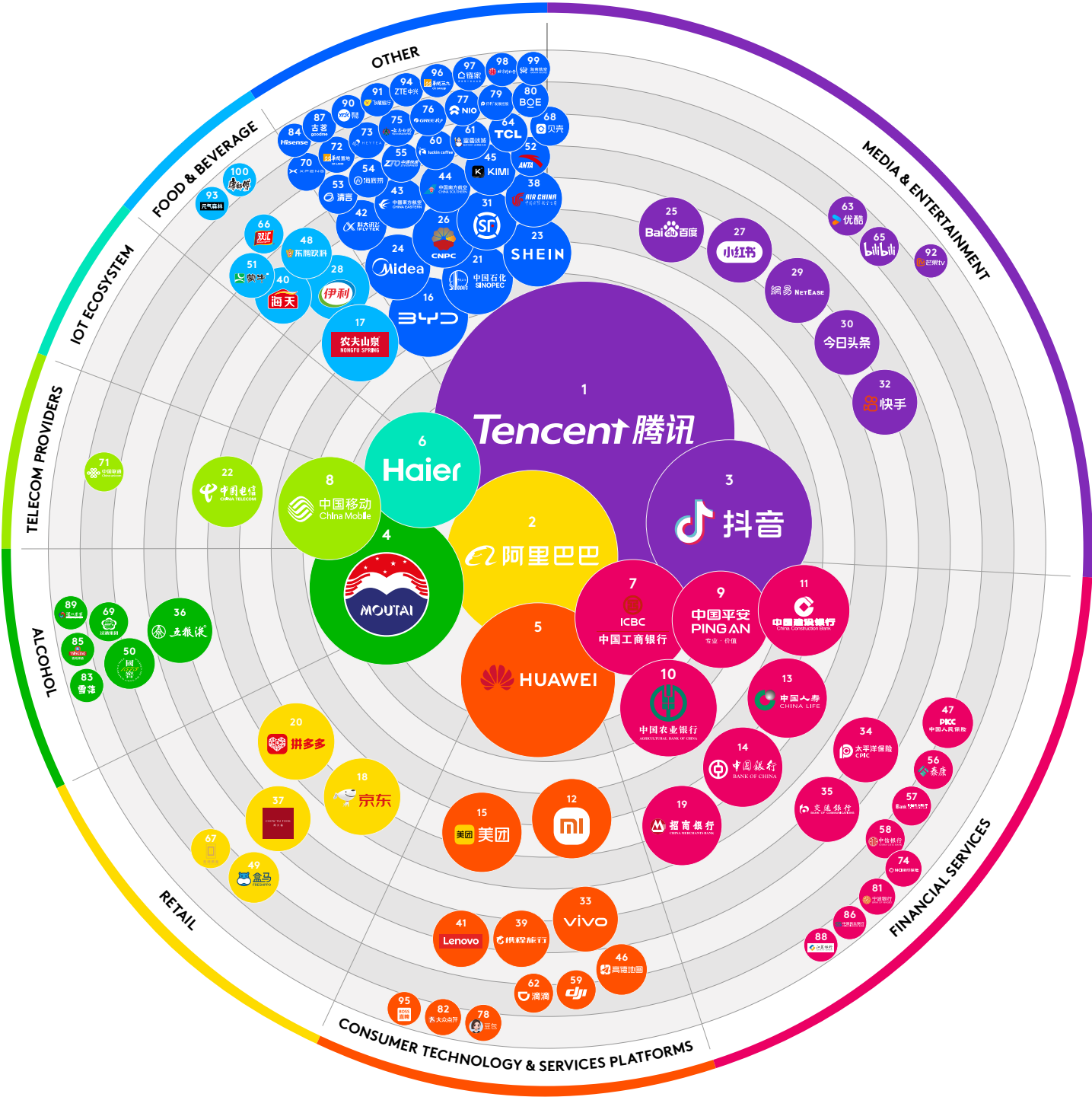


KANTAR BRANDZ

2026 MOST VALUABLE CHINESE BRANDS

BRAND		BRAND VALUE (US\$M)	
1	TENCENT ¹	209,893	51 MENGNIU
2	ALIBABA ²	112,477	52 ANTA
3	DOUYIN	98,432	53 CHATGLM
4	MOUTAI	82,085	54 HAIDILAO
5	HUAWEI	80,233	55 ZTO EXPRESS
6	HAIER	52,629	56 TAIKANG
7	ICBC	51,417	57 CHINA EVERBRIGHT BANK
8	CHINA MOBILE	47,655	58 CHINA CITIC BANK
9	PING AN	36,840	59 DJI
10	AGRICULTURAL BANK OF CHINA	36,812	60 LUCKIN COFFEE
11	CHINA CONSTRUCTION BANK	32,458	61 MIXUE BINGCHENG
12	XIAOMI	28,434	62 DIDI CHUXING
13	CHINA LIFE	28,302	63 YOUKU
14	BANK OF CHINA	25,249	64 TCL
15	MEITUAN	20,881	65 BILIBILI
16	BYD	20,765	66 SHUANGHUI
17	NONGFU SPRING	19,030	67 LAO PU GOLD
18	JD ³	16,985	68 KE
19	CHINA MERCHANTS BANK	15,950	69 XING HUA CUN
20	PINDUODUO	14,289	70 XPENG
21	SINOPEC	12,817	71 CHINA UNICOM
22	CHINA TELECOM	12,462	72 CR LAND
23	SHEIN	12,338	73 HEYTEA
24	MIDEA	11,695	74 NCI
25	BAIDU	11,661	75 YUNNAN BAIYAO
26	CNPC	11,239	76 GREE
