

KANTAR BRANDZ  
2024 MOST VALUABLE CHINESE BRANDS

TOTAL VALUE OF THE CHINA TOP 100: **\$968.5 BILLION**  
YEAR-ON-YEAR CHANGE: **-4%**

THE TOP 100 MOST VALUABLE CHINESE BRANDS 2024

1	TENCENT <sup>1</sup>	51	ELE.ME
2	MOUTAI	52	HEYTEA
3	ALIBABA <sup>2</sup>	53	LUZHOU LAOJIAO
4	DOUYIN	54	LI
5	HUAWEI	55	ANTA
6	CHINA MOBILE	56	CHINA EVERBRIGHT BANK
7	HAIER	57	GREE
8	ICBC	58	SHUANGHUI
9	PING AN	59	IQIYI
10	PINDUODUO	60	VANKE
11	AGRICULTURAL BANK OF CHINA	61	GUJING GONG JIU
12	MEITUAN	62	DIANPING
13	NONGFU SPRING	63	SNOW
14	JD <sup>3</sup>	64	POLY REAL ESTATE
15	SHEIN	65	PICC
16	CHINA CONSTRUCTION BANK	66	DJI
17	CHINA LIFE	67	LUCKIN COFFEE
18	BANK OF CHINA	68	KE
19	CHINA TELECOM	69	EASTROC BEVERAGE
20	XIAOMI	70	LIANJIA
21	YILI	71	YUNNAN BAIYAO
22	SINOPEC	72	BOSS ZHIPIN
23	CHINA MERCHANTS BANK	73	TAIKANG
24	BYD	74	YANGHE
25	NETEASE	75	MANGO TV
26	WU LIANG YE	76	CR LAND
27	KUAISHOU	77	TCL
28	CNPC	78	BOE
29	BAIDU	79	TONG REN TANG
30	SF EXPRESS	80	BILIBILI
31	XIAOHONGSHU	81	TSINGTAO
32	NATIONAL CELLAR 1573	82	YOUKU
33	TOUTIAO	83	GENKI FOREST
34	VIVO	84	CHINA CITIC BANK
35	MIDEA	85	CHINA UNICOM
36	MENGNIU	86	GUO YUAN
37	AIR CHINA	87	WEDOCTOR
38	HADAY	88	YONYOU
39	IFLYTEK	89	NIO
40	CHOW TAI FOOK	90	CHINA MINSHENG BANK
41	BANK OF COMMUNICATIONS	91	BANK OF NINGBO
42	CHINA SOUTHERN AIRLINES	92	YTO
43	CHINA EASTERN AIRLINES	93	DARLIE
44	CPIC	94	VIP.COM
45	LENOVO	95	XIMALAYA
46	CTRIP	96	FLIGGY
47	DIDI CHUXING	97	HAINAN AIRLINES
48	ZTO EXPRESS	98	HAVAL
49	XING HUA CUN	99	KUGOU
50	HAIDILAO	100	CR SANJIU

<sup>1</sup> Brand Value of Tencent includes QQ, WeChat, Tencent Music, WeSing, WeChat Pay, WeBank, v.qq.com, and Tencent Cloud.  
Tencent Brand Value derives from both Media & Entertainment and Business Technology & Services Platforms.  
<sup>2</sup> Brand Value of Alibaba includes Alibaba Cloud, Ant Financial, Aliexpress, Freshhema, Taobao, and Tmall.  
<sup>3</sup> Brand Value of JD includes JD Financial.

CATEGORY COMPOSITION



TOP 10 RISERS

		BRAND VALUE CHANGE 2024 VS. 2023
#1	HUAWEI	\$41,039 M CONSUMER TECHNOLOGY & SERVICES PLATFORMS <b>+52%</b>
#2	网易 NETEASE	\$8,775 M MEDIA & ENTERTAINMENT <b>+51%</b>
#3	京东	\$20,257 M RETAIL <b>+47%</b>
#4	中国农业银行 AGRICULTURAL BANK OF CHINA	\$19,615 M FINANCIAL SERVICES <b>+32%</b>
#5	CNPC	\$8,436 M ENERGY <b>+29%</b>
#6	中国银行 BANK OF CHINA	\$14,236 M FINANCIAL SERVICES <b>+24%</b>
#7	luckin coffee	\$2,517 M FAST FOOD <b>+24%</b>
#8	中国石化 SINOPEC	\$10,390 M ENERGY <b>+22%</b>
#9	中国人民保险 PICC	\$2,563 M FINANCIAL SERVICES <b>+22%</b>
#10	抖音	\$56,882 M MEDIA & ENTERTAINMENT <b>+22%</b>

NEWCOMERS & RE-ENTRANTS



\*Other includes: Personal Care, Casual Dining, Real Estate Agents, Fast Food, Health Care, Real Estate, Home Appliances, Business Technology and Services Platforms, Logistics, Travel Services, Automotive, Energy, and Apparel.