

TOP 30 MOST VALUABLE BRANDS

- 1

CORONA¹
- 2

TELCEL
- 3

MODELO¹
- 4

BODEGA AURRERA
- 5

TECATE
- 6

VICTORIA¹
- 7

OXXO²
- 8

BIMBO
- 9

TELMEX
- 10

BANORTE
- 11

DEL VALLE
- 12

AEROMÉXICO
- 13

CITIBANAMEX
- 14

LIVERPOOL
- 15

GAMESA
- 16

BANCO INBURSA
- 17

MARINELA
- 18

BANCO AZTECA
- 19

CLIP
- 20

SORIANA
- 21

PEÑAFIEL
- 22

CHEDRAUI
- 23

TOPO CHICO
- 24

MASECA
- 25

QUALITAS
- 26

ELEKTRA
- 27

SOL
- 28

KLEENBEBÉ
- 29

CIEL
- 30

TOTALPLAY

¹Brand Value is restated
²Brand Value of Oxxo includes Oxxo and Oxxo Gas

TOTAL VALUE (US\$M)

\$95 BILLION

TOP 10

CORONA

#1

\$18,745

ALCOHOL

TELCEL

#2

\$12,887

TELECOM PROVIDERS

MODELO

#3

\$11,591

ALCOHOL

BODEGA AURRERA

#4

\$6,561

RETAIL

TECATE

#5

\$3,882

ALCOHOL

VICTORIA

#6

\$3,793

ALCOHOL

OXXO

#7

\$3,760

RETAIL

BIMBO

#8

\$3,492

FOOD AND BEVERAGES

TELMEX

#9

\$3,299

TELECOM PROVIDERS

BANORTE

#10

\$3,233

FINANCIAL SERVICES

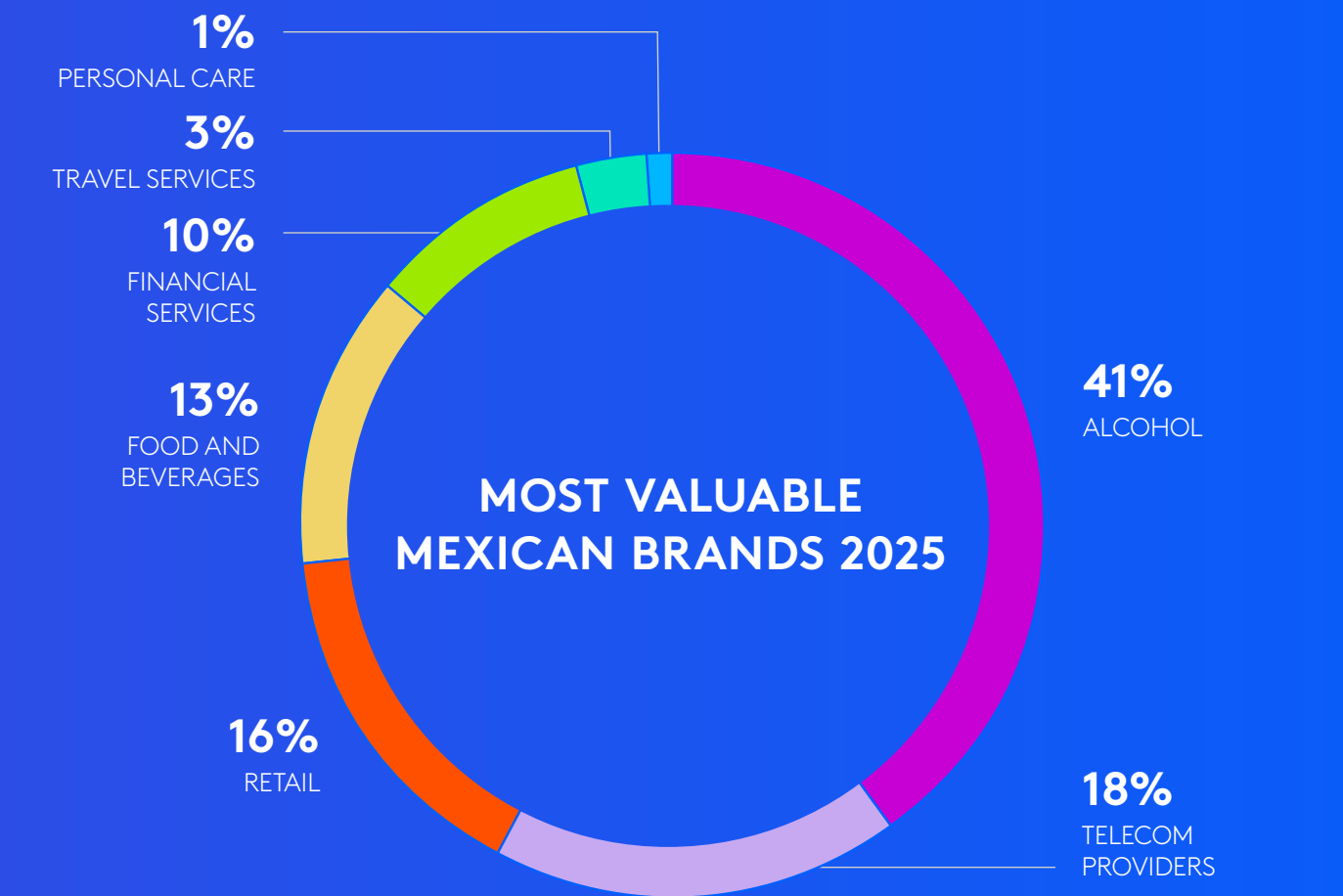
2025 VS 2023 CHANGE

+10%

*Excluding restated brands

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

COMPOSITION OF MEXICAN TOP 30
SHARE OF BRAND VALUE (%)



(Please note: numbers are rounded to the nearest 0.1%. Total of percentages may not add up to 100.)

HIGHEST RISERS
2025 VS 2023 CHANGE

#10

BANDORTE

+42%

\$3,233 M

FINANCIAL SERVICES

#24

MASECA

+40%

\$839 M

FOOD & BEVERAGES

#27

SOL

+40%

\$683 M

ALCOHOL

#14

Liverpool

+38%

\$1,962 M

RETAIL

#20

Soriana

+36%

\$954 M

RETAIL

NEWCOMERS

Chedraui

\$889 M

Topo Chico

\$872 M

Qualitas

\$824 M

Totalplay

\$593 M