27	REDNOTE	11,214	77 NIO
28	YILI	11,089	78 DOUBAO
29	NETEASE	9,133	79 POLY
30	TOUTIAO	8,536	80 BOE
31	SF EXPRESS	7,457	81 BANK OF NINGBO
32	KUAISHOU	7,291	82 DIANPING
33	vivo	6,927	83 SNOW
34	CPIC	6,425	84 HISENSE
35	BANK OF COMMUNICATIONS	6,413	85 TSINGTAO
36	WU LIANG YE	6,012	86 CHINA MINSHENG BANK
37	CHOW TAI FOOK	5,852	87 GOODME
38	AIR CHINA	5,338	88 BANK OF JIANGSU
39	CTRIP	5,232	89 LUZHOU LAOJIAO
40	HADAY	5,013	90 YTO EXPRESS
41	LENOVO	5,011	91 FLIGGY
42	IFLYTEK	4,992	92 MANGO TV
43	CHINA EASTERN AIRLINES	4,979	93 GENKI FOREST
44	CHINA SOUTHERN AIRLINES	4,975	94 ZTE
45	KIMI	4,800	95 BOSS ZHIPIN
46	AMAP	4,362	96 CR SANJIU
47	PICC	4,334	97 LIANJIA
48	EASTROC BEVERAGE	4,248	98 TONG REN TANG
49	FRESHIPPO	4,149	99 HAINAN AIRLINES
50	NATIONAL CELLAR 1573	4,032	100 MASTER KONG



Other: Automotive, Energy, Business Technology and Services Platforms, Travel Services, Home Appliances, Apparel, Logistics, Fast Food, Health Care, Real Estate, Real Estate Agents, Casual Dining

