

KANTAR BRANDZ TOP 100 MOST VALUABLE CHINESE BRANDS 2023

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

*Brand Value of Tencent includes QQ, WeChat, WeSing, WeChat Pay, WeBank, v.qq.com, Tencent Cloud
**Brand Value of Alibaba includes Ant Financial, Aliexpress, Freshhema, Taobao and Tmall
***Brand Value of JD includes JD Financial
****Brand Value is restated

TOTAL VALUE OF THE CHINA TOP 100: **\$1.01 TRILLION**
BRAND VALUE CHANGE SINCE 2019: **+13%**
YEAR-ON-YEAR CHANGE: **-19%**

TOP 10 RISERS

		BRAND VALUE CHANGE 2023 VS. 2022
#1	 中国移动 China Mobile	+38% \$ 31,676 m TELECOM PROVIDERS
#2	 携程旅行	+31% \$ 3,485 m CONSUMER TECHNOLOGY & SERVICES PLATFORMS
#3	 中国南方航空 CHINA SOUTHERN	+22% \$ 4,361 m TRAVEL SERVICES
#4	 中国电信 CHINA TELECOM	+21% \$ 10,648 m TELECOM PROVIDERS
#5	 圆通速递	+19% \$ 2,393 m LOGISTICS
#6	 中国东方航空 CHINA EASTERN	+17% \$ 4,686 m TRAVEL SERVICES
#7	 TSINGTAO 青岛啤酒	+16% \$ 3,249 m ALCOHOL
#8	 ANTA	+10% \$ 3,749 m APPAREL
#9	 小红书	+9% \$ 7,242 m MEDIA AND ENTERTAINMENT
#10	 东鹏特饮	+9% \$ 2,359 m FOOD AND BEVERAGES

CATEGORY COMPOSITION

		BRAND VALUE CHANGE 2023 VS. 2022
ALCOHOL	\$ 130,533 m	-15%
APPAREL	\$ 28,858 m	+327%
AUTOMOTIVE	\$ 16,500 m	-24%
BUSINESS TECHNOLOGY AND SERVICES PLATFORMS	\$ 10,845 m	-19%
CASUAL DINING	\$ 3,568 m	+4%
CONSUMER TECHNOLOGY & SERVICES PLATFORMS	\$ 85,690 m	-32%
ENERGY	\$ 15,026 m	-3%
FAST FOOD	\$ 5,235 m	+54%
FINANCIAL SERVICES	\$ 134,165 m	-16%
FOOD & BEVERAGES	\$ 54,947 m	-16%
HEALTH CARE	\$ 8,100 m	-39%
HOME APPLIANCES	\$ 7,851 m	-21%
IoT ECOSYSTEM	\$ 26,985 m	-19%
LOGISTICS	\$ 19,583 m	-19%
MEDIA AND ENTERTAINMENT	\$ 241,398 m	-24%
PERSONAL CARE	\$ 5,132 m	+1%
REAL ESTATE	\$ 10,250 m	-34%
REAL ESTATE AGENTS	\$ 6,453 m	-29%
RETAIL	\$ 136,719 m	-31%
TELECOM PROVIDERS	\$ 43,992 m	+38%
TRAVEL SERVICES	\$ 16,448 m	+6%

THE TOP 10

		BRAND RANK 2023 BRAND VALUE (US\$M)
TENCENT	#1 \$ 144,109 m BUSINESS TECHNOLOGY & SERVICES PLATFORMS / MEDIA AND ENTERTAINMENT	
ALIBABA	#2 \$ 90,186 m RETAIL	
MOUTAI	#3 \$ 88,427 m ALCOHOL	
DOUYIN	#4 \$ 46,641 m MEDIA AND ENTERTAINMENT	
CHINA MOBILE	#5 \$ 31,676 m TELECOM PROVIDERS	
MEITUAN	#6 \$ 30,517 m CONSUMER TECHNOLOGY & SERVICES PLATFORMS	
HUAWEI	#7 \$ 27,053 m CONSUMER TECHNOLOGY & SERVICES PLATFORMS	
HAIER	#8 \$ 26,985 m IoT ECOSYSTEM	
ICBC	#9 \$ 26,512 m FINANCIAL SERVICES	
JD	#10 \$ 24,759 m RETAIL	

NEWCOMERS/RE-ENTRY

#12		\$ 21,580 m APPAREL	#90	 中国联通 China unicom	\$ 1,668 m TELECOM PROVIDERS
#66	 中国光大银行 CHINA EVERBRIGHT BANK	\$ 2,720 m FINANCIAL SERVICES	#92	 中信银行 CHINA CITIC BANK	\$ 1,603 m FINANCIAL SERVICES
#78	 HARBIN	\$ 2,305 m ALCOHOL	#96	 华润三九 CR SANJIU	\$ 1,559 m HEALTH CARE
#82		\$ 2,144 m AUTOMOTIVE	#98		\$ 1,486 m FOOD AND BEVERAGES
#85	 luckin coffee	\$ 2,034 m FAST FOOD	#100	 PROYA 珀莱雅	\$ 1,423 m PERSONAL CARE
#89	 微医 WEDOCTOR	\$ 1,717 m HEALTH CARE			