

KANTAR BRANDZ

2024 MOST VALUABLE JAPANESE BRANDS

TOTAL VALUE (US\$Bn)

\$225.9 BILLION

THE TOP 10 ACCOUNT FOR \$140.7 BILLION,
62% OF THE TOTAL VALUE

BRAND VALUE (US\$M)

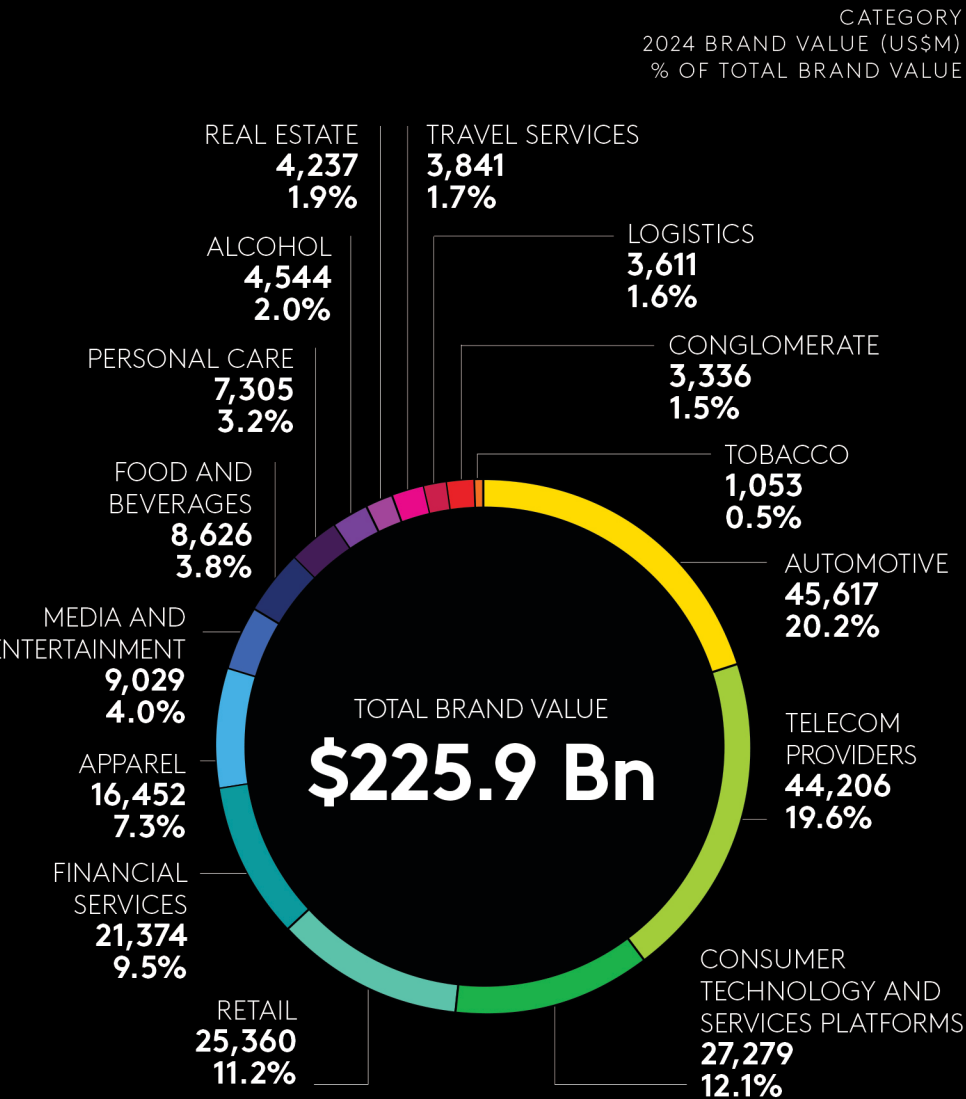
TOYOTA	#1	\$28,503 M	AUTOMOTIVE
NTT	#2	\$22,914 M	TELECOM PROVIDERS
SONY	#3	\$20,151 M	CONSUMER TECHNOLOGY AND SERVICES PLATFORMS
UNIQLO	#4	\$13,662 M	APPAREL
7-ELEVEN	#5	\$11,967 M	RETAIL
SOFTBANK	#6	\$11,324 M	TELECOM PROVIDERS
AU	#7	\$9,027 M	TELECOM PROVIDERS
HONDA	#8	\$8,534 M	AUTOMOTIVE
NINTENDO	#9	\$7,664 M	MEDIA AND ENTERTAINMENT
MUFG	#10	\$6,962 M	FINANCIAL SERVICES

THE TOP 50 MOST VALUABLE JAPANESE BRANDS 2024

1	TOYOTA
2	NTT
3	SONY
4	UNIQLO
5	7-ELEVEN
6	SOFTBANK
7	AU
8	HONDA
9	NINTENDO
10	MUFG
11	SUMITOMO MITSUI BANKING CORPORATION
12	NISSAN
13	SHISEIDO
14	MIZUHO BANK
15	PANASONIC
16	CANON
17	ASAHI
18	AEON
19	ZOZOTOWN
20	JAPAN POST BANK
21	AJINOMOTO
22	YAKULT
23	ANA
24	SK-II
25	YAMAHA*
26	NITORI
27	SAGAWA
28	TOKIO MARINE & NICHIDO
29	MITSUI FUDOSAN
30	KIRIN
31	YAMATO TRANSPORT
32	SUNTORY
33	GU
34	BRIDGESTONE
35	JAL
36	GYOMU SUPER
37	SUZUKI
38	LINE
39	RAKUTEN
40	TOKYU
41	MITSUBISHI ESTATE
42	ASICS
43	SUMITOMO REALTY & DEVELOPMENT
44	DON QUIJOTE
45	GEORGIA
46	MEVIUS
47	YAMADA
48	J:COM
49	LAWSON
50	AQUARIUS

* Yamaha includes Yamaha Corp and Yamaha Motor Co. Ltd.

TOTAL BRAND VALUE BY CATEGORY



NEWCOMERS & RE-ENTRANTS

BRAND VALUE (US\$M)

#33	GU	\$1,595 M	APPAREL
#36	業務スーパー	\$1,488 M	RETAIL
#42	asics	\$1,195 M	APPAREL
#49	LAWSON	\$932 M	RETAIL

TOP 10 RISERS

BRAND VALUE CHANGE 2024 VS. 2023
2024 BRAND VALUE

#1	MUFG	+28%	\$6,962 M
#2	ユニクロ UNIQLO	+26%	\$13,662 M
#3	MIZUHO	+23%	\$4,334 M
#4	SMBC SUMITOMO MITSUI BANKING CORPORATION	+20%	\$5,607 M
#5	TOKIO MARINE NICHIDO	+20%	\$1,882 M
#6	ドン・キホーテ	+18%	\$1,117 M
#7	Yakult	+18%	\$2,497 M
#8	Aj Ajinomoto	+17%	\$2,534 M
#9	ニトリ NITORI	+15%	\$1,989 M
#10	SUZUKI	+4%	\$1,409 M