

TOTAL VALUE OF KANTAR BRANDZ
TOP 30 MOST VALUABLE SPANISH BRANDS 2021

YEAR-ON-YEAR CHANGE

US\$97.8 BILLION

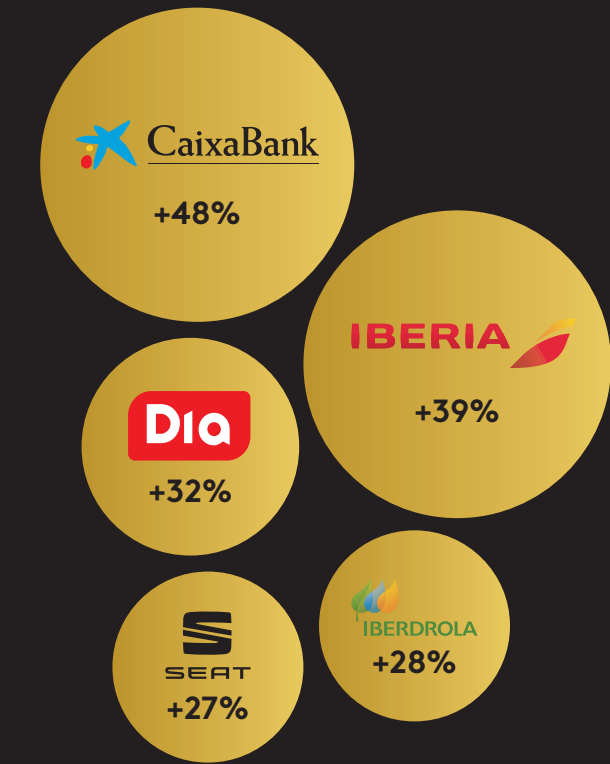
+11%



YEAR-ON-YEAR CHANGE IN BRAND VALUE BY CATEGORY
BRAND VALUE \$ (US) MILLIONS

Analysis by Category	2021 BV	2020 BV	YoY
APPAREL	31,575	29,288	8%
TELECOM PROVIDERS	17,061	17,116	0%
BANKS	17,798	16,257	9%
UTILITIES	18,873	15,292	23%
ENERGY	2,598	2,176	19%
RETAIL	3,523	3,202	10%
MEDIA AND ENTERTAINMENT	1,424	1,902	-25%
ALCOHOL	1,653	1,507	10%
SERVICES PLATFORM	648	-	N/A
INSURANCE	1,580	1,122	41%
TRAVEL SERVICES	759	327	132%
CARS	295	232	27%
TOTAL	97,786	88,420	11%

FASTEST RISERS 2021
% BRAND VALUE CHANGE 2021 VS 2020



NEW ENTRANTS TO THE SPANISH TOP 30 IN 2021

