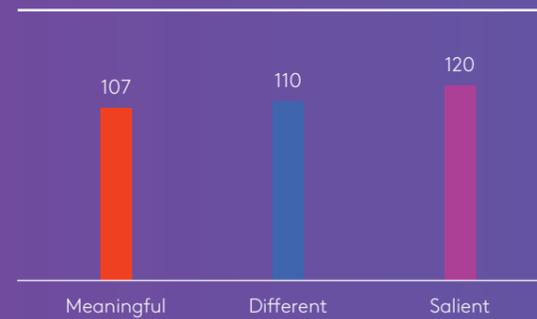


# KANTAR BRANDZ

## 2026 MOST VALUABLE ITALIAN BRANDS

### AVERAGE BRAND EQUITY

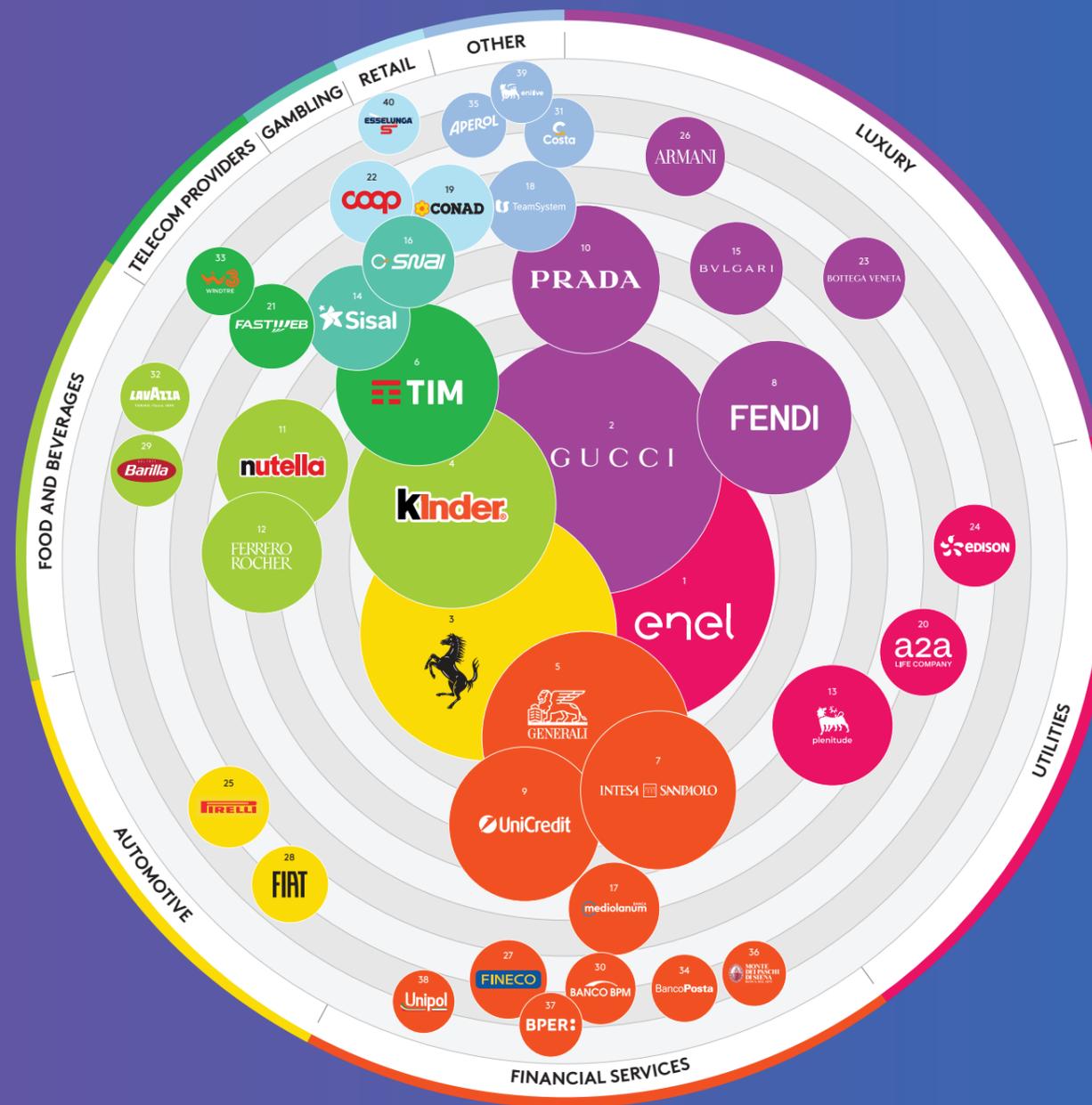
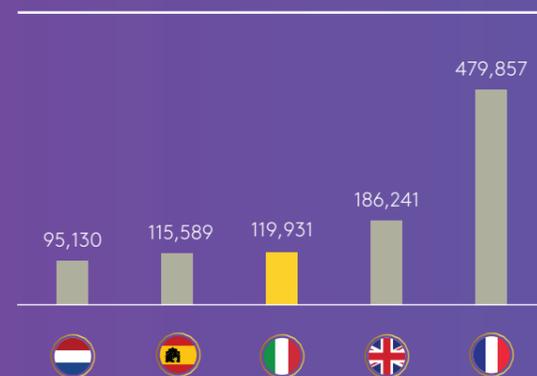


### YOY TOTAL VALUE CHANGE (%)



### MARKET COMPARISON

TOP 30 VALUE (US\$M)



TOTAL VALUE (US\$M)

\$128,806 M

CHANGE SINCE 2025

+6%

### TOP 5 MOST VALUABLE ITALIAN BRANDS

#1	enel	\$17,993 M	UTILITIES
#2	GUCCI	\$13,800 M	LUXURY
#3	Ferrari	\$13,530 M	AUTOMOTIVE
#4	Kinder	\$8,888 M	FOOD AND BEVERAGES
#5	GENERALI	\$5,966 M	FINANCIAL SERVICES