

KANTAR BRANDZ

2025 MOST VALUABLE CANADIAN BRANDS

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

\$212 BILLION

YEAR-ON-YEAR CHANGE (VS. 2024)

+10%

THE TOP 10 MOST VALUABLE CANADIAN BRANDS

Brand	Rank	Brand Value (US\$M)	Brand Rank 2025	Brand Value (US\$M)
RBC	#1	\$46,702 M	#1	\$46,702 M
TD	#2	\$24,065 M	#2	\$24,065 M
LULULEMON	#3	\$15,751 M	#3	\$15,751 M
BELL	#4	\$10,851 M	#4	\$10,851 M
BANK OF MONTREAL	#5	\$10,241 M	#5	\$10,241 M
TELUS	#6	\$9,564 M	#6	\$9,564 M
ROGERS	#7	\$8,085 M	#7	\$8,085 M
CIBC	#8	\$7,609 M	#8	\$7,609 M
DOLLARAMA	#9	\$7,377 M	#9	\$7,377 M
SCOTIABANK	#10	\$7,349 M	#10	\$7,349 M

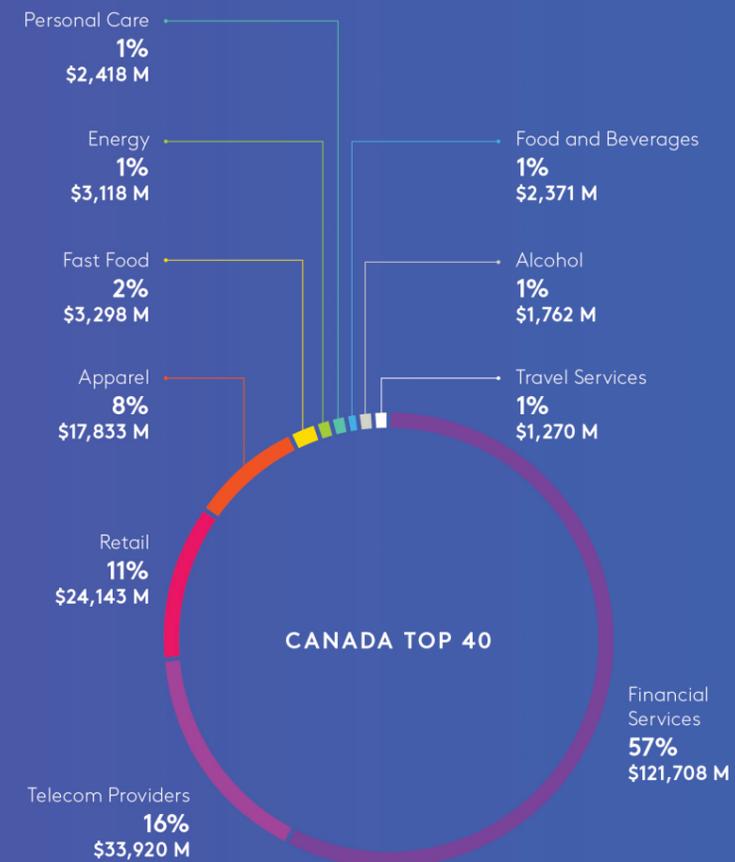
TOP 5 RISERS

BRAND VALUE (US\$M), % = CHANGE VS 2024

Rank	Brand	Change vs 2024	Brand Value (US\$M)	Category
#25	ARITZIA	+55%	\$2,082 M	APPAREL
#33	iA Financial Group	+51%	\$1,169 M	FINANCIAL SERVICES
#31	maxi	+46%	\$1,314 M	RETAIL
#9	DOLLARAMA	+42%	\$7,377 M	RETAIL
#11	Manulife	+36%	\$4,761 M	FINANCIAL SERVICES

BREAKDOWN BY CATEGORY

CATEGORY VALUE (US\$M), % = OF TOTAL VALUE



RE-ENTRANT

2025 RANK	#40
Brand	Jean Coutu
BRAND VALUE (US\$M)	\$614 M
CATEGORY	Retail