

TOTAL VALUE OF KANTAR BRANDZ
MOST VALUABLE UK BRANDS 2021 (US DOLLARS)

\$278,810 MILLION

YEAR-ON-YEAR CHANGE

+22%

BRAND VALUE US\$ MIL.

VODAFONE	#1	\$ 30,912 m	TELECOM PROVIDERS
HSBC	#2	\$15,644 m	BANKS
SHELL	#3	\$15,431 m	ENERGY
TESCO	#4	\$11,298 m	RETAIL
LIPTON	#5	\$10,659 m	FOOD AND BEVERAGES
SKY	#6	\$10,608 m	TELECOM PROVIDERS
BP	#7	\$10,485 m	ENERGY
BT	#8	\$10,471 m	TELECOM PROVIDERS
JOHNNIE WALKER	#9	\$8,306 m*	ALCOHOL
DOVE	#10	\$7,343 m	PERSONAL CARE

*Brand Value is restated

YEAR-ON-YEAR CHANGE IN BRAND VALUE
BY CATEGORY

Analysis by Category	2021 US\$ MIL.	YoY
LUXURY	5,030	31%
RETAIL	39,356	34%
PAINTS	1,691	23%
PRICE COMPARISON	2,477	-6%
FOOD AND BEVERAGES	20,558	25%
LIFESTYLE PLATFORM	9,580	N/A
MEDIA AND ENTERTAINMENT	8,925	97%
ALCOHOL*	10,918	N/A
TELECOM PROVIDERS	68,614	21%
GAMBLING	8,963	86%
PERSONAL CARE	7,343	6%
APPAREL	4,779	47%
LUBRICANTS	2,136	-17%
CARS	6,805	31%
FAST FOOD	1,882	41%
LOGISTICS	1,416	83%
HOME APPLIANCES	3,684	4%
UTILITIES	5,320	22%
BANKS	31,371	-9%
TRAVEL SERVICES	1,131	9%
PAYMENTS	1,169	41%
INSURANCE	9,744	17%
ENERGY	25,916	-5%
TOTAL	278,810	22%

NEW ENTRANTS TO THE UK TOP 75 BRANDS IN 2021

#11	#15	#28	#63	#67	#70	#71	#74
\$6,549 m	\$5,364 m	\$2,604 m	\$1,128 m	\$936 m	\$838 m	\$831 m	\$759 m
LIFESTYLE PLATFORM	MEDIA AND ENTERTAINMENT	GAMBLING	RETAIL	RETAIL	RETAIL	FAST FOOD	FOOD AND BEVERAGES

*Brand Value is restated

TOP 10 RISERS

BRAND VALUE CHANGE
2021 VS. 2020

#1		+83%	\$ 1,416 m
#2		+72%	\$ 5,681 m
#3		+65%	\$ 2,768 m
#4		+58%	\$ 3,031 m
#5		+51%	\$ 3,849 m
#6		+47%	\$ 1,210 m
#7		+45%	\$ 1,399 m
#8		+44%	\$ 2,032 m
#9		+42%	\$ 3,410 m
#10		+41%	\$ 1,468 m

BRAND VALUE US\$ MIL.