

2013 Product of the Year winners

The top 48 consumer goods, as voted for by South Africans, were announced at the 2013 Product of the Year Awards last night, 7 February, at the Maslow Hotel in Sandton.



Selected from over 200 products which made the finalist roll, the winners list is based on months of intensive research involving the surveying of over 5,000 South African households nationwide. The research is independent and conducted exclusively through research company - Nielsen.

"South African consumers are becoming more discerning and will no longer fall for the hype of advertising claims of products being 'new' or 'improved', 'the best' or 'unique'," says Product of the Year (POTY) MD, Preetesh Sewraj. "Consumers will research products, try them out and voice their opinions if they are not happy. The brands are well aware of this and therefore are becoming more inventive and strategic in order to attract and maintain customers in the crowded consumer goods market."

The 2013 winners come from across a wide spectrum of companies with the product categories ranging from personal care to household products and more sophisticated electronic devices and appliances.

The Product of the Year 2013 winners

Category	Product
Carbonated Beverages	PowerPlay Fruit Kick Energy Drink
Dairy Beverages	Clover Danao Smooth
Condiments	Nola Creamy Salad Dressing
Ready to Eat	Nola Chicken Mayo
Quick Meals	Maggi 2-Minute Noodles Flavours of Mzansi
Female Skincare	Pond's Flawless Radiance
Male Skincare	Vaseline Men Eventone Expert Face Care Range
Female Deodorant	Dove Invisible Dry
Lotion	Vaseline Total Moisture Range
Petroleum Jelly	Vaseline Men Petroleum Jelly
Facial Wipes	TLC Deep Cleanse Facial Wipes
Baby Wipes	Pampers Sensitive Wipes
Hygiene Soap	GynaGuard Ultimate Wash
Baby Food	Nestle Jogolino
Power Cleaners	Handy Andy Power Cream Spray
Bleach	Jik Multi Action
Consumer Technology	Samsung Galaxy SIII Smartphone
Premium Paint	Plascon Nuroof Cool
Budget Paint	Safari Enamel
Soup	Royco Instant Soup
Toothpaste	Colgate Total 12 Pro-Gum Health

Lollipop	Pin Pop Mega
Lens Care	OptiFog
Diapers	Pampers Premium Care
Sanitary Pads	Always Platinum
Panty Liners	Lil-Lets Ultra Long Pantyliners
Contraception	Contempo Rough Rider
Female Grooming	Nair Brazilian Spa Clay Cream
Toothbrushes	Colgate Optic White Toothbrush
Fabric Conditioner	Comfort Concentrated Fabric Conditioner
Hair Colour	Excellence Mousse Chocolate Brown Hair Colour
Hair Wash	Elvive Volume Collagen Shampoo and Conditioner
Hair Treatment	Schwarzkopf Gliss Repair + Gloss Treatment
Automatic Laundry	OMO Auto Washing Powder
Milk	Clover Long Life Milk
Dairy Food	Clover Cheese
Surface Care	Mr. Min Express Mist
Male Deodorant	Shield Men Xtra Cool
Flavourants	Robertsons Herbs & Spices Bottles
Handwash Laundry	OMO Handwash
Laundry Bars	Sunlight Germiguard
Tissue	Twinsaver Essentials
Oil	HO Sun Flower Oil
Alcoholic Beverages	KWV 3 & Cola
Frozen Seafood	I&J Light & Crispy African Spice
Bath Foam	Satiskin Blissful Berry Fantasy Foam Bath
Baby Beverages	Hipp Organic Growing Up Milk
Mouthwash	Colgate Complete Care Mouthwash

Sewraj said POTY would continue bridging the communication gap between the consumer and manufacturer through researching new products and testing them with consumers and providing constructive feedback to companies to ensure customers got value for their money.

Launched in 2008 in South Africa and present in more than 30 countries globally, POTY is ostensibly the world's largest consumer voted programme that identifies and celebrates innovation in the consumer goods industry. Companies enter their products to be put under the critical spotlight of consumer opinion. The products entered must be less than 18 months old.

Winners will be able to use the Product of the Year logo on various communication vehicles, such as television ads, print, and on-pack, to highlight the endorsement they have received from the South African public.

For more, visit: <https://www.bizcommunity.com>