

2025 MOST VALUABLE ITALIAN BRANDS

\$121,103 MILLION

-1%

+11%






Rank	Brand	Revenue (€)	Sector
#1	GUCCI	\$17,043	LUXURY
#2	ENEL	\$15,401	UTILITIES
#3	FERRARI	\$13,966	AUTOMOTIVE
#4	KINDER	\$9,012	FOOD AND BEVERAGES
#5	PRADA	\$5,560	LUXURY
#6	FENDI	\$5,456	LUXURY
#7	GENERALI	\$3,976	FINANCIAL SERVICES
#8	TIM	\$3,946	TELECOM PROVIDERS
#9	NUTELLA	\$3,679	FOOD AND BEVERAGES
#10	INTESA SANPAOLO	\$3,492	FINANCIAL SERVICES

KANTAR BRANDZ RANK 2025
BRAND VALUE (US\$M)
CATEGORY

2025 Rank: **17**2025 Rank: **18**2025 Rank: **38**

Category	Brand Value 2025 (US\$M)	Number of brands
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Rank 2025	Brand	Brand Value 2025 (US\$M)	% Brand Value change 2025 vs 2024
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Rank 2025	Brand	Brand Value 2025 (US\$M)	% Brand Value change 2025 vs 2024
10	INTESA  SANPAOLO	3,492	53%
11	 UniCredit	3,134	48%
3		13,966	38%
25	 mediolanum <small>BANCA</small>	1,219	31%
7		3,976	20%

Italy Top 40

Sector	Percentage
Luxury	29%
Food & Beverages and Alcohol	19%
Utilities	17%
Automotive	14%
Financial Services	11%
Telecom Providers	5%
Retail	3%
Other*	3%

*Energy and Travel Services