Hut	92,5%	HIGH
Domino's Pizza	7,4%	

TOKO DONAT

Brand	EMSS	
JCO	72,1%	HIGH
Dunkin'	17,5%	HIGH
Crispy Cream	10,4%	

SUPERMARKET PERKAKAS RUMAH & DEKORASI

Brand	EMSS	
Azko	46,9%	HIGH
Informa	43,8%	HIGH
Mr DIY	7,5%	
IKEA	1,3%	
Mitra 10	0,6%	

SUPERMARKET BAHAN BANGUNAN

Brand	EMSS	
Mitra 10	61,8%	HIGH
Depo Bangunan	37,4%	HIGH
Bj Home	0,7%	

TOKO BUAH-BUAHAN

Brand	EMSS	
Total Buah Segar	61,3%	HIGH
Istana Buah	36,4%	HIGH
All Fresh	2,3%	

TOKO ROTI/BAKERY

Brand	EMSS	
Holland Bakery	48,6%	HIGH
MAKO	36,5%	HIGH
Majestyk	14,8%	
Mon Ami	0,1%	

TOUR & TRAVEL

Brand	EMSS	
Dwi Daya Tour & Travel	59,6%	HIGH
Avia Tour	20,1%	HIGH
Antavaya	17,5%	
Tx Travel	2,7%	

Klinik/Rumah Sakit Mata

Brand	EMSS	
Rumah Sakit Cicendo	41,8%	HIGH
JEC Eye Hospitals and Clinics	38,9%	HIGH
KMN eye care	19,1%	
Rumah Sakit Undaan	0,1%	

PERLENGKAPAN RUMAH TANGGA
KOMPOR GAS PORTABLE

Brand	EMSS	
Rinnai	55,6%	HIGH
Cosmos	41,2%	HIGH
Winn Gas	2,0%	
Hock	1,1%	
Oxone	0,2%	

KASUR BUSA

Brand	EMSS	
Big Foam	48,1%	HIGH
Royal Foam	25,2%	HIGH
Inoac	23,3%	
IKEA	2,0%	
Olympic	0,7%	

BEDDING

Brand	EMSS	
King Koil	51,0%	HIGH
Lady Americana	44,5%	HIGH
Spring Air	1,3%	
Elite	1,0%	
Comforta	0,9%	

KASUR DALAM BOX

Brand	EMSS	
Zinus Indonesia	44,7%	HIGH
Domi	22,2%	HIGH
ToteBed	20,0%	
In The Box	5,8%	
Quantum Dream Box	5,7%	

BOTOL MINUM/TUMBLER

Brand	EMSS	
Lion Star	78,2%	HIGH
Lock Lock	10,4%	HIGH
Stanley	9,6%	
Corkcicle	0,9%	
Chielo	0,5%	

MOBILE MODEM

Brand	EMSS	
Smartfren	70,8%	HIGH
Huawei	18,4%	HIGH
Zte	8,7%	
Advan	1,2%	
Prolink	0,9%	

WATER HEATER

Brand	EMSS	
Ariston	54,0%	HIGH
Wika	33,8%	HIGH
Modena	11,5%	
Midea	0,7%	

POWER BANK

Brand	EMSS	
Robot	49,4%	HIGH
Xiaomi	26,2%	HIGH
Vivan	24,4%	

SMART LIGHTING

Brand	EMSS	
Philips	96,4%	HIGH
Hannochs	2,6%	
Osram	1,0%	

SMARTPHONE

Brand	EMSS	
Samsung	36,3%	HIGH
Iphone	33,4%	HIGH
vivo	29,6%	
Asus	0,7%	
Lenovo	0,6%	

FURNITURE KNOCK DOWN

Brand	EMSS	
Olympic	77,6%	HIGH
Solid	20,7%	HIGH
Ligna	1,7%	

SIMCARD GSM

Brand	EMSS	
Kartu IM3 - Indosat	39,5%	HIGH
Kartu XL	22,6%	HIGH
Axis	21,0%	
Kartu 3	13,2%	
Kartu Telkomsel Prabayar	3,8%	

ISP FIXED

Brand	EMSS	
indihome	95,5%	HIGH
Biznet	3,1%	
MNC play	0,7%	
My Republic	0,6%	
CBN	0,1%	

LAPTOP

Brand	EMSS	
hp	36,1%	HIGH
Macbook	32,1%	HIGH
Asus	28,0%	
Acer	2,5%	
Dell	1,2%	

OTOMOTIF
CITY CAR

Brand	EMSS	
Honda Brio	98,0%	HIGH
Daihatsu Ayla	27,0%	HIGH
Toyota Agya	15,1%	
Wuling Air EV	2,3%	
Nissan March	0,6%	

