

2024 MOST VALUABLE
BRAZILIAN BRANDS

BRAZIL'S TOP 50 MOST VALUABLE BRANDS IN
2024 HAVE A COMBINED BRAND VALUE OF











\$82,801 MILLION 4%

GROWTH RATE SINCE 2021/22














TOP 10 MOST VALUABLE BRAZILIAN BRANDS 2024



TOP 10 RISERS 2024 VS 2021/22










Brand	Category	Brand Value 2024 (US\$M)	Brand Value Change	Rank	Rank Change
	Financial Services	1,639	+55%	15	+7
	Financial Services	1,203	+34%	22	+4
	Retail	1,231	+31%	20	+3
	Food and Beverages	493	+30%	38	+1
	Retail	1,151	+28%	23	+2
	Financial Services	4,581	+28%	5	+2
	Telecom Providers	3,348	+27%	7	+2
	Financial Services	1,982	+23%	11	+4
	Travel Services	1,486	+20%	17	+2
	Financial Services	691	+19%	36	-5

GROWTH IN VALUE 2021/22
2024 BY CATEGORY

 <div>Consumer Technology and Services Platforms*</div> <div>+2170%</div>	 <div>Personal Care</div> <div>-5%</div>
 <div>Travel Services</div> <div>+16%</div>	 <div>Business Technology and Services Platforms</div> <div>-19%</div>
 <div>Financial Services</div> <div>+14%</div>	 <div>Media and Entertainment</div> <div>-20%</div>
 <div>Telecom Providers</div> <div>+12%</div>	 <div>Home Appliances</div> <div>-22%</div>
 <div>Energy</div> <div>+3%</div>	 <div>Retail</div> <div>-38%</div>
 <div>Alcohol</div> <div>+3%</div>	 <div>Apparel</div> <div>-39%</div>
 <div>Food and Beverages</div> <div>+2%</div>	

* The growth seen in the Consumer Technology and Services Platforms category is primarily driven by the arrival of three newcomers this year.

NEWCOMERS TO THE TOP 50 IN 2024

 <div>Consumer Technology and Services Platforms</div> <div>2024 Brand Value</div> <div>\$3,051</div> <div>2024 Rank</div> <div>8</div>	 <div>Financial Services</div> <div>2024 Brand Value</div> <div>\$1,241</div> <div>2024 Rank</div> <div>19</div>
 <div>Consumer Technology and Services Platforms</div> <div>2024 Brand Value</div> <div>\$1,206</div> <div>2024 Rank</div> <div>21</div>	 <div>Financial Services</div> <div>2024 Brand Value</div> <div>\$1,029</div> <div>2024 Rank</div> <div>27</div>
 <div>Consumer Technology and Services Platforms</div> <div>2024 Brand Value</div> <div>\$752</div> <div>2024 Rank</div> <div>33</div>	 <div>Apparel</div> <div>2024 Brand Value</div> <div>\$711</div> <div>2024 Rank</div> <div>35</div>
 <div>Food and Beverages</div> <div>2024 Brand Value</div> <div>\$377</div> <div>2024 Rank</div> <div>44</div>	 <div>Financial Services</div> <div>2024 Brand Value</div> <div>\$359</div> <div>2024 Rank</div> <div>46</div>
 <div>Financial Services</div> <div>2024 Brand Value</div> <div>\$314</div> <div>2024 Rank</div> <div>49</div>	