

2022 MOST VALUABLE CHINESE BRANDS

最有价值中国品牌

- 1 TENCENT*
- 2 ALIBABA**
- 3 MOUTAI
- 4 DOUYIN
- 5 MEITUAN
- 6 ICBC
- 7 JD
- 8 HUAWEI
- 9 HAIER
- 10 PING AN
- 11 CHINA MOBILE
- 12 NONGFU SPRING
- 13 CHINA CONSTRUCTION BANK
- 14 CHINA MERCHANTS BANK
- 15 AGRICULTURAL BANK OF CHINA
- 16 XIAOMI
- 17 BAIDU
- 18 KUAISHOU
- 19 SF EXPRESS
- 20 YILI
- 21 CHINA LIFE
- 22 WU LIANG YE
- 23 PINDUODUO
- 24 BANK OF CHINA
- 25 HADAY***
- 26 MENGNIU
- 27 DIDI CHUXING
- 28 CHINA TELECOM
- 29 BYD
- 30 NATIONAL CELLAR 1573
- 31 NETEASE
- 32 SINOPEC
- 33 PIEN TZE HUANG
- 34 PETROCHINA
- 35 MIDEA
- 36 DIANPING
- 37 XIAOHONGSHU
- 38 CHOW TAI FOOK
- 39 ELE.ME
- 40 TOUTIAO
- 41 AIR CHINA
- 42 ZTO EXPRESS
- 43 BILIBILI
- 44 NIO
- 45 KE
- 46 LENOVO
- 47 LUZHOU LAOJIAO
- 48 MANGO TV
- 49 LIANJIA
- 50 CPIC

- 51 YANGHE
- 52 XING HUA CUN
- 53 IFLYTEK
- 54 CHINA EASTERN AIRLINES
- 55 BANK OF COMMUNICATIONS
- 56 YOUKU
- 57 CHINA SOUTHERN AIRLINES
- 58 WINONA
- 59 VANKE
- 60 HAIDILAO
- 61 SHUANGHUI
- 62 ANTA
- 63 HEYTEA
- 64 LI-NING
- 65 SNOW
- 66 YUNNAN BAIYAO
- 67 YONYOU
- 68 LI
- 69 COUNTRY GARDEN
- 70 IQIYI
- 71 POLY DEVELOPMENT****
- 72 XPENG
- 73 TAIKANG
- 74 TSINGTAO
- 75 DJI
- 76 GREE
- 77 CTRIP
- 78 GUJING GONG JIU
- 79 XINGSHENG SELECTED
- 80 FLIGGY
- 81 CR LAND
- 82 BOE
- 83 EASTROC SUPER DRINK
- 84 YUNDA EXPRESS
- 85 OPPEIN
- 86 PICC
- 87 GENKI FOREST
- 88 YTO
- 89 SUNING
- 90 TONG REN TANG
- 91 SINA WEIBO
- 92 KINGDEE
- 93 HAVAL
- 94 TCL
- 95 CHINA MINSHENG BANK
- 96 LONGFOR
- 97 FIRMUS
- 98 GUO YUAN
- 99 SUNAC
- 100 DARLIE

TOP 10 RISERS

BRAND VALUE CHANGE
2022 VS. 2021

#1		+66%
	\$ 3,364 m	APPAREL
#2		+47%
	\$ 8,819 m	TELECOM PROVIDERS
#3		+32%
	\$ 6,109 m	RETAIL
#4		+31%
	\$ 4,193 m	ALCOHOL
#5		+29%
	\$ 8,667 m	CARS
#6		+26%
	\$ 33,206 m	IoT ECOSYSTEM
#7		+19%
	\$ 2,163 m	LOGISTICS
#8		+15%
	\$ 7,234 m	ENERGY
#9		+12%
	\$ 1,994 m	HEALTH CARE
#10		+12%
	\$ 43,483 m	MEDIA AND ENTERTAINMENT

