



BRANDZ TOP 30 MOST VALUABLE DUTCH BRANDS 2021

The Top 10 Most Valuable Dutch Brands

The top three brands in the Dutch ranking – Royal Dutch Shell, Philips, and Heineken – account for nearly half of the ranking's total value.

1 Energy Brand Value 2021 (USD\$ mil) 14,947	2 Technology Brand Value 2021 (USD\$ mil) 11,860	3 Beer Brand Value 2021 (USD\$ mil) 11,619	4 Travel Services Brand Value 2021 (USD\$ mil) 9,409	5 Banks Brand Value 2021 (USD\$ mil) 6,529
6 Telecom Providers Brand Value 2021 (USD\$ mil) 4,219	7 Telecom Providers Brand Value 2021 (USD\$ mil) 2,614	8 Banks Brand Value 2021 (USD\$ mil) 2,596	9 Retail Brand Value 2021 (USD\$ mil) 1,990	10 Banks Brand Value 2021 (USD\$ mil) 1,921

Top 30 Category Breakdown

% = Brand Value Change 2021 vs. 2020
BV = Brand Value US\$ Mil.

Energy 2021: 14,947 YoY: -21% 1 brand	Beer 2021: 13,845 YoY: -9% 5 brands	Technology 2021: 11,860 YoY: 8% 1 brand	Banks 2021: 11,047 YoY: -29% 3 brands
Travel Services 2021: 9,853 YoY: -23% 2 brands	Retail 2021: 7,447 YoY: 16% 9 brands	Telecom Providers 2021: 6,833 YoY: -4% 2 brands	Lifestyle Platform 2021: 1,904 YoY: 20% 1 brand
Beverages 2021: 1,812 YoY: 44% 2 brands	Insurance 2021: 1,642 YoY: -19% 3 brands	Food 2021: 131 YoY: -10% 1 brand	

Top 5 Risers

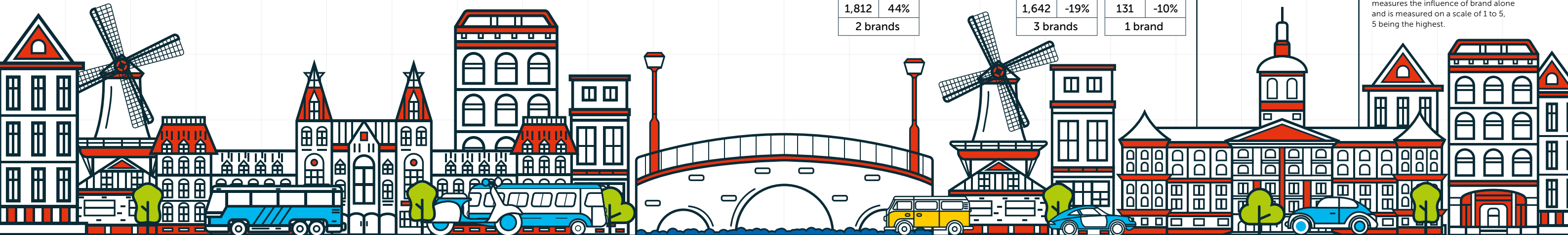
= Rank in Top 30
% = Brand Value Change 2021 vs. 2020
\$ = Brand Value US\$ Mil.

Rank: 19 Beverages 2021 BV: 765 YoY: 59%	Rank: 16 Retail 2021 BV: 908 YoY: 39%
Rank: 14 Beverages 2021 BV: 1,047 YoY: 35%	Rank: 11 Lifestyle Platform 2021 BV: 1,904 YoY: 20%
Rank: 13 Retail 2021 BV: 1,292 YoY: 15%	

Top 5 by Brand Contribution

 BC Index 5 Beer	 BC Index 5 Beer
 BC Index 5 Beverages	 BC Index 5 Beverages
 BC Index 5 Beer	

Brand Contribution Index (BC Index) measures the influence of brand alone and is measured on a scale of 1 to 5, 5 being the highest.



Total Value of the Top 30 Most Valuable Dutch Brands in US\$

\$81,320 million
-12%

Newcomers



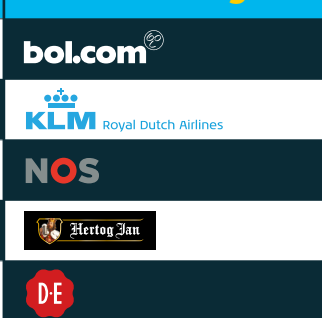
Best for Purpose



Most Different



Most Meaningful



Most Innovative