MINYAK PELUMAS MOTOR

Brand	EMSS	
Pertamina Enduro	63,4%	HIGH
Federal Oil	10,1%	HIGH
Top 1	9,9%	
Oli AHM	9,8%	
Oli Yamalube	4,9%	

MOBIL MPV

Brand	EMSS	
Kijang Innova	48,1%	HIGH
Toyota Avanza	24,5%	HIGH
Suzuki Ertiga	13,6%	
Daihatsu Xenia	9,8%	
Grand Livina	1,8%	

SEPEDA DEWASA

Brand	EMSS	
Polygon	80,1%	HIGH
United	51,2%	HIGH
Pacific	14,7%	
Element	7,9%	
Wim Cycle	7,8%	

SEPEDA MOTOR BEBEK

Brand	EMSS	
Yamaha Jupiter	62,8%	HIGH
Suzuki Smash	31,6%	HIGH
Yamaha Vega	10,2%	
Honda Blade	1,5%	

SEPEDA LISTRIK

Brand	EMSS	
Selis	51,8%	HIGH
Uwinfly	47,2%	HIGH
Venus	0,7%	
Tiger	0,3%	

SEPEDA MOTOR MATIC

Brand	EMSS	
Honda Beat	48,2%	HIGH
Honda Scoopy	25,0%	HIGH
Yamaha NMAX	21,3%	
Yamaha Fazzio	6,8%	

RENTAL MOBIL

Brand	EMSS	
TRAC	80,6%	HIGH
Blue Bird	11,3%	HIGH
MPM Rent	6,7%	
ASSA Rent	1,4%	

SEPEDA MOTOR SPORT

Brand	EMSS	
Honda CBR	59,2%	HIGH
Yamaha Vixion	40,7%	HIGH
Honda Mega Pro	10,8%	
Honda Verza	0,3%	

AKI

Brand	EMSS	
Yuasa	62,8%	HIGH
GS Astra	35,6%	HIGH
Massive	1,5%	

BAN MOBIL

Brand	EMSS	
Bridgestone	75,5%	HIGH
GT Radial	8,9%	
Goodyear	6,3%	
Michelin	4,8%	
Federal	3,0%	

BAN MOTOR

Brand	EMSS	
Corsa	26,5%	HIGH
Michelin	24,6%	HIGH
IRC	17,6%	
FDR	16,2%	
Dunlop	15,1%	

KACA FILM MOBIL

Brand	EMSS	
3M Auto Film	53,8%	HIGH
V-Kool Indonesia	43,5%	HIGH
Solargard	2,7%	

PENGHARUM MOBIL

Brand	EMSS	
Glade	39,6%	HIGH
Bayfresh	33,3%	HIGH
Stella	27,1%	

HELM

Brand	EMSS	
KYT	50,0%	HIGH
NHK	15,9%	HIGH
MDS	14,9%	
GM	12,3%	
BMC	4,0%	

ALAT TULIS & PERLENGKAPAN KANTOR

BALLPOINT

Brand	EMSS	
Joyko	52,0%	HIGH
Standard	16,6%	HIGH
Pilot	15,6%	
Kenko	12,8%	
Faster	3,0%	

BUKU TULIS

Brand	EMSS	
Kiky	52,9%	HIGH
Sinar Dunia (SIDU)	44,3%	HIGH
AA	2,9%	

TAS SEKOLAH

Brand	EMSS	
Eiger	87,6%	HIGH
Jansport	12,4%	HIGH

KURSI KANTOR

Brand	EMSS	
Chitose	42,3%	HIGH
Chairman	31,4%	HIGH
Futura	26,3%	

SOFTWARE AKUNTANSI

Brand	EMSS	
Accurate	63,6%	HIGH
Sap	14,3%	HIGH
Zahir	12,8%	
MYOB	9,3%	

PRINTER

Brand	EMSS	
Epson	60,0%	HIGH
Brother	16,6%	HIGH
HP	15,7%	
Canon	7,8%	

TRANSPORTASI
AIRLINES

Brand	EMSS	
Garuda Indonesia	90,8%	HIGH
Lion Air	28,8%	HIGH
Citilink	7,9%	
Batik Air	1,8%	

JASA TRANSPORTASI ONLINE

Brand	EMSS	
Gojek	73,8%	HIGH
Grab	22,0%	HIGH
Maxim	4,3%	

Domestic Airport

Brand	EMSS	
Soekarno Hatta International Airport	86,0%	HIGH
Sultan Hasanuddin Airport	56,4%	HIGH
Juanda International Airport	8,4%	

LAINNYA
TAMAN REKREASI AIR

Brand	EMSS	
Atlantis Water Adventure	79,5%	HIGH
The Jungle	15,2%	HIGH
Waterboom Lippo Cikarang	5,3%	

