



Total Value of the Top 50 Most Valuable French Brands:

US\$324.7 billion

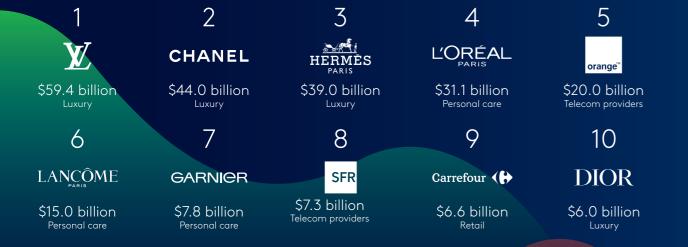
Increase over last year:

4.9%



The Top 10 Most Valuable French Brands

The top 10 account for \$236 billion, or roughly 73 percent of the total value.



Top 50 Category Breakdown

Personal

care

\$ = Total Category Value | % = of the Total Value of the BrandZ Top 50

(g)

Telecom

providers

4 brands

\$30.7 billion

9.5%

(Please note: numbers are rounded to the nearest 0.1 percent. Total of percentages given may not add up to 100%.)









Food 3 brands \$5.4 billion 1.6%





1.6%



Energy 1 brand \$4.5 billion 1.4%





Cars

2 brands

\$4.5 billion

1.4%







Beverages

3 brands

\$3.3 billion

1.0%

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Utilities

2 brands

\$3.3 billion

1.0%







Car Rental 1 brand

\$1.1 billion

0.3%

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Insurance

1 brand

\$5.7 billion

1.7%

Top Five by Brand Contribution

Brand Contribution measures the value of brand alone, without financials or other considerations It tends to be a key indicator of arowth or resilience



CHANEL

CARTE D'OR

Communications

edf

CHANEL

DIOR

Best

Top Brands for Purpose

DECATHLON

free

Best Brand Experience

edf





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Most Innovative



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Most Loved

Sedf

CARTE D'OR

MOËT & CHANDON

Newcomers



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