

TOTAL VALUE OF KANTAR BRANDZ
MOST VALUABLE UK BRANDS 2022 (US DOLLARS)

\$282,941 M

YEAR-ON-YEAR CHANGE

+1%

BRAND VALUE US\$ MIL.

VODAFONE	#1	\$32,779 m	TELECOM PROVIDERS
HSBC	#2	\$17,861 m	BANKS
SHELL	#3	\$17,104 m	ENERGY
BT	#4	\$12,212 m	TELECOM PROVIDERS
BP	#5	\$11,509 m	ENERGY
SKY	#6	\$10,654 m	TELECOM PROVIDERS
LIPTON	#7	\$10,567 m	FOOD AND BEVERAGES
TESCO	#8	\$9,911 m	RETAIL
JOHNNIE WALKER	#9	\$9,343 m	ALCOHOL
BARCLAYS	#10	\$6,894 m	BANKS

YEAR-ON-YEAR CHANGE IN BRAND VALUE
BY CATEGORY

CATEGORY	2022 US\$ MIL.	YoY
TELECOM PROVIDERS	72,874	6%
BANKS	38,508	25%
RETAIL	35,595	-10%
ENERGY	28,612	10%
FOOD AND BEVERAGES	22,545	10%
ALCOHOL	11,691	7%
INSURANCE	8,929	-47%
MEDIA AND ENTERTAINMENT	8,458	-5%
CARS	7,095	4%
FINANCIAL INVESTMENTS	6,661	N/A
PERSONAL CARE	6,291	-14%
LIFESTYLE PLATFORM	5,459	-43%
GAMBLING	5,246	-41%
UTILITIES	4,699	-12%
LUXURY	3,991	-21%
LUBRICANTS	2,699	26%
HOME APPLIANCES	2,651	-28%
FAST FOOD	2,339	24%
PRICE COMPARISON	2,247	-9%
PAYMENTS	1,729	48%
PAINTS	1,550	-8%
LOGISTICS	1,237	-13%
APPAREL	974	-80%
TRAVEL SERVICES	860	-24%
TOTAL	282,941	1%

TOP 10 RISERS

BRAND VALUE CHANGE
2022 VS. 2021

#1	Revolut	+479%	\$ 4,742 m
#2	wise	+48%	\$ 1,729 m
#3	COSTA COFFEE	+33%	\$ 1,401 m
#4	Castrol	+26%	\$ 2,699 m
#5	Tetley	+24%	\$ 937 m
#6	Royal Bank of Scotland	+24%	\$ 1,047 m
#7	NatWest	+19%	\$ 2,058 m
#8	E E	+18%	\$ 3,078 m
#9	BT	+17%	\$ 12,212 m
#10	innocent	+17%	\$ 2,017 m

NEW ENTRANTS TO THE UK TOP 75 BRANDS IN 2022

BRAND VALUE US\$ MIL.

St James's Place	#18	\$4,160 m	FINANCIAL INVESTMENTS
HARGREAVES LANSDOWN	#31	\$2,501 m	FINANCIAL INVESTMENTS
FEVER-TREE	#58	\$1,171 m	FOOD AND BEVERAGES
pets at home	#70	\$876 m	RETAIL