

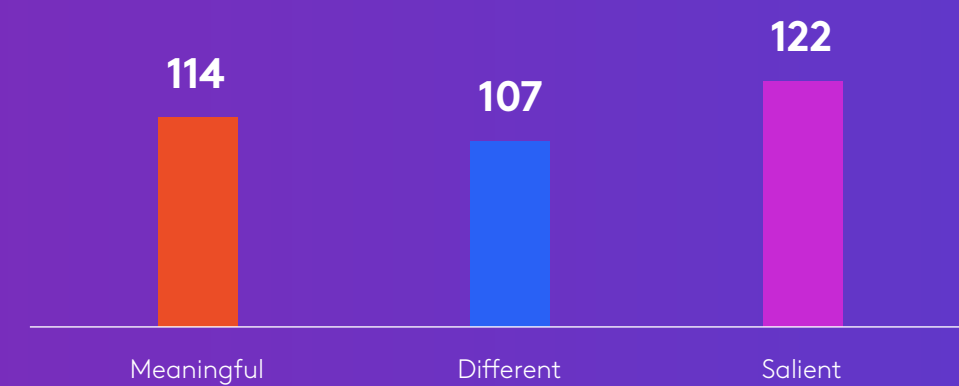
KANTAR BRANDZ

2026 MOST VALUABLE JAPANESE BRANDS

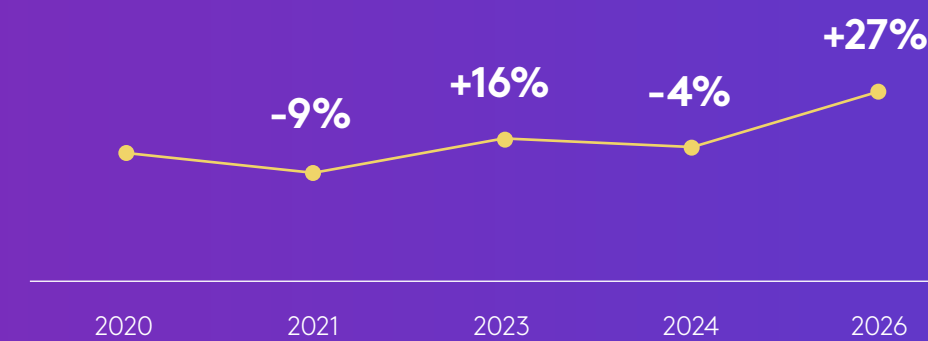
TOTAL VALUE (US\$M)

