

# KANTAR BRANDZ

## 2023 MOST VALUABLE FRENCH BRANDS

TOTAL VALUE OF KANTAR BRANDZ MOST VALUABLE FRENCH BRANDS 2023 (US\$ M):

# \$423,669 MILLION

TWO YEAR CHANGE 2023 VS 2021

# +30%

### KANTAR BRANDZ TOP 50 MOST VALUABLE FRENCH BRANDS

- |    |                   |    |                    |
|----|-------------------|----|--------------------|
| 1  | LOUIS VUITTON     | 26 | RÉMY MARTIN        |
| 2  | HERMÈS            | 27 | FDJ                |
| 3  | CHANEL            | 28 | CRÉDIT AGRICOLE    |
| 4  | L'ORÉAL PARIS     | 29 | EDF                |
| 5  | LANCÔME           | 30 | CELINE             |
| 6  | ORANGE            | 31 | ACTIVIA            |
| 7  | GARNIER           | 32 | VEUVE CLICQUOT     |
| 8  | DIOR              | 33 | LEROY MERLIN       |
| 9  | CARTIER           | 34 | SOCIÉTÉ GÉNÉRALE   |
| 10 | CARREFOUR         | 35 | ENGIE              |
| 11 | SFR               | 36 | CLARINS            |
| 12 | AXA               | 37 | VAN CLEEF & ARPELS |
| 13 | HENNESSY          | 38 | PERRIER            |
| 14 | TOTALENERGIES     | 39 | CANAL+             |
| 15 | MICHELIN          | 40 | L'OCCITANE         |
| 16 | SAINT-LAURENT/YSL | 41 | VICHY              |
| 17 | BNP PARIBAS       | 42 | RICARD             |
| 18 | AUCHAN            | 43 | EVIAN              |
| 19 | RENAULT           | 44 | BACK MARKET        |
| 20 | MOËT & CHANDON    | 45 | LEBONCOIN          |
| 21 | DECATHLON         | 46 | GUERLAIN           |
| 22 | SEPHORA           | 47 | PEUGEOT            |
| 23 | LA ROCHE-POSAY    | 48 | AIR FRANCE         |
| 24 | GIVENCHY          | 49 | BOUYGUES TELECOM   |
| 25 | FREE              | 50 | MARTELL            |

### TOP 10 MOST VALUABLE FRENCH BRANDS 2023 BRAND VALUE (US\$ M)

- |                      |            |                   |                          |
|----------------------|------------|-------------------|--------------------------|
| <b>LOUIS VUITTON</b> | <b>#1</b>  | <b>\$ 102,177</b> | <b>LUXURY</b>            |
| <b>HERMÈS</b>        | <b>#2</b>  | <b>\$ 57,482</b>  | <b>LUXURY</b>            |
| <b>CHANEL</b>        | <b>#3</b>  | <b>\$ 57,081</b>  | <b>LUXURY</b>            |
| <b>L'ORÉAL PARIS</b> | <b>#4</b>  | <b>\$ 36,543</b>  | <b>PERSONAL CARE</b>     |
| <b>LANCÔME</b>       | <b>#5</b>  | <b>\$ 18,296</b>  | <b>PERSONAL CARE</b>     |
| <b>ORANGE</b>        | <b>#6</b>  | <b>\$ 18,271</b>  | <b>TELECOM PROVIDERS</b> |
| <b>GARNIER</b>       | <b>#7</b>  | <b>\$ 9,007</b>   | <b>PERSONAL CARE</b>     |
| <b>DIOR</b>          | <b>#8</b>  | <b>\$ 8,762</b>   | <b>LUXURY</b>            |
| <b>CARTIER</b>       | <b>#9</b>  | <b>\$ 8,204</b>   | <b>LUXURY</b>            |
| <b>CARREFOUR</b>     | <b>#10</b> | <b>\$ 7,048</b>   | <b>RETAIL</b>            |





### TWO YEAR CHANGE IN BRAND VALUE BY CATEGORY

Category	2023 Brand Value (US\$ M)	2 Year Change
ALCOHOL	16,146	36%
AUTOMOTIVE	9,527	-3%
BANKS	8,605	9%
ENERGY	5,223	16%
FOOD AND BEVERAGES	4,282	-51%
GAMBLING	2,386	N/A
INSURANCE	6,877	21%
LUXURY	244,443	50%
MEDIA AND ENTERTAINMENT	1,194	N/A
PERSONAL CARE	71,226	20%
RETAIL	20,614	6%
TELECOM PROVIDERS	28,675	-7%
TRAVEL SERVICES	822	N/A
UTILITIES	3,649	12%
<b>TOTAL</b>	<b>423,669</b>	<b>30%</b>

### NEWCOMERS TO THE FRANCE TOP 50 BRANDS IN 2023 BRAND VALUE (US\$ M)

RANK #27		<b>2,386</b>	GAMBLING
RANK #39		<b>1,194</b>	MEDIA AND ENTERTAINMENT
RANK #44		<b>1,090</b>	RETAIL
RANK #46		<b>923</b>	PERSONAL CARE
RANK #48		<b>822</b>	TRAVEL SERVICES
RANK #50		<b>768</b>	ALCOHOL

### TOP 10 HIGHEST RISERS

<b>LOUIS VUITTON</b>	<b>CELINE</b>		<b>L'OCCITANE</b> EN PROVENCE	<i>Cartier</i>
<b>#1</b> 72%	<b>#2</b> 69%	<b>#3</b> 62%	<b>#4</b> 58%	<b>#5</b> 51%
	<b>DIOR</b>		Veuve Clicquot	
<b>#6</b> 48%	<b>#7</b> 47%	<b>#8</b> 43%	<b>#9</b> 41%	<b>#10</b> 40%