

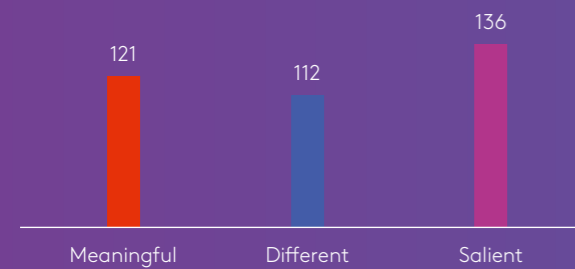
# KANTAR BRANDZ

## 2026 MOST VALUABLE DUTCH BRANDS

### TOTAL BRAND VALUE

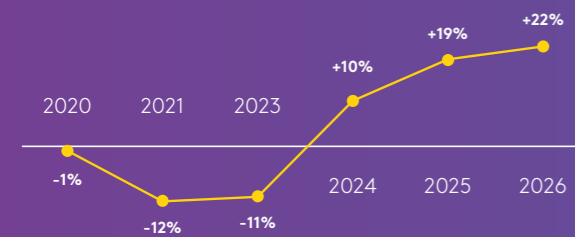
**\$115,772 M**

### AVERAGE BRAND EQUITY

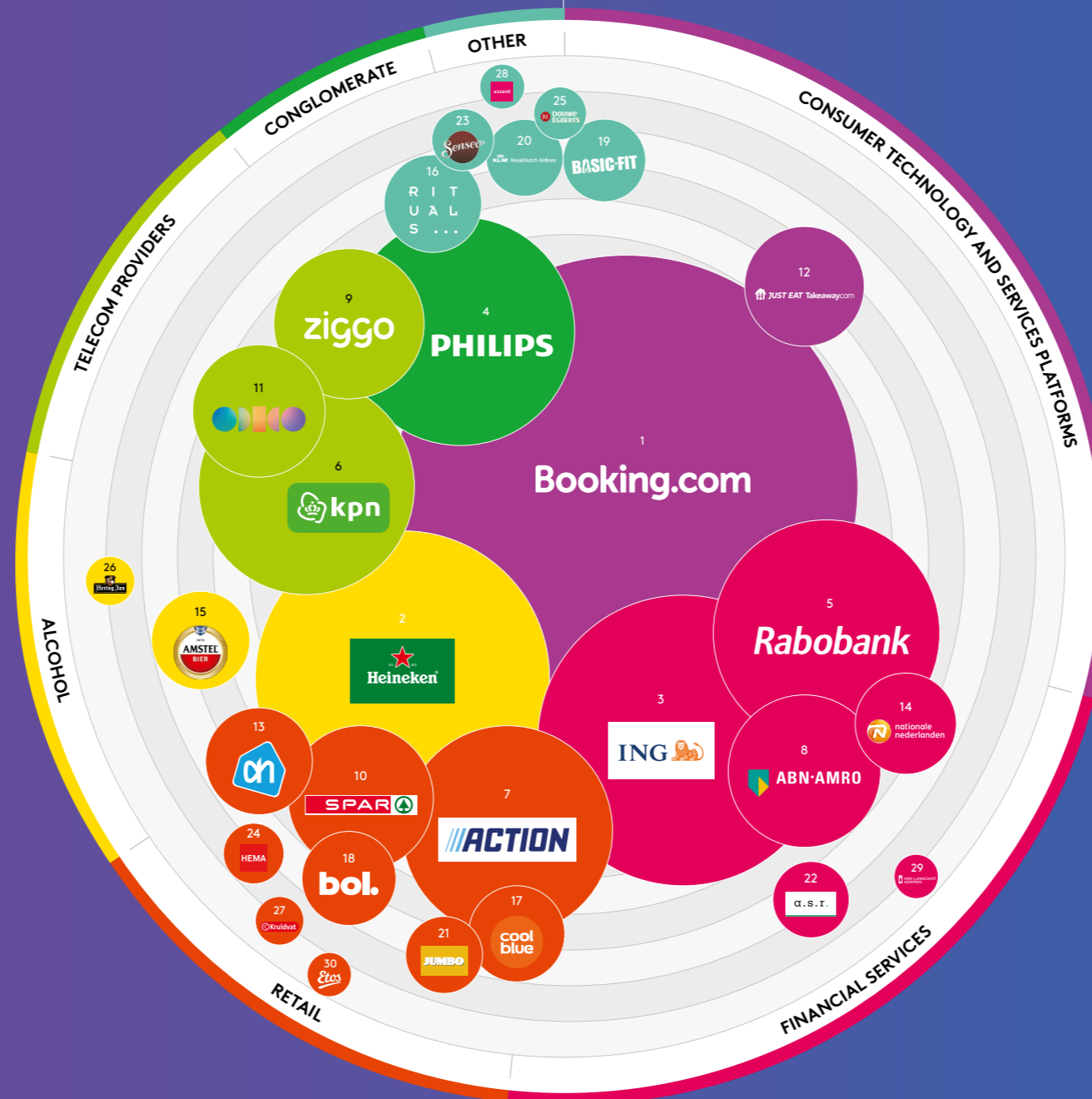
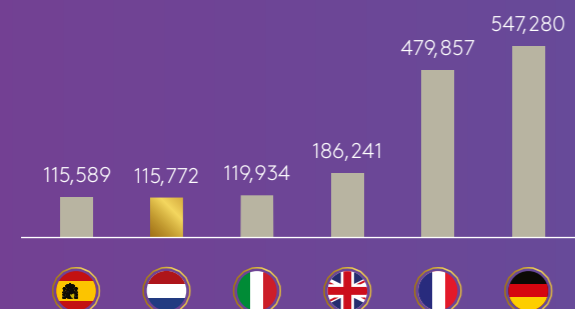


Index scores compare to an average of 100 for all brands

### TOTAL BRAND VALUE CHANGE OVER TIME



### MARKET COMPARISON TOP 30 BRAND VALUE (US\$M)



### TOP RISERS

YOY BRAND VALUE CHANGE (%)

#5	<b>Rabobank</b>	<b>+68%</b>
	\$7,562 M	FINANCIAL SERVICES
#8	<b>ABN-AMRO</b>	<b>+54%</b>
	\$3,437 M	FINANCIAL SERVICES
#22	<b>α.s.r.</b>	<b>+50%</b>
	\$862 M	FINANCIAL SERVICES
#20	<b>KLM</b> Royal Dutch Airlines	<b>+47%</b>
	\$873 M	TRAVEL SERVICES
#14	<b>nl</b> nationale nederlanden	<b>+39%</b>
	\$1,513 M	FINANCIAL SERVICES

### NEWCOMERS & RE-ENTRANTS

#27	<b>Kruidvat</b>	<b>\$342 M</b>
	RETAIL	RE-ENTRY
#29	<b>VAN LANSCHOT KEMPEN</b>	<b>\$290 M</b>
	FINANCIAL SERVICES	NEW