

2023 MOST VALUABLE
SOUTHEAST ASIAN BRANDS

SOUTHEAST ASIA’S TOP 30 MOST VALUABLE BRANDS IN 2023 HAVE A COMBINED BRAND VALUE OF

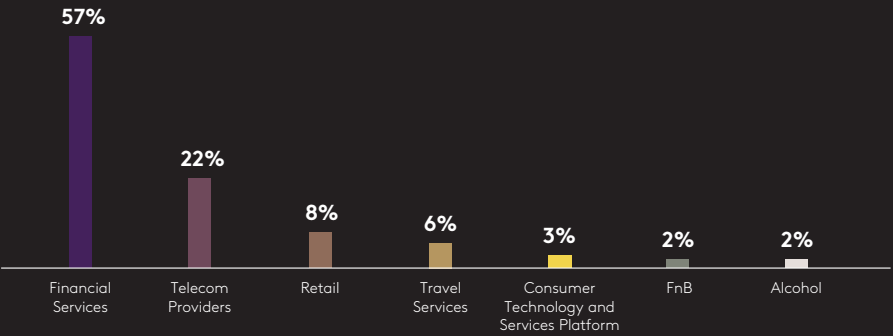
\$119,609 MILLION

TOP 10 MOST VALUABLE SOUTHEAST ASIAN BRANDS 2023

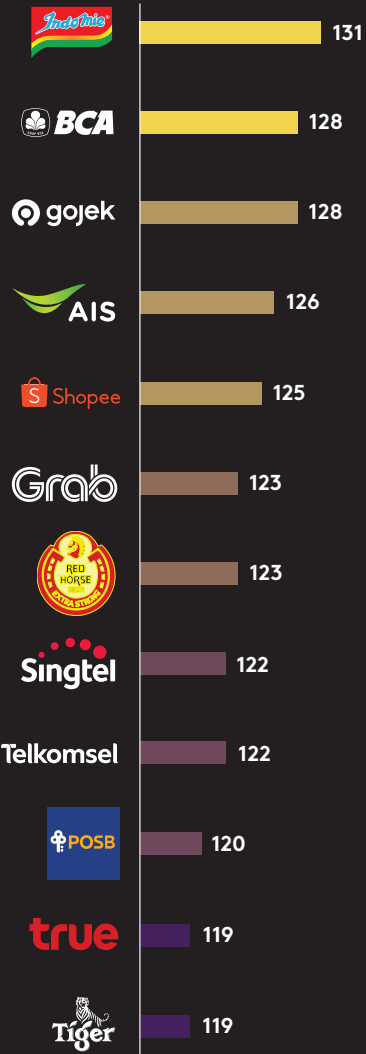
BCA	#1	\$ 23,447	FINANCIAL SERVICES
DBS	#2	\$ 11,755	FINANCIAL SERVICES
BRI	#3	\$ 8,644	FINANCIAL SERVICES
UOB	#4	\$ 7,180	FINANCIAL SERVICES
AIS	#5	\$ 6,801	TELECOM PROVIDERS
MANDIRI	#6	\$ 6,596	FINANCIAL SERVICES
TELKOMSEL	#7	\$ 4,661	TELECOM PROVIDERS
SHOPEE	#8	\$ 4,593	RETAIL
MARINA	#9	\$ 4,433	TRAVEL SERVICES
BAY SANDS			
TRUE	#10	\$ 3,134	TELECOM PROVIDERS

BRAND RANK
Brand Value (US\$M)

SOUTHEAST ASIA TOP 30
PROPORTION OF BRAND VALUE BY CATEGORY



TOP PERFORMERS - TRUST
Top 12 regional performers among
Top 30 most valuable SEA brands



SOUTHEAST ASIA - THE BEST OF THE
BEST FOR EVERYDAY RELEVANCE
Scores compare to an average of
100 for all brands

