

BRANDZ

TOP 50

MOST VALUABLE

FRENCH

BRANDS 2021

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.

1	2	3	4	5
	CHANEL		L'ORÉAL PARIS	orange
\$59.4 billion Luxury	\$44.0 billion Luxury	\$39.0 billion Luxury	\$31.1 billion Personal care	\$20.0 billion Telecom providers
6	7	8	9	10
LANCÔME PARIS	GARNIER	SFR	Carrefour	DIOR
\$15.0 billion Personal care	\$7.8 billion Personal care	\$7.3 billion Telecom providers	\$6.6 billion Retail	\$6.0 billion Luxury

Top 50 Category Breakdown

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

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

Luxury	Personal care	Telecom providers	Retail	Alcohol	Banks	Insurance
9 brands \$162.6 billion 50.1%	7 brands \$59.3 billion 18.3%	4 brands \$30.7 billion 9.5%	7 brands \$19.4 billion 6.0%	5 brands \$11.8 billion 3.6%	4 brands \$7.9 billion 2.4%	1 brand \$5.7 billion 1.7%
Food	Tires	Energy	Cars	Beverages	Utilities	Car Rental
3 brands \$5.4 billion 1.6%	1 brand \$5.3 billion 1.6%	1 brand \$4.5 billion 1.4%	2 brands \$4.5 billion 1.4%	3 brands \$3.3 billion 1.0%	2 brands \$3.3 billion 1.0%	1 brand \$1.1 billion 0.3%

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 growth or resilience.

- 1 RÉMY MARTIN
- 2 CHANEL
- 3 CARTE D'OR
- 4 HERMÈS
PARIS
- 5 LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Top Brands for Purpose

- 1 edf
- 2 MICHELIN
- 3 DECATHLON
- 4 free
- 5 LEROY MERLIN

Most Innovative

- 1 LEROY MERLIN
- 2 ENGIE
- 3 edf
- 4 MICHELIN
- 5 LV

Newcomers

- yoplait
- leboncoin
- MONOPRIX

Best Communications

- 1 MICHELIN
- 2 edf
- 3 orange
- 4 CHANEL
- 5 DIOR

Best Brand Experience

- 1 edf
- 2 orange
- 3 MOËT & CHANDON
CHAMPAGNE
- 4 free
- 5 LEROY MERLIN

Most Loved

- 1 edf
- 2 orange
- 3 CARTE D'OR
- 4 MOËT & CHANDON
CHAMPAGNE
- 5 LEROY MERLIN