TV BERBAYAR

Brand	EMSS	
Indihome	55,8%	HIGH
First Media	24,3%	HIGH
MyRepublic	15,3%	
Usee TV	4,5%	

THEME PARK

Brand	EMSS	
Taman Mini Indonesia Indah (TMII)	47,4%	HIGH
Dufan	23,6%	HIGH
Trans Studio	20,7%	
Jatim Park	8,3%	

JASA KURIR

Brand	EMSS	
J & T	128,2%	HIGH
Tiki	4,4%	
Paxel	3,0%	

BIMBEL (BIMBINGAN BELAJAR)

Brand	EMSS	
Nurul Fikri	63,8%	HIGH
Ganesha Operation	18,3%	HIGH
Brain academy	17,8%	

BIMBEL (BIMBINGAN BELAJAR) ONLINE

Brand	EMSS	
Ruang Guru	41,6%	HIGH
Rumah Belajar	36,2%	HIGH
Kelas Pintar	22,2%	

BIOSKOP

Brand	EMSS	
CGV Cinema	74,0%	HIGH
XXI/Cinema 21	28,2%	HIGH
CGV Cinema	1,9%	
Flix Cinema	0,1%	

DEVELOPER PERUMAHAN

Brand	EMSS	
Agung Podomoro Group	55,5%	HIGH
Sinar Mas Land	15,9%	HIGH
Summarecon Agung	9,8%	
Metropolitan Land	8,6%	
Ciputra	4,3%	

SPBU

Brand	EMSS	
Pertamina	67,5%	HIGH
Shell	28,5%	HIGH
Vivo	3,0%	
Bp	1,0%	

CAFÉ KOPI

Brand	EMSS	
Toko Kopi Tuku	34,6%	HIGH
Kopi Kenangan	30,0%	HIGH
Janji Jiwa	21,7%	
Fore Coffee	9,8%	
Starbucks	2,5%	

TOAST CHAIN

Brand	EMSS	
Jiwa Toast	60,8%	HIGH
Say Bread	32,3%	HIGH
Pan & Co	5,3%	
Toast Box	1,4%	
Stack	0,2%	

KATEGORI ARTIS/PUBLIC FIGURE

AKTOR

Nama	EMSS	
Maxime Bouttier	52,3%	HIGH
Iko Uwais	12,2%	HIGH
Reza Rahadian	12,1%	
Arya Saloka	8,5%	
Jefri Nichol	6,6%	

AKTRIS

Nama	EMSS	
Luna Maya	52,4%	HIGH
Prilly Latuconsina	18,7%	HIGH
Amanda Rawles	10,5%	
Raihaanun	7,9%	
Indah Permatasari	2,9%	

PENYANYI PRIA

Nama	EMSS	
Ronny Parulian	114,6%	HIGH
Nyoman Paul	21,7%	HIGH
Rizky Febian	2,0%	
Budi Doremi	1,0%	
Kunto Aji	0,5%	

GROUP BAND

Nama	EMSS	
Fourtwnty	31,7%	HIGH
Hivi	22,8%	HIGH
Sheila on 7	20,9%	
Gigi	8,7%	
Kahitna	8,4%	

PENYANYI WANITA

Nama	EMSS	
Nadine Amizah	25,4%	HIGH
Lyodra	21,7%	HIGH
Tiara Andini	14,1%	
Raisa	12,7%	
Bunga Citra Lestari	11,8%	

INFLUENCER

Nama	EMSS	
Raffi Ahmad	62,5%	HIGH
Fuji	31,1%	HIGH
Syahrini	13,4%	
Prilly Latuconsina	13,3%	
Arief Muhammad	2,0%	

PENYANYI DANGDUT PRIA

Nama	EMSS	
Nassar	57,0%	HIGH
Denny Caknan	34,7%	HIGH
Ridwan	5,3%	
Fildan Rahayu	2,5%	
Rizky Ridho	0,4%	

YOUTUBER

Nama	EMSS	
Denny Sumargo	52,7%	HIGH
Raditya Dika	13,8%	HIGH
Atta Halilintar	7,2%	
The Hermansyah A6	6,9%	
Deddy Corbuzier	6,1%	

PENYANYI DANGDUT WANITA

Nama	EMSS	
Lesti Kejora	55,0%	HIGH
Ayu Ting Ting	44,7%	HIGH
Happy Asmara	19,4%	
Iis Dahlia	12,0%	
Nella Kharisma	7,6%	

LEGENDA

Nama	EMSS	
Rano Karno	25,3%	HIGH
Benyamin Sueb	20,9%	HIGH
Iwan Fals	20,6%	
Titiek Puspa	11,8%	
Christine Hakim	11,4%	