

KANTAR BRANDZ

2023 MOST VALUABLE CANADIAN BRANDS

TOTAL VALUE (US\$Bn)

\$186.0 BILLION

THE TOP 10

BRAND VALUE (US\$M)

RBC

#1

\$34,701 M

FINANCIAL SERVICES

TD

#2

\$25,447 M

FINANCIAL SERVICES

LULULEMON

#3

\$17,318 M

APPAREL

BELL

#4

\$16,335 M

TELECOM PROVIDERS

TELUS

#5

\$10,363 M

TELECOM PROVIDERS

BANK OF MONTREAL

#6

\$9,060 M

FINANCIAL SERVICES

ROGERS*

#7

\$7,243 M

TELECOM PROVIDERS

SCOTIABANK

#8

\$7,039 M

FINANCIAL SERVICES

CIBC

#9

\$5,089 M

FINANCIAL SERVICES

DOLLARAMA

#10

\$3,523 M

RETAIL

THE TOP 40 MOST VALUABLE CANADIAN BRANDS 2023

- 1

RBC
- 2

TD
- 3

LULULEMON
- 4

BELL
- 5

TELUS
- 6

BANK OF MONTREAL
- 7

ROGERS*
- 8

SCOTIABANK
- 9

CIBC
- 10

DOLLARAMA
- 11

SHAW*
- 12

DESJARDINS
- 13

PETRO CANADA
- 14

TIM HORTONS
- 15

SUN LIFE
- 16

MANULIFE FINANCIAL CORPORATION
- 17

CANADA LIFE
- 18

NATIONAL BANK
- 19

INTACT INSURANCE
- 20

SHOPPERS DRUG MART
- 21

FIDO*
- 22

METRO
- 23

AIR CANADA
- 24

REAL CANADIAN SUPERSTORE/
ATLANTIC SUPERSTORE
- 25

CROWN ROYAL
- 26

CANADIAN TIRE
- 27

KOODO MOBILE
- 28

WINNERS
- 29

ARITZIA
- 30

HOMESENSE
- 31

CANADA DRY
- 32

CANADA GOOSE
- 33

IA FINANCIAL GROUP
- 34

MAXI
- 35

PRESIDENT’S CHOICE
- 36

FOODLAND
- 37

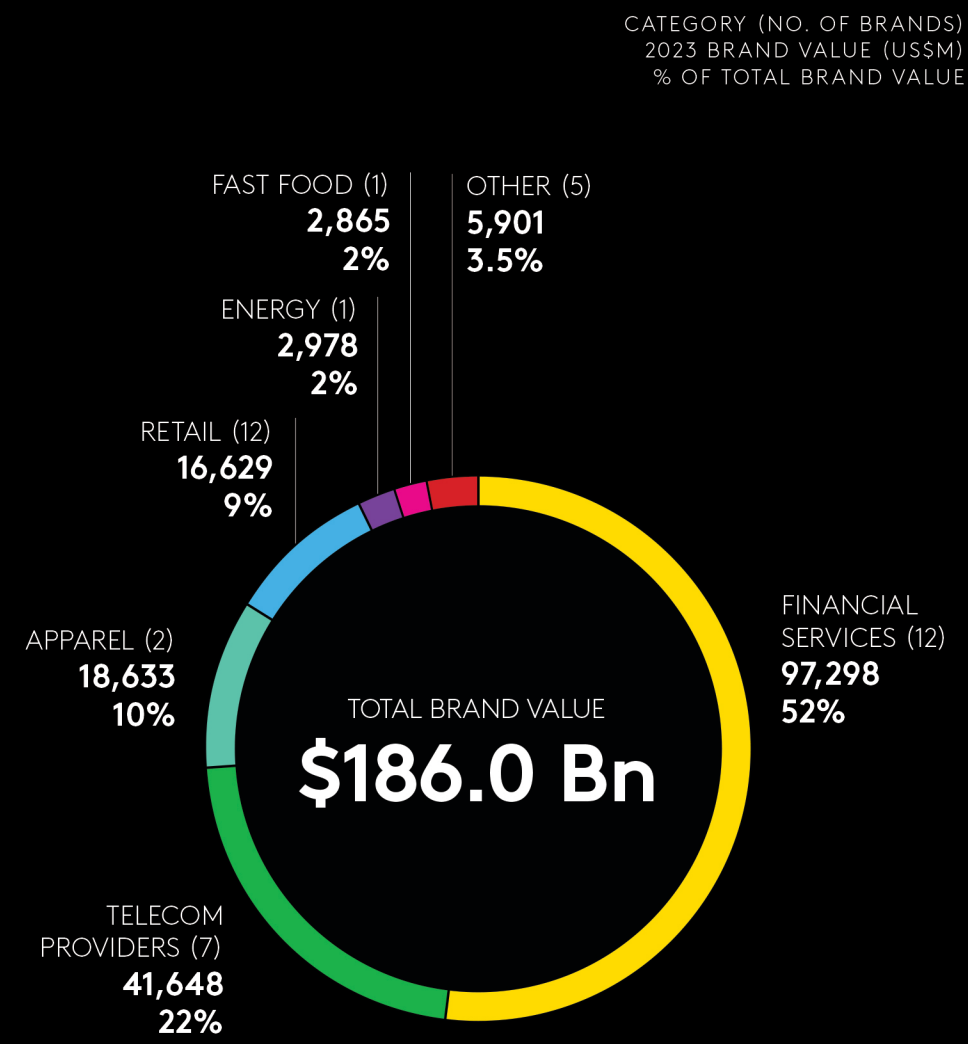
NO FRILLS
- 38

CHATR*
- 39

RONA
- 40

FOOD BASICS

TOTAL BRAND VALUE BY CATEGORY



NEWCOMERS & RE-ENTRANTS

#34

\$669 M

RETAIL
NEWCOMER

#37

\$580 M

RETAIL
RE-ENTRY

#40

\$520 M

RETAIL
RE-ENTRY

TOP 10 RISERS

		BRAND VALUE CHANGE 2023 VS. 2022
#1	HOMESENSE	+38%
		\$1,239 M
#2	WINNERS	+32%
		\$1,452 M
#3	DOLLARAMA	+19%
		\$3,523 M
#4	ROGERS*	+16%
		\$7,243 M
#5	AIR CANADA	+9%
		\$1,635 M
#6	REAL CANADIAN SUPERSTORE Atlantic Superstore	+9%
		\$1,616 M
#7	lululemon	+8%
		\$17,318 M
#8	PETRO-CANADA	+5%
		\$2,978 M
#9	President's Choice	+4%
		\$650 M
#10	SHOPPERS DRUG MART	+3%
		\$2,227 M

*Reflects the latest M&A of Rogers communication Inc & Shaw communication Inc