

THE UK'S TOP 75 MOST VALUABLE BRANDS IN 2023 HAVE A COMBINED (US\$) BRAND VALUE OF

\$242.3 BILLION

TOP 10 MOST VALUABLE UK BRANDS 2023

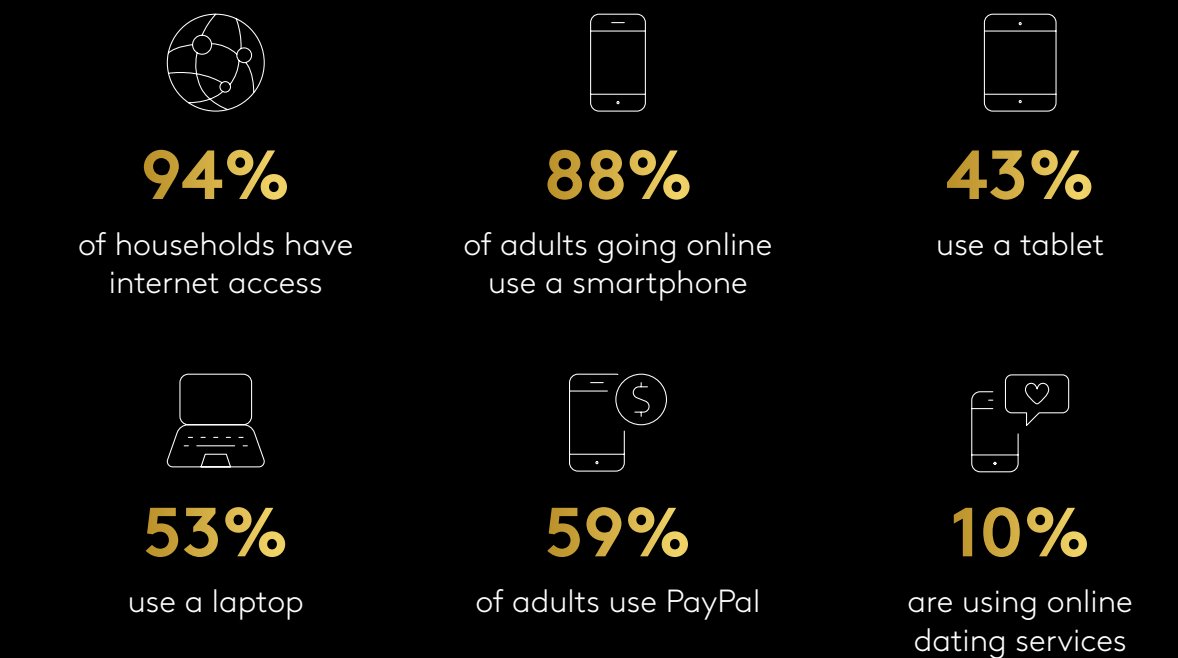
VODAFONE	#1	\$ 26,062	TELECOM PROVIDERS
HSBC	#2	\$ 18,852	FINANCIAL SERVICES
SHELL	#3	\$ 18,097	ENERGY
BP	#4	\$ 11,618	ENERGY
JOHNNIE WALKER	#5	\$ 10,923	ALCOHOL
BT	#6	\$ 9,572	TELECOM PROVIDERS
TESCO	#7	\$ 7,752	RETAIL
SKY	#8	\$ 6,941	TELECOM PROVIDERS
DOVE	#9	\$ 6,346	PERSONAL CARE
CADBURY	#10	\$ 5,985	FOOD AND BEVERAGES

BRAND RANK
Brand Value (US\$M)

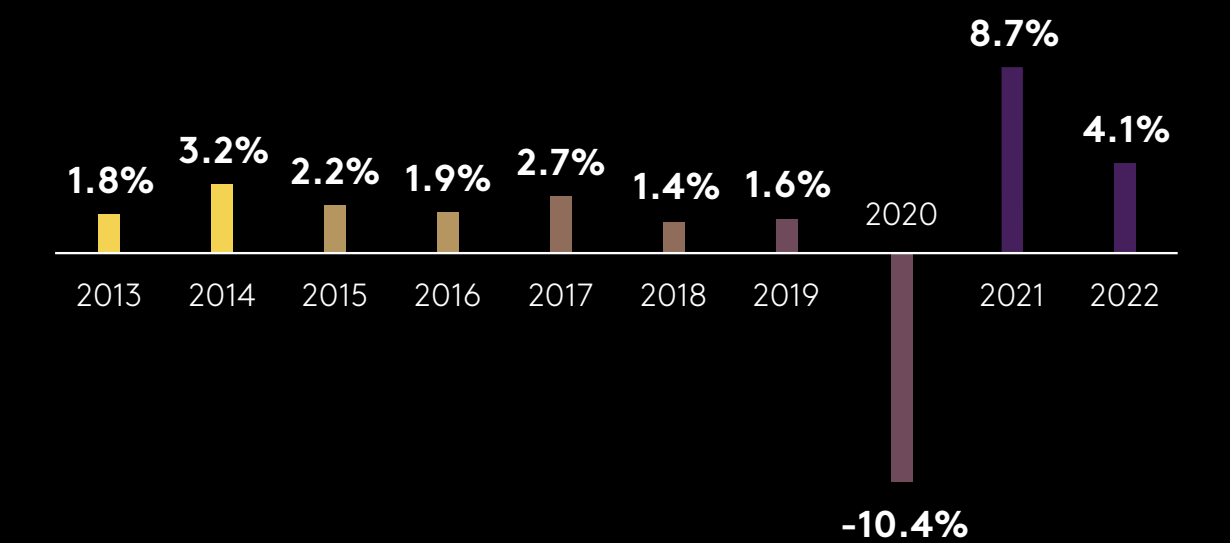
BRAND VALUE CHANGE BY CATEGORY

Category	2023 Brand Value (US\$M)	2022 Brand Value (US\$M)	YoY change
Alcohol	12,989	11,691	11%
Apparel	N/A	974	N/A
Automotive	6,243	7,095	-12%
Consumer Technology and Services Platforms	4,348	7,707	-44%
Energy	29,715	28,612	4%
Fast Food	2,396	2,339	2%
Financial Services	53,280	55,827	-5%
Food and Beverages	11,508	22,545	-49%
Gambling	5,588	5,246	7%
Home Appliances	2,685	2,651	1%
Logistics	878	1,237	-29%
Lubricants	1,734	2,699	-36%
Luxury	4,652	3,991	17%
Media and Entertainment	7,091	8,458	-16%
Paints	1,280	1,550	-17%
Personal Care	7,034	6,291	12%
Retail	28,113	35,595	-21%
Telecom Providers	56,298	72,874	-23%
Travel Services	1,534	860	79%
Utilities	4,964	4,699	6%
Total	242,330	282,941	-14%

TECHNOLOGY



GDP GROWTH RATE OVER TIME



HOUSEHOLD STRUCTURE

