

KANTAR BRANDZ

2023 MOST VALUABLE SWEDISH BRANDS

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

\$76.3 billion

BRAND VALUE



THE TOP 30 MOST VALUABLE SWEDISH BRANDS

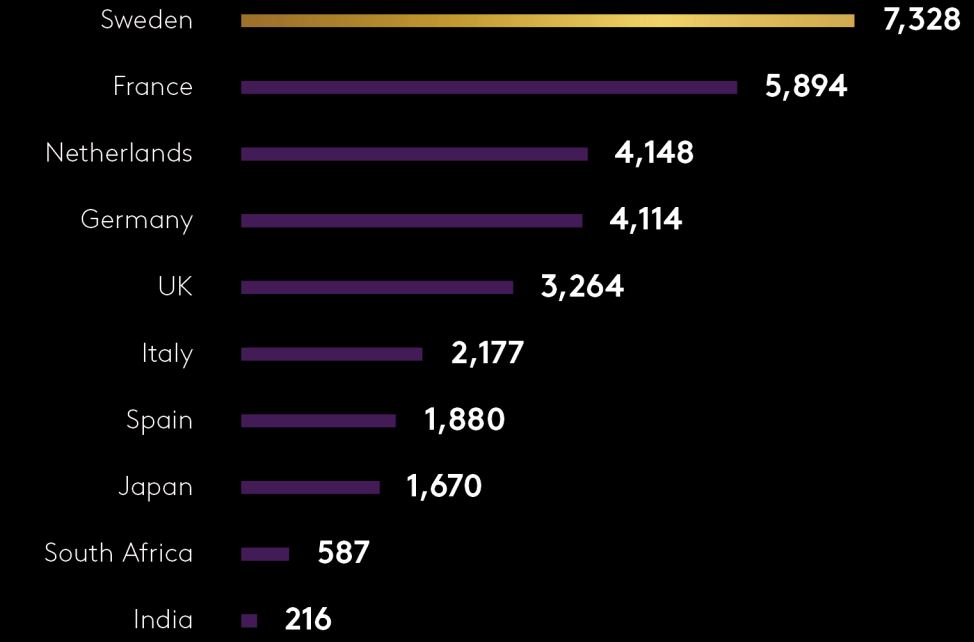


TOTAL BRAND VALUE OF THE MOST VALUABLE SWEDISH BRANDS BY CATEGORY

CATEGORY	2023 BRAND VALUE (US\$M)	% OF RANKING
RETAIL	25,652	34%
MEDIA AND ENTERTAINMENT	10,276	13%
UTILITIES	7,462	10%
BANKS	5,846	8%
TELECOM PROVIDERS	5,760	8%
APPAREL	5,168	7%
AUTOMOTIVE	3,336	4%
ALCOHOL	2,656	3%
FOOD AND BEVERAGES	2,591	3%
PAYMENTS	2,084	3%
INSURANCE	1,863	2%
HOME APPLIANCES	1,297	2%
PERSONAL CARE	1,009	1%
ENERGY	964	1%
TRAVEL SERVICES	357	0.5%

PER CAPITA BRAND VALUE SWEDEN SHINES

VALUE OF TOP 30 BRANDS DIVIDED BY POPULATION IN COUNTRY (US\$M PER CAPITA)



LOCAL HEROES, INTERNATIONAL STARS

PROPORTION OF TOTAL RANKING BRAND VALUE COMING FROM INTERNATIONAL MARKETS