1 Brand Value of Tencent includes QQ, QQ Music, WeChat, WeChat Pay, WeSing, WeBank, v.qq.com and Tencent Cloud

2 Tencent brand value derives from both Media and Entertainment and Business Technology & Services Platforms

3 Brand Value of Alibaba includes Alibaba Cloud, Ant Financial, AliExpress, AliHealth, Taobao and Tmall

3 Brand Value of JD includes JD Financial, JD Health and JD Logistics

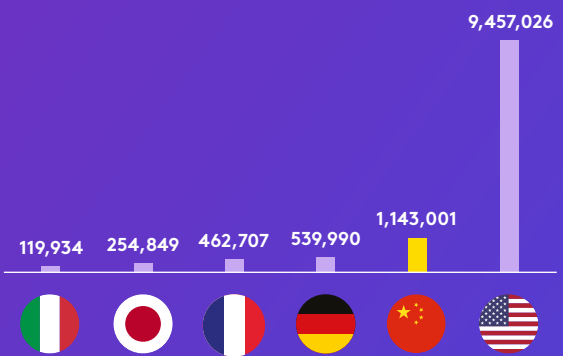
KANTAR BRANDZ

2026 MOST VALUABLE CHINESE BRANDS

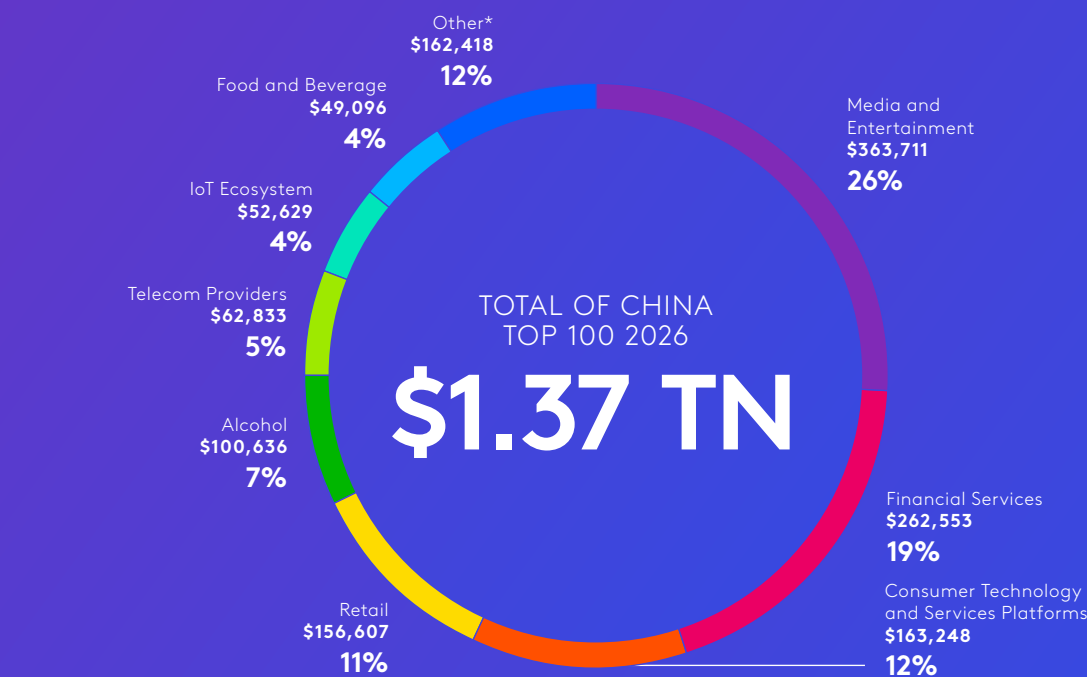
TOTAL BRAND VALUE

\$1,373,731M

MARKET COMPARISON
TOP 30 BRAND VALUE (US\$M)

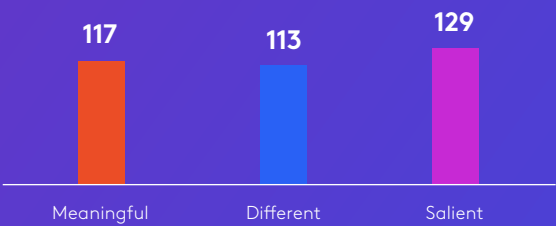


CATEGORY COMPOSITION



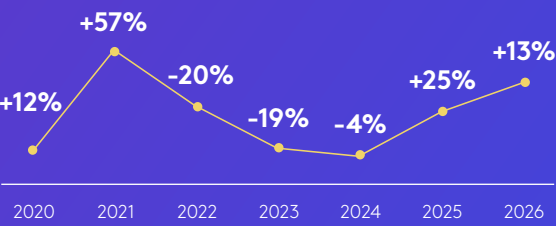
*Automotive, Energy, Business Technology and Services Platforms, Travel Services, Home Appliances, Apparel, Logistics, Fast Food, Health Care, Real Estate, Real Estate Agents, Casual Dining

AVERAGE BRAND EQUITY



Index scores compare to an average of 100

BRAND VALUE CHANGE OVER TIME



NEWCOMERS & RE-ENTRANTS



TOP RISERS 2026 VS 2025 CHANGE (%)

