## KANTAR BRANDZ 2025 MOST VALUABLE DUTCH BRANDS

KANTAR BRANDZ MOST VALUABLE **DUTCH BRANDS 2025** 

- **BOOKING.COM**
- <sup>2</sup> HEINEKEN
- <sup>3</sup> ING
- <sup>4</sup> PHILIPS
- <sup>5</sup> KPN
- 6 ACTION
- 7 RABOBANK
- 8 ZIGGO
- 9 SPAR
- 10 ABN AMRO
- 11 ODIDO
- 12 JUST EAT TAKEAWAY.COM
- 13 ALBERT HEIJN
- 14 AMSTEL
- 15 COOLBLUE
- <sup>16</sup> RITUALS
- 17 BOL
- 18 NATIONALE-NEDERLANDEN
- 19 BASIC-FIT
- <sup>20</sup> JUMBO
- 21 **KLM**
- <sup>22</sup> ASR
- <sup>23</sup> HEMA
- 24 SENSEO
- 25 HERTOG JAN
- 26 ESSENT
- **27 DOUWE EGBERTS**
- 28 GROLSCH
- <sup>29</sup> PLUS
- 30 ETOS

TOTAL VALUE OF KANTAR BRANDZ MOST VALUABLE DUTCH BRANDS 2025 (US\$)

## \$95,129 MILLION

THE TOP 10 (US\$)

**BRAND VALUE (US\$)** BOOKING COM #1 \$23,556 M CONSUMER TECHNOLOGY AND SERVICES PLATFORMS EEEE \$12,926 M ALCOHOL

#6 \$4,839 M RETAIL RABOBANK #7
\$4,499 M
FINANCIAL SERVICES

SPAR #9
\$2,736 M
RETAIL ABN AMRO

a.s.r. de nederlandse

**BRAND RANK 2025** 

verzekeringen

\* //ACTION

**#1** Booking.com

#16 RITUALS...

+19%

YEAR-ON-YEAR CHANGE

(2025 VS 2024 = %)

TOP RISERS (2025 VS 2024 CHANGE)

+54%

\$574 M FINANCIAL SERVICES

+52% **\$4,839 M** RETAIL

+48%

\$23,556 M CONSUMER TECHNOLOGY AND SERVICES PLATFORMS

+33% \$1,229 M

PERSONAL CARE

+32% \$4,499 M FINANCIAL SERVICES CATEGORY BREAKDOWN

(% = YOY CHANGE, \$ = BRAND VALUE)

+42%

\$25,445 M

CONSUMER TECHNOLOGY AND SERVICES PLATFORMS

+15%

\$18,596 M FINANCIAL SERVICES

-2%

\$15,018 M ALCOHOL

+26%

\$13,226 M

+11%

\$10,628 M TELECOM PROVIDERS

+29%

\$8,388 M CONGLOMERATE

+33%

\$1,229 M

-10%

\$844 M LEISURE

-16%

\$813 M FOOD AND BEVERAGES

\$594 M

+6%

TRAVEL SERVICES

-9%

\$350 M UTILITIES

\* Rabobank