

TOTAL VALUE OF KANTAR BRANDZ
MOST VALUABLE SPANISH BRANDS 2024 (US\$)

\$100.269 BILLION

THE TOP 10



YEAR-ON-YEAR CHANGE
2024 VS. 2023

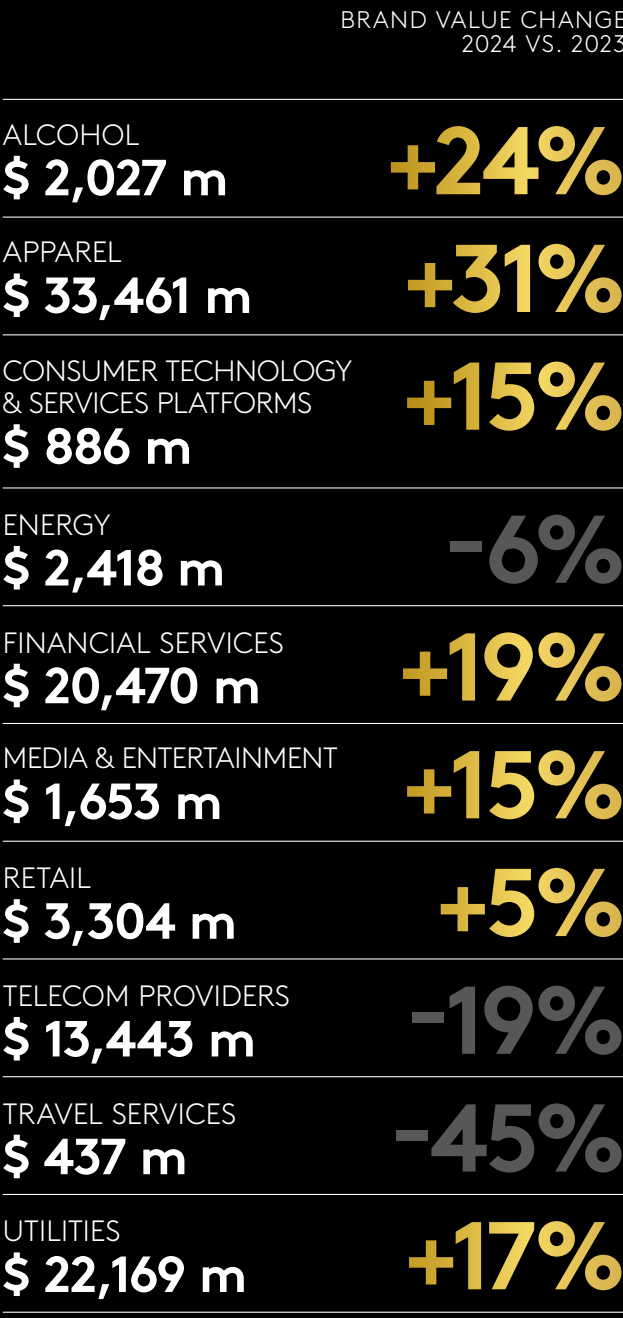
+12%

GDP GROWTH 2024
(F)

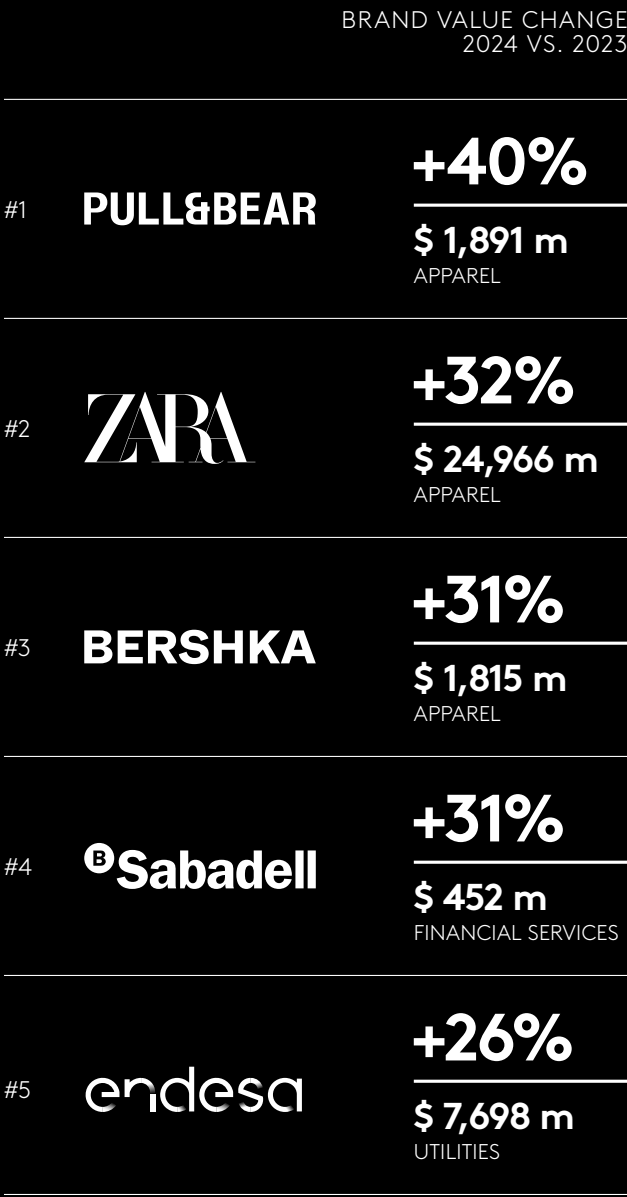
1.9%

2021: 5.5%
2022: 5.5%
2023: 2.1% (F)

TOP 30 CATEGORY BREAKDOWN



TOP 5 RISERS



KANTAR BRANDZ