

KANTAR BRANDZ

2023 MOST VALUABLE DUTCH BRANDS

TOTAL VALUE OF KANTAR BRANDZ
MOST VALUABLE DUTCH BRANDS 2023 (US\$)

\$72,726 MILLION

THE TOP 10

#1

\$ 13,666 m

ALCOHOL

#2

\$ 11,372 m

TRAVEL SERVICES

#3

\$ 8,472 m

BANKS

#4

\$ 5,802 m

CONGLOMERATE

#5

\$ 5,057 m

TELECOM PROVIDERS

#6

\$ 3,454 m

BANKS

#7

\$ 3,228 m

TELECOM PROVIDERS

#8

\$ 2,662 m

LIFESTYLE PLATFORM

#9

\$ 2,343 m

RETAIL

#10

\$ 2,262 m

RETAIL

BRAND RANK 2023

Brand Value (US\$M)

HEINEKEN

BOOKING.COM

ING

PHILIPS

KPN

RABOBANK

ZIGGO

JUST EAT

TAKEAWAY.COM

SPAR

ACTION

TOP 30 CATEGORY BREAKDOWN

Category	Brand Value 2023 (US\$M)	Brand Value 2021 (US\$M)	% YoY (2023 vs. 2021)
ALCOHOL	15,712	13,845	13%
BANKS	13,559	11,047	23%
TRAVEL SERVICES	11,932	9,853	21%
RETAIL	10,034	7,447	35%
TELECOM PROVIDERS	8,285	6,833	21%
CONGLOMERATE	5,802	11,860	-51%
LIFESTYLE PLATFORM	2,662	1,904	40%
INSURANCE	1,843	1,642	12%
FOOD AND BEVERAGES	1,151	1,943	-41%
LEISURE	986	NEW	N/A
PERSONAL CARE	759	NEW	N/A

HIGHEST RISERS

Rank	Brand	Category	Brand Value 2023 (US\$M)	% YoY (2023 vs. 2021)
1	 ACTION	RETAIL	2,262	75%
2	 JUST EAT Takeaway.com	LIFESTYLE PLATFORM	2,662	40%
3	 JUMBO	RETAIL	743	34%
4	 Rabobank	BANKS	3,454	33%
5	 cool blue	RETAIL	1,169	31%

NEWCOMERS

2023 Rank	Brand	Category	Brand Value 2023 (US\$M)
17	 BASIC-FIT	LEISURE	986
18	 RITUALS ...	PERSONAL CARE	759
29	 w wehkamp	RETAIL	248
30	 PLUS	RETAIL	223