

KANTAR BRANDZ

2025 MOST VALUABLE UK BRANDS

TOTAL VALUE OF KANTAR BRANDZ TOP 75 UK BRANDS 2025 (US\$)

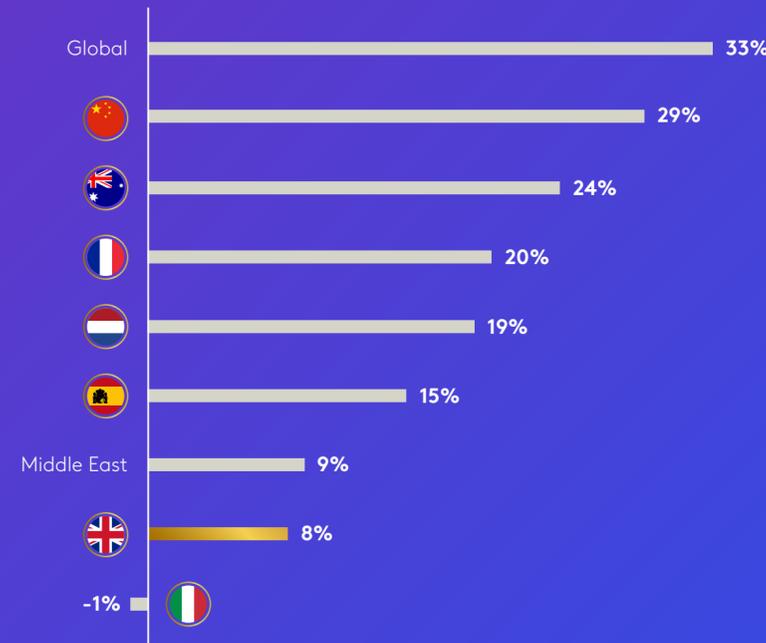
\$247,161 MILLION **+8%**

YOY GROWTH

UK TOP 10



CHANGE IN BRAND VALUE OF TOP 30 BRANDS AROUND THE WORLD, 2024-2025



NEWCOMERS AND RE-ENTRANTS, 2025

2025 Rank	Brand	Category	2025 Brand Value (US\$M)	Status
34	Dettol	Personal Care	2,012	NEW
60	HALIFAX	Financial Services	1,098	RE-ENTRY
75	MONEYSUPERMARKI	Consumer Technology and Services Platforms	670	RE-ENTRY

TOP 10 RISERS, 2025

Change vs 2024 (%)	2025 Rank	Brand	Category	2025 Brand Value (US\$M)
60%	32	St James's Place	Financial Services	2,201
59%	18	standard chartered	Financial Services	3,113
58%	21	NatWest	Financial Services	3,065
49%	10	Revolut	Financial Services	6,942
44%	7	BARCLAYS	Financial Services	8,625
41%	55	BRITISH AIRWAYS	Travel Services	1,255
36%	20	7wise	Financial Services	3,080
34%	58	BANK OF SCOTLAND	Financial Services	1,189
34%	16	LLOYDS	Financial Services	3,388
34%	47	Royal Bank of Scotland	Financial Services	1,472