

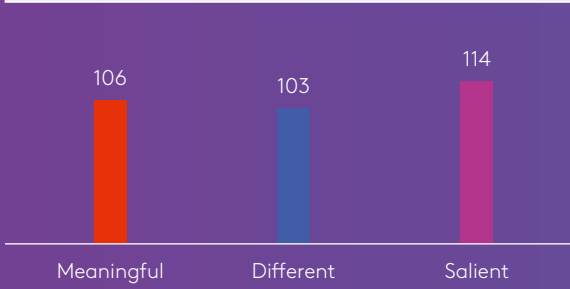
KANTAR BRANDZ

2026 MOST VALUABLE CANADIAN BRANDS

TOTAL BRAND VALUE

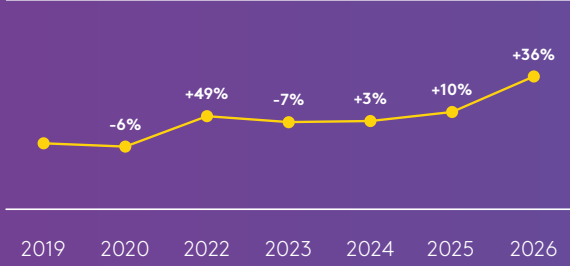
\$287,088 M

AVERAGE BRAND EQUITY

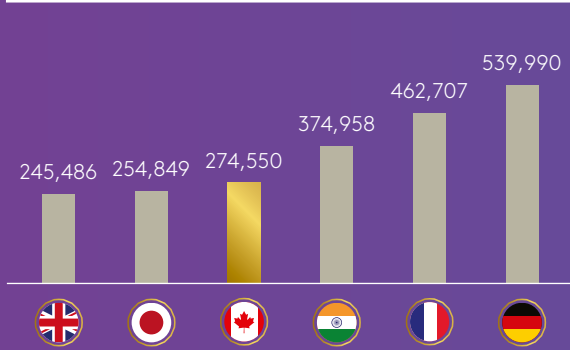
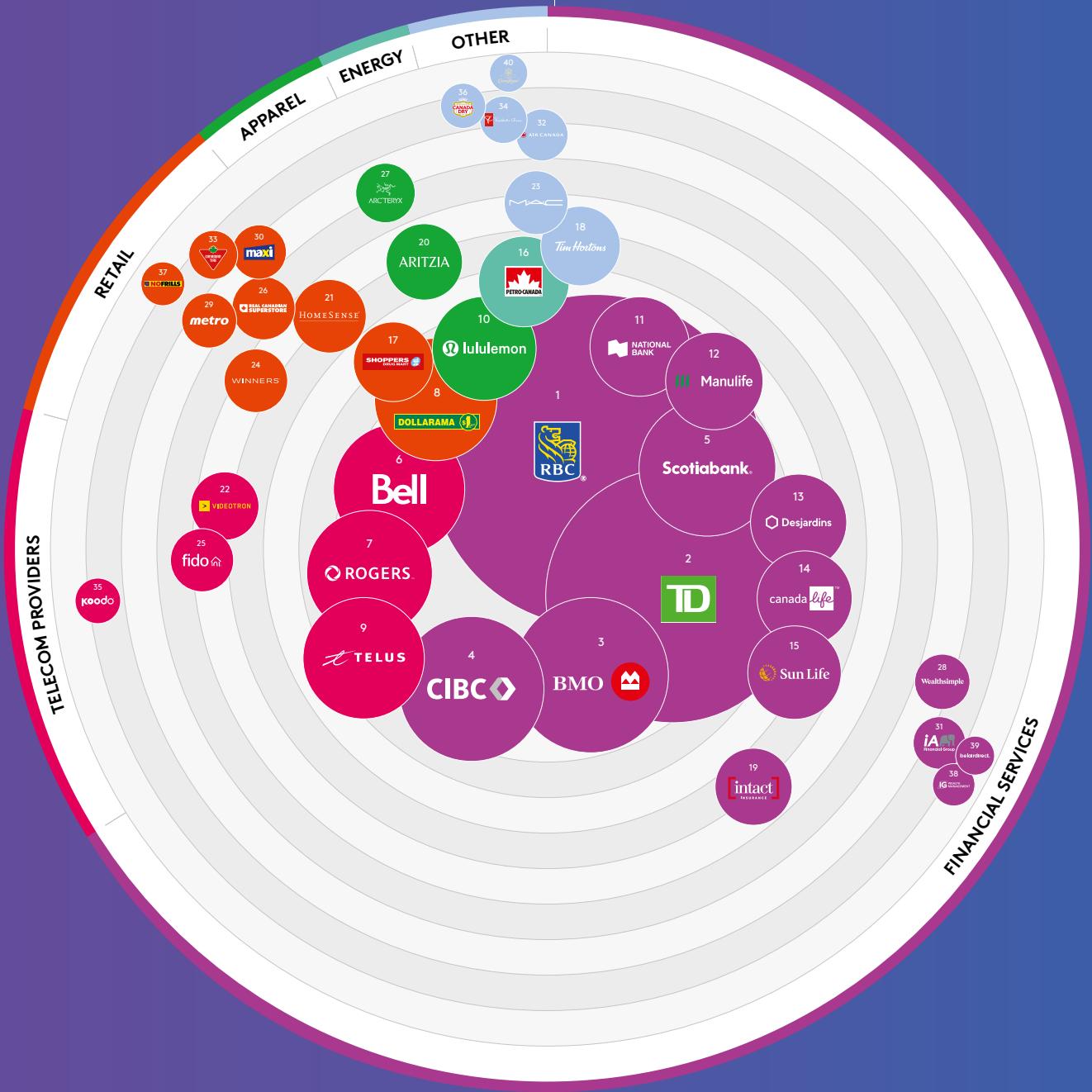


Index scores compare to an average of 100 for all brands

TOTAL BRAND VALUE CHANGE OVER TIME



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



Other: Fast Food, Personal Care, Food and Beverage, Travel Services, Alcohol

TOP RISERS

YOY BRAND VALUE CHANGE (%)

#4	CIBC	+78%
	\$13,520 M	FINANCIAL SERVICES
#2	TD	+73%
	\$41,559 M	FINANCIAL SERVICES
#16	PETRO-CANADA	+70%
	\$5,285 M	ENERGY
#11	NATIONAL BANK	+68%
	\$6,371 M	FINANCIAL SERVICES
#20	ARITZIA	+67%
	\$3,471 M	APPAREL

NEWCOMERS