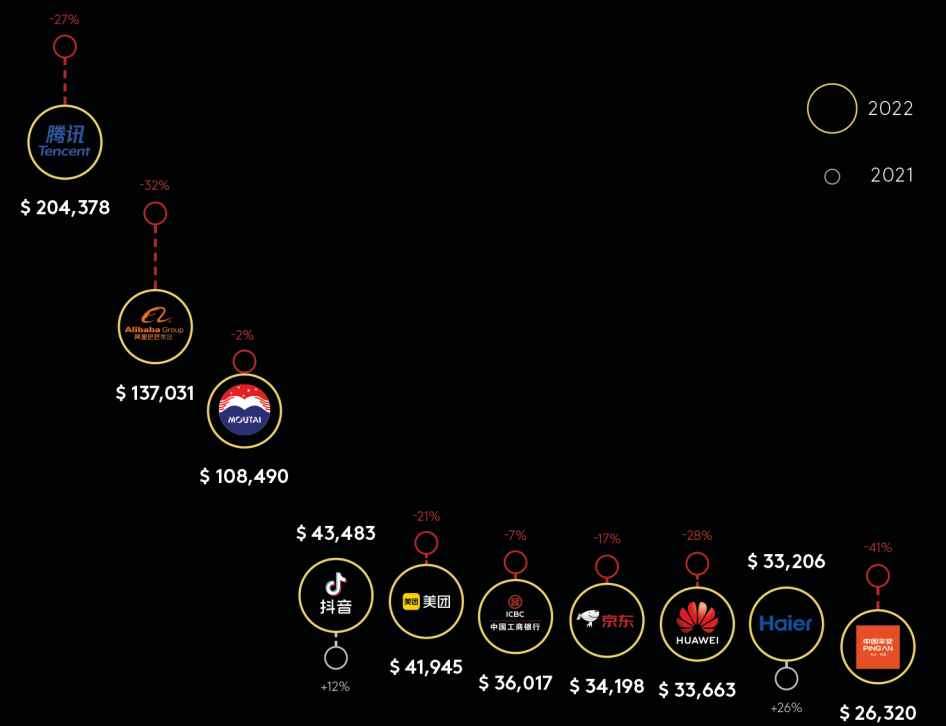
CATEGORY COMPOSITION

BRAND VALUE CHANGE
2022 VS. 2021

ALCOHOL	\$ 153,524 m	-5%
APPAREL	\$ 6,763 m	+31%
BANKS	\$ 110,605 m	-4%
BUSINESS SOLUTIONS & TECHNOLOGY PROVIDERS	\$ 13,353 m	-4%
CARS	\$ 21,816 m	+42%
CASUAL DINING	\$ 3,427 m	NEW
CONSUMER TECHNOLOGY	\$ 58,716 m	-26%
ENERGY	\$ 15,525 m	+9%
FAST FOOD	\$ 3,398 m	NEW
FOOD AND BEVERAGES	\$ 65,208 m	-6%
HEALTH CARE	\$ 13,173 m	-5%
HOME APPLIANCES	\$ 9,914 m	-32%
INSURANCE	\$ 49,141 m	-34%
IoT ECOSYSTEM	\$ 33,206 m	+26%
LOGISTICS	\$ 24,213 m	-9%
MEDIA & ENTERTAINMENT	\$ 318,433 m	-26%
PERSONAL CARE	\$ 5,084 m	NEW
REAL ESTATE	\$ 15,501 m	-40%
REAL ESTATE AGENTS	\$ 9,056 m	-68%
RETAIL	\$ 197,142 m	-31%
SERVICES PLATFORM	\$ 66,966 m	-30%
TELECOM PROVIDERS	\$ 31,844 m	0%
TRAVEL SERVICES	\$ 15,449 m	-3%

THE TOP 10

BRAND VALUE US\$ MIL.

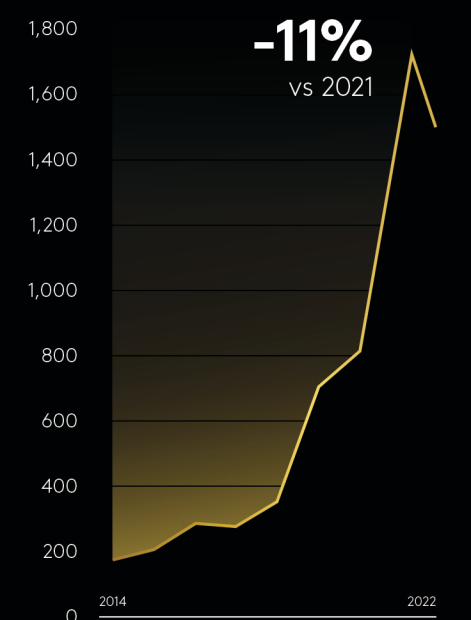


NEWCOMERS

#37	Xiaohongshu	\$ 6,627 m
#53	iFLYTEK	\$ 4,161 m
#58	Winona	\$ 3,570 m
#60	Haidilao	\$ 3,427 m
#63	HeyTea	\$ 3,398 m
#68	Li	\$ 3,242 m
#72	Xpeng	\$ 2,946 m
#79	Xingsheng Selected	\$ 2,506 m
#83	Eastroc Super Drink	\$ 2,173 m
#87	Genki Forest	\$ 2,015 m
#88	YTO	\$ 2,008 m
#93	HAVAL	\$ 1,794 m
#94	TCL	\$ 1,779 m
#97	Firmus	\$ 1,694 m
#100	Darlie	\$ 1,514 m

THRESHOLD FOR ENTRY

BRAND VALUE US\$ MIL.



*Brand Value of Tencent includes QQ, WeChat, WeSing, WeBank and v.qq.com
 **Brand Value of Alibaba includes Ant Financial, Freshhema, Taobao and Tmall
 ***Also known as Haitian
 ****Poly Development and Holdings: Change of company name in Sept. 2021.

TOTAL VALUE OF THE CHINA TOP 100: **\$ 1,241 BILLION**
 YEAR-ON-YEAR CHANGE: **-20%**