

2025 MOST VALUABLE FRENCH BRANDS

TOTAL VALUE OF THE TOP 50 MOST VALUABLE FRENCH BRANDS (US\$M)

\$506,582 M

GROWTH SINCE 2023

+20%

TOP 10 MOST VALUABLE FRENCH BRANDS 2025
BRAND VALUE (US\$M)

LOUIS VUITTON

#1

\$111,938 M

LUXURY

HERMÈS

#2

\$109,421 M

LUXURY

CHANEL

#3

\$62,292 M

LUXURY

L'ORÉAL PARIS

#4

\$35,090 M

PERSONAL CARE

ORANGE

#5

\$18,101 M

TELECOM PROVIDERS

LANCÔME

#6

\$14,989 M

PERSONAL CARE

CARTIER

#7

\$12,369 M

LUXURY

DIOR

#8

\$11,469 M

LUXURY

GARNIER

#9

\$9,572 M

PERSONAL CARE

AXA

#10

\$9,145 M

FINANCIAL SERVICES

TOP 50 MOST VALUABLE FRENCH BRANDS 2025

- 1 LOUIS VUITTON
- 2 HERMÈS
- 3 CHANEL
- 4 L'ORÉAL PARIS
- 5 ORANGE
- 6 LANCÔME
- 7 CARTIER
- 8 DIOR
- 9 GARNIER
- 10 AXA
- 11 CARREFOUR
- 12 SAINT LAURENT/YSL
- 13 HENNESSY
- 14 MICHELIN
- 15 TOTAL
- 16 SFR
- 17 BNP PARIBAS
- 18 LA ROCHE-POSAY
- 19 RENAULT
- 20 GIVENCHY
- 21 AUCHAN
- 22 SEPHORA
- 23 EDF
- 24 DECATHLON
- 25 CELINE
- 26 MOËT & CHANDON
- 27 FDJ
- 28 FREE
- 29 CRÉDIT AGRICOLE
- 30 ACTIVIA
- 31 SG
- 32 VAN CLEEF & ARPELS
- 33 VEUVE CLICQUOT
- 34 LEROY MERLIN
- 35 ENGIE
- 36 CNP ASSURANCES
- 37 VICHY
- 38 CANAL+
- 39 RÉMY MARTIN
- 40 L'OCCITANE EN PROVENCE
- 41 EVIAN
- 42 BACK MARKET
- 43 PEUGEOT
- 44 CLARINS
- 45 MONDIAL RELAY
- 46 PERRIER
- 47 BOUYGUES TELECOM
- 48 GUERLAIN
- 49 RICARD
- 50 AIR FRANCE

HIGHEST RISERS

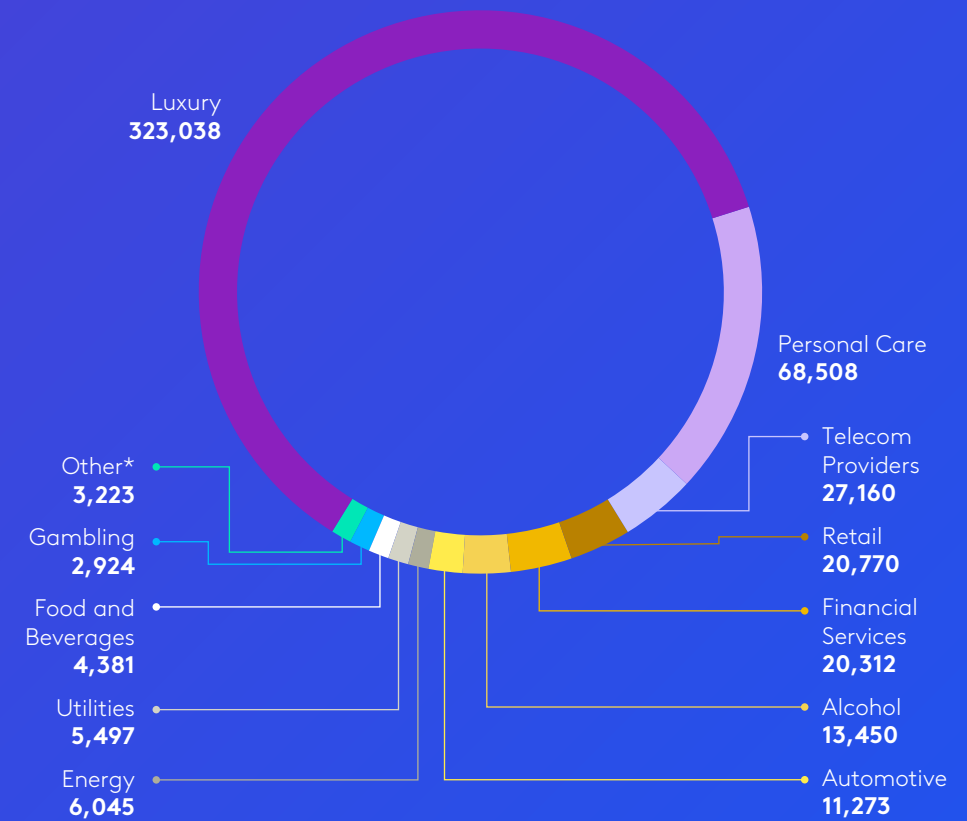
Rank	Brand	Category	2025 Brand Value (US\$M)	2023 Brand Value (US\$M)
2	 HERMÈS PARIS	Luxury	109,421	57,482
23	 EDF	Utilities	3,676	2,183
32	Van Cleef & Arpels	Luxury	2,021	1,294
18	 LA ROCHE-POSAY LABORATOIRE DERMATOLOGIQUE	Personal Care	4,149	2,733
25	CELINE	Luxury	3,237	2,136
7	 Cartier	Luxury	12,369	8,204
20	GIVENCHY	Luxury	3,934	2,714
12	 SAINT LAURENT *	Luxury	6,357	4,593
22	SEPHORA	Retail	3,780	2,789
10	 AXA	Financial Services	9,145	6,877

* Saint Laurent/YSL

NEWCOMERS

Financial Services		Logistics	
 Assurons un monde plus ouvert CNP assurances		 Mondial Relay	
2025 Rank	2025 Brand value (US\$M)	2025 Rank	2025 Brand value (US\$M)
36	1,412	45	1,050

COMPOSITION OF FRENCH TOP 50 BY BRAND VALUE (US\$M)



* Other includes Media and Entertainment, Travel Services, and Logistics

PREDICTED GDP GROWTH IN 2025

