

KANTAR BRANDZ MOST VALUABLE ITALIAN BRANDS 2021

Total Value of Kantar
BrandZ™'s Top 30
Most Valuable Italian
Brands 2021:
US \$114,586 million
Year-on-Year change:
+11%

New entrants to the Top 30 ranking in 2021

Rank 2021	Brand	Category	2021 Brand Value US \$m
27	CAMPARI	Alcohol	739
28	FINECO BANK	Banks	725
29	ESSELUNGA S	Retail	708
30	S.PELLEGRINO	Beverages	704

Fastest Risers of 2021

	Rank	Brand	Category	2021 Brand Value US \$m	YoY%
1	12	BOTTEGA VENETA	Luxury	2,209	54
2	23	APEROL	Alcohol	1,050	54
3	8	FENDI ROMA	Luxury	3,187	48
4	2	enel	Utilities	13,581	41
5	5		Cars	6,755	35

Top 10 Most Valuable Italian Brands 2021

1 GUCCI

Luxury

Brand Value
\$33,838M

2 enel

Utilities

Brand Value
\$13,581M

3 TIM

Telecom Providers

Brand Value
\$9,133M

4 kinder

Food

Brand Value
\$8,946M

5 

Cars

Brand Value
\$6,755M

6 PRADA

Luxury

Brand Value
\$3,974M

7 nutella

Food

Brand Value
\$3,819M

8 FENDI
ROMA


Luxury

Brand Value
\$3,187M

9 

Food





Brand Value
\$2,916M





10 

Energy

Brand Value
\$2,905M

Year-on-year change in brand value by category

Category	2021 Brand Value US \$m	% YOY Change vs 2020
 Luxury	48,047	16%
 Food & Beverages	18,448	20%
 Energy & Utilities	17,489	20%
 Telecom Providers	11,745	5%

Category	2021 Brand Value US \$m	% YOY Change vs 2020
 Automotive	9,192	20%
 Banks & Insurance	7,169	4%
 Alcohol	1,790	162%
 Retail	708	100%
Total	114,586	+11%