\$286,363 M

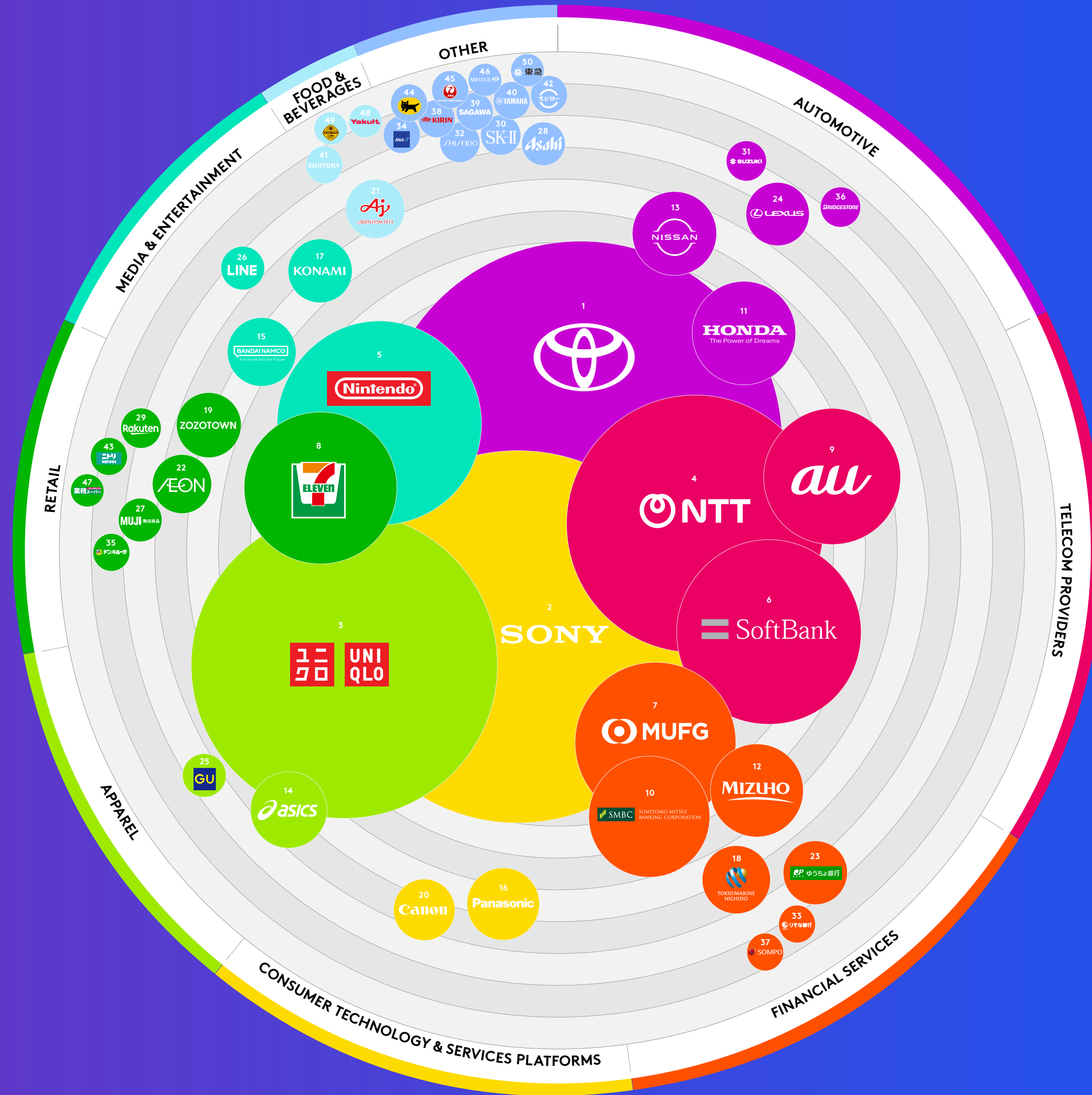
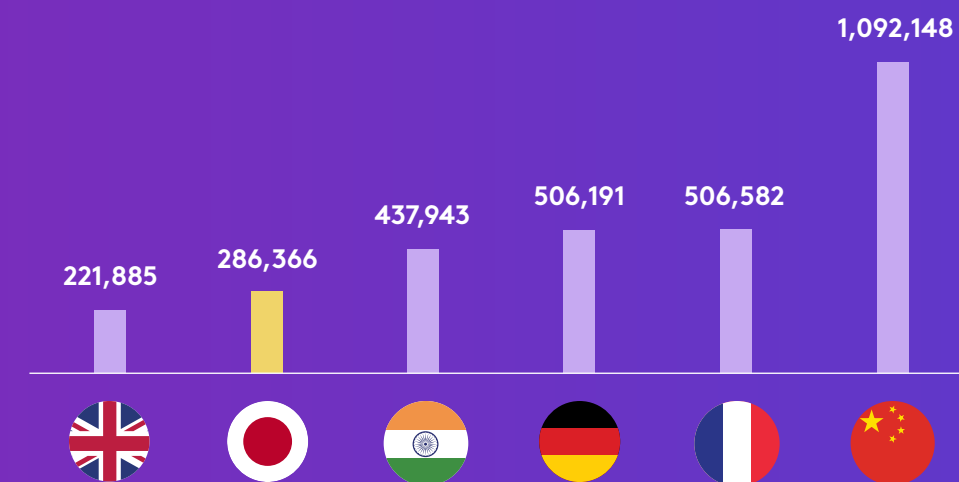
AVERAGE MDS – TOP 50 BRANDS



TOTAL VALUE OVER TIME



TOP 50 VALUE (US\$M)



HIGHEST RISERS
2026 VS 2024 CHANGE

#14		+310%
	\$4,906 M APPAREL	
#18		+110%
	\$3,949 M FINANCIAL SERVICES	
#5		+105%
	\$15,748 M MEDIA & ENTERTAINMENT	
#3		+80%
	\$24,642 M APPAREL	
#26		+79%
	\$2,450 M MEDIA & ENTERTAINMENT	
#7		+77%
	\$12,353 M FINANCIAL SERVICES	
#12		+71%
	\$7,411 M FINANCIAL SERVICES	
#29		+69%
	\$2,197 M RETAIL	
#10		+68%
	\$9,418 M FINANCIAL SERVICES	
#35		+61%
	\$1,799 M RETAIL	

Other: Personal Care, Alcohol, Travel Services, Logistics, Conglomerate, Fast Food, Tobacco