

TOTAL VALUE OF KANTAR BRANDZ MOST VALUABLE SPANISH BRANDS 2025  
(US\$)

\$115,589 MILLION

YEAR-ON-YEAR CHANGE  
(%)

15%

FORECAST GDP GROWTH  
(2025)

2%

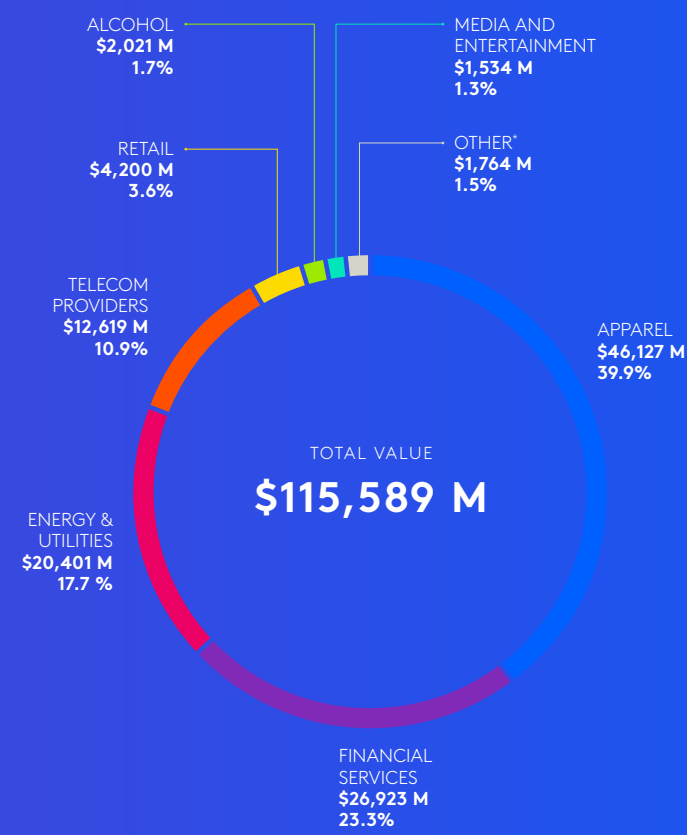
THE TOP 10  
(BRAND VALUE US\$M)

ZARA	#1	\$33,947 M	BRAND RANK 2025
MOVISTAR	#2	\$12,619 M	
BBVA	#3	\$11,350 M	
SANTANDER	#4	\$9,203 M	
IBERDROLA	#5	\$8,715 M	
ENDESA	#6	\$5,397 M	
NATURGY	#7	\$3,987 M	
CAIXABANK	#8	\$3,431 M	
MERCADONA	#9	\$3,011 M	
MASSIMO DUTTI	#10	\$2,839 M	

TOP RISERS  
BRAND VALUE CHANGE 2025 VS. 2024 (US\$M)

#1	#2	#3	#4	#5
Massimo Dutti	BERSHKA	CaixaBank	Sabadell	PULL&BEAR
+50%	+47%	+46%	+46%	+45%
\$2,839 M APPAREL	\$2,669 M APPAREL	\$3,431 M FINANCIAL SERVICES	\$659 M FINANCIAL SERVICES	\$2,747 M APPAREL

COMPOSITION OF THE TOP 30 BY CATEGORY  
\$ = CATEGORY VALUE (US\$M), % = OF TOTAL VALUE



\*INCLUDES AUTOMOTIVE, CONSUMER TECHNOLOGY AND SERVICES PLATFORMS, AND TRAVEL SERVICES

RE-ENTRANTS  
(US\$M)

2025 RANK #28	SEAT
BRAND VALUE \$373 M	CATEGORY Automotive
2025 RANK #30	MELIÀ HOTELS INTERNATIONAL
BRAND VALUE \$340 M	CATEGORY Travel Services