

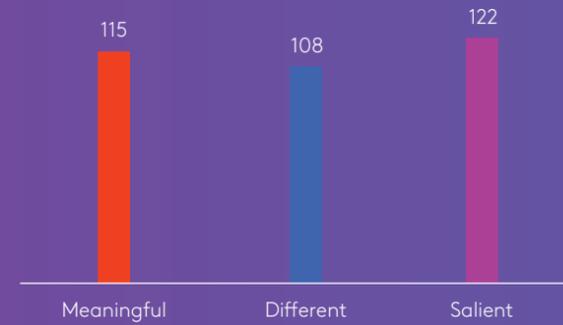
# KANTAR BRANDZ

## 2026 MOST VALUABLE GERMAN BRANDS

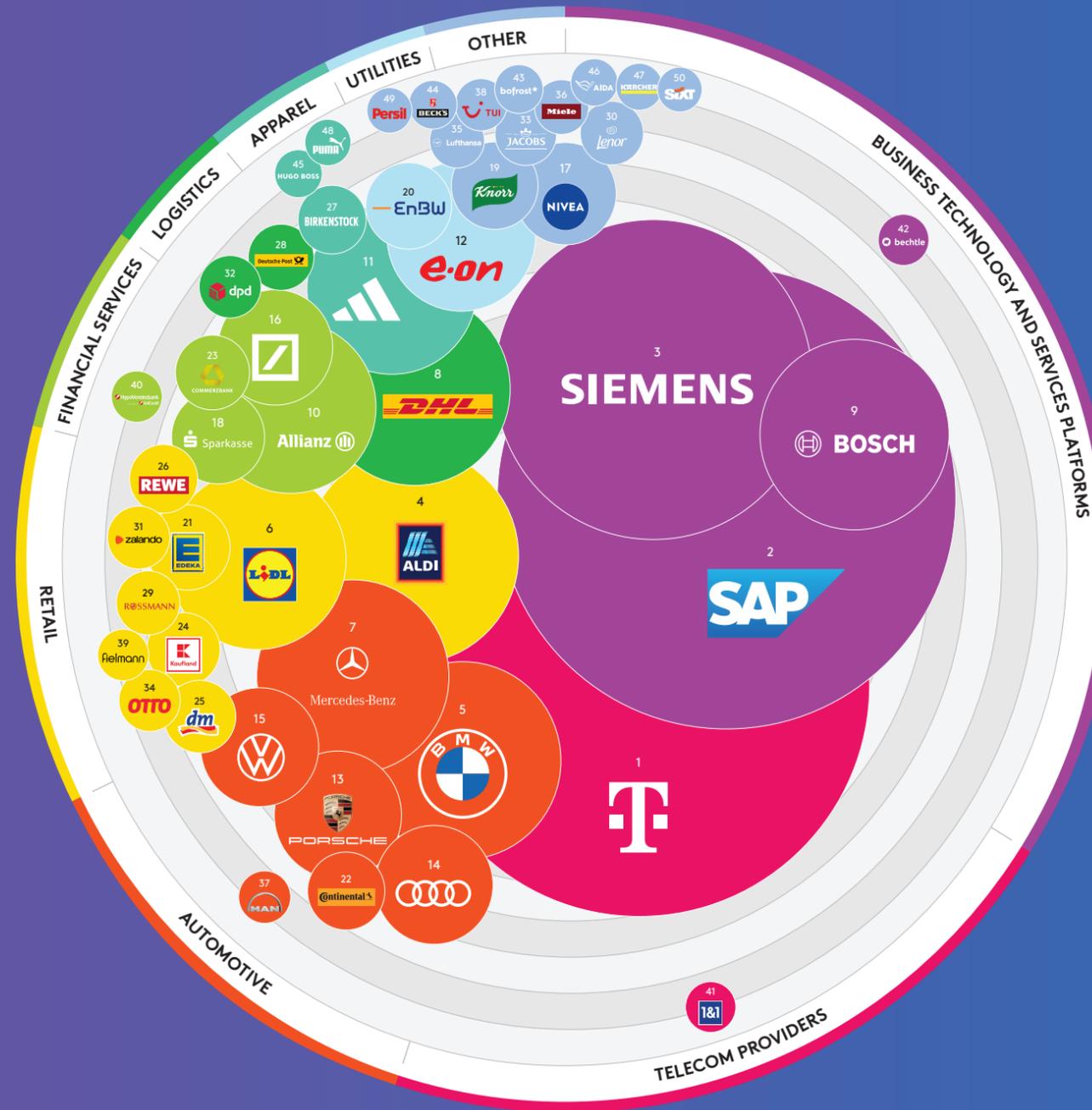
TOTAL VALUE (US\$M)

**\$570,653 M**

AVERAGE BRAND EQUITY



TOTAL VALUE OVER TIME (US\$M)



TOP RISERS

YOY VALUE CHANGE (%)

#23	COMMERZBANK	+78%	\$3,097 M	FINANCIAL SERVICES
#16		+73%	\$7,406 M	FINANCIAL SERVICES
#3	SIEMENS	+68%	\$61,126 M	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#18	Sparkasse	+53%	\$4,884 M	FINANCIAL SERVICES
#10	Allianz	+40%	\$16,531 M	FINANCIAL SERVICES

RE-ENTRANTS

#40	HypoVereinsbank Member of UniCredit	\$1,459 M	FINANCIAL SERVICES
#46	AIDA	\$1,251 M	TRAVEL SERVICES
#50	SIXT	\$1,121 M	CONSUMER TECHNOLOGY AND SERVICES PLATFORMS

Other: Alcohol, Consumer Technology and Services Platforms, Food and Beverage, Home Appliances, Home Care, Personal Care, Travel Services