

KANTAR BRANDZ

2024 MOST VALUABLE UK BRANDS

TOTAL VALUE OF THE TOP 75 (US\$)

\$229,512 M

YOY CHANGE

-5%

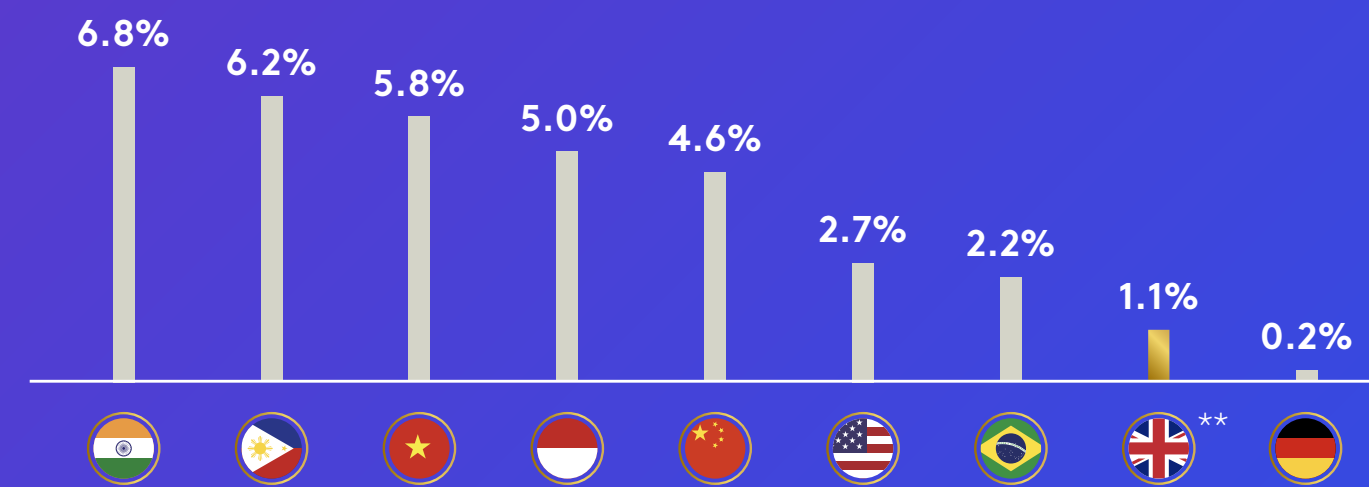
THE TOP 10 MOST VALUABLE UK BRANDS

VODAFONE	#1	\$19,002	TELECOM PROVIDERS
HSBC	#2	\$18,989	FINANCIAL SERVICES
SHELL	#3	\$17,645	ENERGY
BP	#4	\$10,807	ENERGY
JOHNNIE WALKER	#5	\$9,693	ALCOHOL
BT	#6	\$9,240	TELECOM PROVIDERS
TESCO	#7	\$8,057	RETAIL
SKY	#8	\$6,672	TELECOM PROVIDERS
DOVE	#9	\$6,466	PERSONAL CARE
O2	#10	\$6,334	TELECOM PROVIDERS

CHANGE IN BRAND VALUE OF TOP 30 BRANDS AROUND THE WORLD



PREDICTED GDP GROWTH IN 2024*



NEWCOMERS IN 2024

2024 RANK, BRAND VALUE (US\$M), CATEGORY

RANGE ROVER	#15	\$3,199	AUTOMOTIVE
DEFENDER	#47	\$1,362	AUTOMOTIVE
David Lloyd CLUBS	#70	\$803	LEISURE
NUROFEN	#74	\$746	HEALTH CARE
Travelodge	#75	\$723	TRAVEL SERVICES

YOY CHANGE BY CATEGORY

Category	2024 Brand Value (US\$M)	YoY Change
Financial Services	51,898	-3%
Telecom Providers	49,571	-12%
Energy	28,452	-4%
Retail	28,271	1%
Alcohol	11,666	-10%
Food and Beverages	10,479	-9%
Media and Entertainment	7,247	2%
Automotive	7,116	14%
Personal Care	6,466	-8%
Gambling	5,367	-4%
Consumer Technology and Services Platforms	4,270	-2%
Utilities	2,958	-40%
Home Appliances	2,734	2%
Luxury	2,686	-42%
Fast Food	2,452	2%
Travel Services	2,397	56%
Lubricants	1,874	8%
Paints	1,040	-19%
Logistics	1,017	16%
Leisure	803	N/A
Health Care	746	N/A
Total	229,512	-5%

* IMF prediction as of July 2024
 ** Revised upwards from 0.5% in EY summer forecast