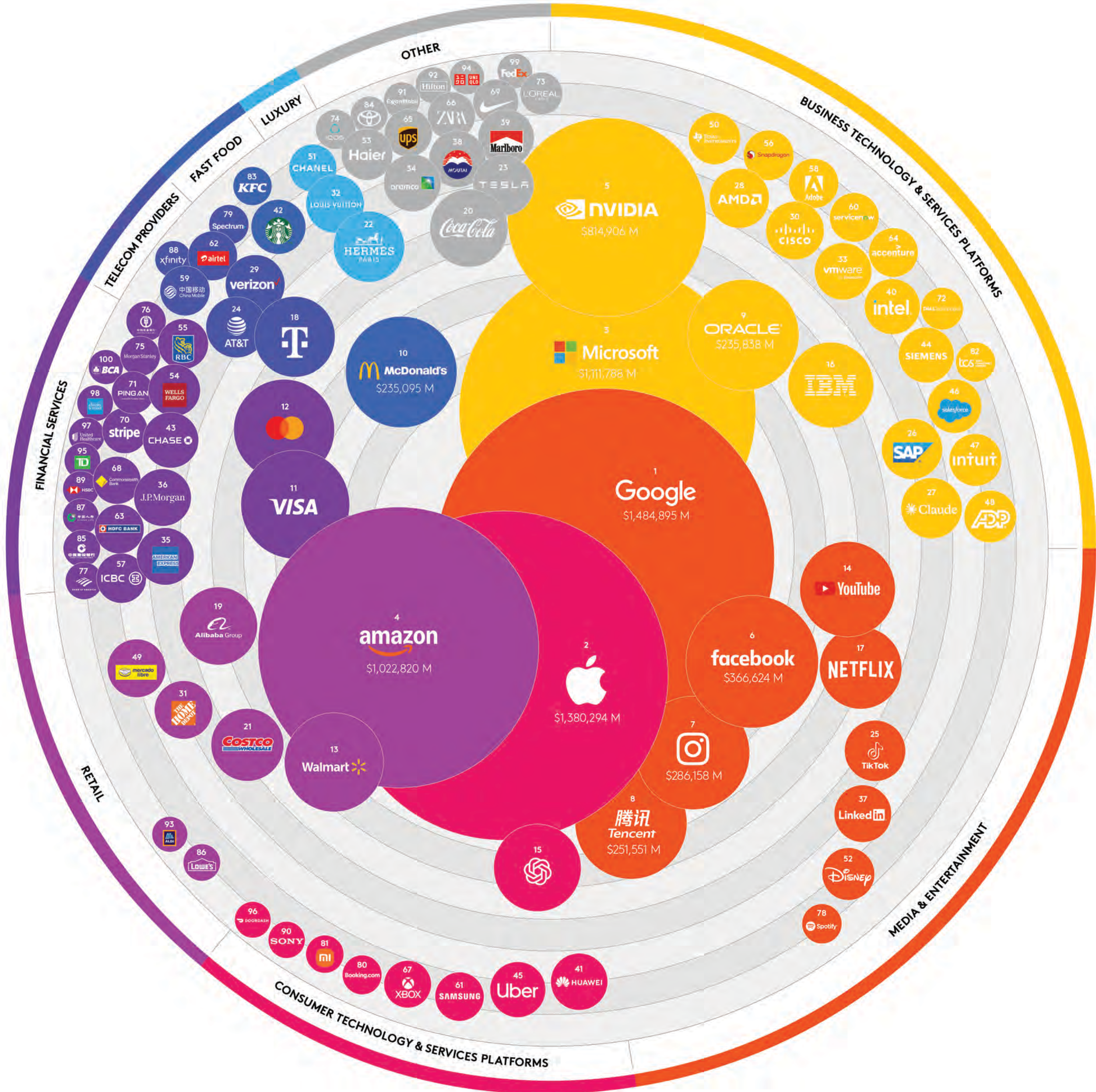




KANTAR BRANDZ 2026 MOST VALUABLE GLOBAL BRANDS

BRAND		BRAND VALUE (US\$M)	BRAND		BRAND VALUE (US\$M)
1	GOOGLE	1,484,895	51	CHANEL	53,127
2	APPLE	1,380,294	52	DISNEY	52,968
3	MICROSOFT	1,111,788	53	HAIER	52,949
4	AMAZON	1,022,820	54	WELLS FARGO	52,904
5	NVIDIA	814,906	55	RBC	51,480
6	FACEBOOK	366,624	56	SNAPDRAGON	51,053
7	INSTAGRAM	286,158	57	ICBC	50,513
8	TENCENT	251,551	58	ADOBE	50,511
9	ORACLE	235,838	59	CHINA MOBILE	50,315
10	MCDONALD'S	235,095	60	SERVICENOW	49,457
11	VISA	228,570	61	SAMSUNG	48,736
12	MASTERCARD	184,721	62	AIRTEL	47,628
13	WALMART	176,706	63	HDFC BANK	47,507
14	YOUTUBE	168,547	64	ACCENTURE	45,240
15	CHATGPT	167,765	65	UPS	45,234
16	IBM	150,760	66	ZARA	44,088
17	NETFLIX	139,422	67	XBOX	43,972
18	TELEKOM/T-MOBILE	124,636	68	COMMBANK	43,306
19	ALIBABA	122,266	69	NIKE	41,188
20	COCA-COLA	121,324	70	STRIPE	40,187
21	COSTCO	114,288	71	PING AN	37,219
22	HERMÈS	113,136	72	DELL TECHNOLOGIES	37,124
23	TESLA	112,097	73	L'ORÉAL PARIS	36,854
24	AT&T	107,032	74	IQOS	36,634
25	TIKTOK	98,436	75	MORGAN STANLEY	36,509
26	SAP	98,183	76	AGRICULTURAL BANK OF CHINA	36,332
27	CLAUDE	96,577	77	BANK OF AMERICA	35,942
28	AMD	91,089	78	SPOTIFY	34,930
29	VERIZON	90,494	79	SPECTRUM	34,904
30	CISCO	90,483	80	BOOKING.COM	33,389
31	THE HOME DEPOT	87,634	81	XIAOMI	32,502
32	LOUIS VUITTON	87,532	82	TATA CONSULTANCY SERVICES	32,416
33	VMWARE	84,311	83	KFC	32,180
34	ARAMCO	82,917	84	TOYOTA	31,772
35	AMERICAN EXPRESS	80,316	85	CHINA CONSTRUCTION BANK	30,302
36	J.P. MORGAN	76,651	86	LOWE'S	30,094
37	LINKEDIN	76,485	87	CHINA LIFE	29,762
38	MOUTAI	73,630	88	XFINITY	29,580
39	MARLBORO	73,336	89	HSBC	29,558
40	INTEL	69,108	90	SONY	28,897
41	HUAWEI	68,156	91	EXXONMOBIL	28,097
42	STARBUCKS	66,210	92	HILTON	28,036
43	CHASE	63,078	93	ALDI	27,702
44	SIEMENS	61,126	94	UNIQLO	27,284
45	UBER	58,186	95	TD	27,065
46	SALESFORCE	56,110	96	DOORDASH	26,533
47	INTUIT	55,516	97	UNITEDHEALTHCARE	26,419
48	ADP	55,505	98	CHARLES SCHWAB	26,083
49	MERCADO LIBRE	54,998	99	FEDEX	25,739
50	TEXAS INSTRUMENTS	54,924	100	BCA	25,663

Other includes Automotive, Food and Beverages, Apparel, Energy, Tobacco, Alcohol, Logistics, IoT Ecosystem, Personal Care, Travel Services