

KANTAR BRANDZ™ TOP 100 MOST VALUABLE CHINESE BRANDS 2021

1	TENCENT	51	YANGHE
2	ALIBABA	52	GREE
3	MOUTAI	53	AIR CHINA
4	MEITUAN	54	YUNNAN BAIYAO
5	HUAWEI	55	SHUANGHUI
6	PING AN *	56	LENOVO
7	JD	57	LUZHOU LAOJIAO
8	DOUYIN	58	CHOW TAI FOOK
9	ICBC	59	YUANFUDAO
10	KUAISHOU	60	VANKE
11	HAIER	61	YONYOU
12	PINDUODUO	62	COUNTRY GARDEN
13	XIAOMI	63	BANK OF COMMUNICATIONS
14	CHINA MOBILE	64	FLIGGY
15	BAIDU	65	SNOW
16	NONGFU SPRING	66	CHINA EASTERN AIRLINES
17	CHINA CONSTRUCTION BANK	67	VIP.COM
18	DIDI CHUXING	68	CHINA SOUTHERN AIRLINES
19	CHINA MERCHANTS BANK	69	POLY REAL ESTATE
20	SF EXPRESS	70	CTRIP
21	CHINA LIFE	71	DJI
22	AGRICULTURAL BANK OF CHINA	72	TAIKANG
23	WU LIANG YE	73	XING HUA CUN
24	YILI	74	ANTA
25	HAITIAN	75	TSINGTAO
26	KE	76	SINA WEIBO
27	BANK OF CHINA	77	SUNING
28	LIANJIA	78	GUJING GONG JIU
29	ELE.ME	79	BOE *
30	NETEASE	80	ZUOYEBANG
31	BILIBILI	81	OCEAN ENGINE
32	MENGNIU	82	KINGDEE
33	MIDEA	83	SUNAC
34	MANGO TV	84	ZHIHU
35	NIO	85	CHINA MINSHENG BANK
36	DIANPING	86	OPPEIN
37	NATIONAL CELLAR 1573	87	CR LAND
38	SINOPEC	88	ZIROOM
39	NEW ORIENTAL	89	CHINA UNICOM
40	PIEN TZE HUANG	90	LONGFOR
41	EVERGRANDE REAL ESTATE	91	LI-NING
42	IQIYI	92	360
43	BYD	93	NEW CHINA LIFE INSURANCE
44	TOUTIAO	94	YIFENG PHARMACY
45	YOUKU	95	PICC
46	PETROCHINA	96	GUO YUAN
47	XUEERSI	97	YUNDA EXPRESS
48	ZTO EXPRESS	98	TONG REN TANG
49	CHINA TELECOM	99	ZTE *
50	CPIC	100	DASHENLIN

*Ping An, BoE, ZTE are restated for 2021

TOTAL VALUE OF THE CHINA TOP 100: \$ 1,561 BILLION
YEAR-ON-YEAR CHANGE: +57%

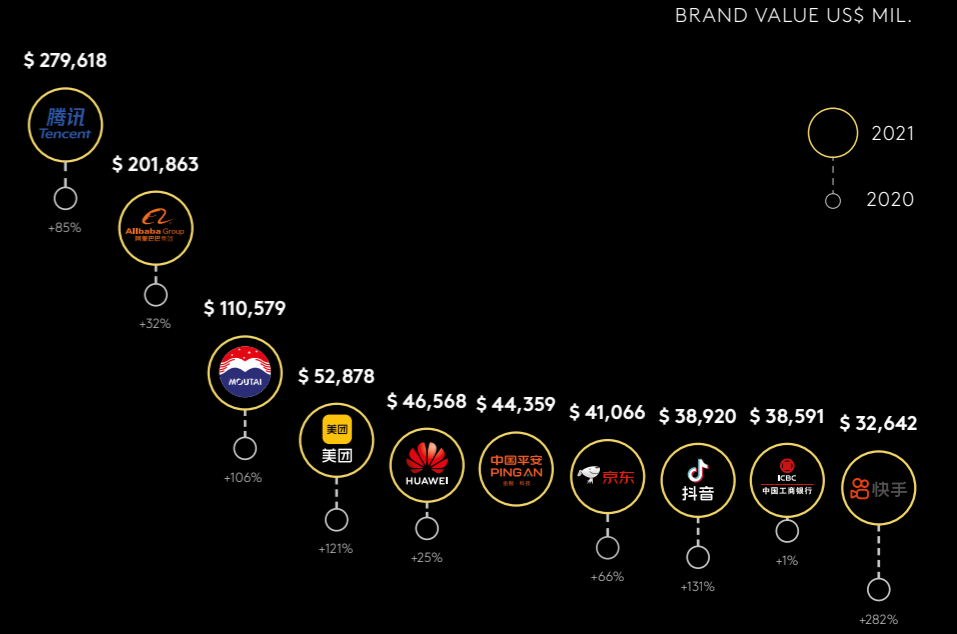
TOP 10 RISERS

		BRAND VALUE CHANGE 2021 VS. 2020
#1	链家	+448% \$ 12,456 m REAL ESTATE AGENTS
#2	bilibili	+293% \$ 9,959 m MEDIA AND ENTERTAINMENT
#3	快手	+282% \$ 32,642 m MEDIA AND ENTERTAINMENT
#4	贝壳	+264% \$ 13,627 m REAL ESTATE AGENTS
#5	汾酒集团	+248% \$ 3,210 m ALCOHOL
#6	1573	+236% \$ 8,046 m ALCOHOL
#7	头条 今日头条	+187% \$ 6,494 m MEDIA AND ENTERTAINMENT
#8	Kingdee	+181% \$ 2,424 m BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS
#9	拼多多	+160% \$ 24,691 m RETAIL
#10	BYD	+154% \$ 6,711 m CARS

CATEGORY COMPOSITION

	BRAND VALUE CHANGE 2021 VS. 2020
ALCOHOL \$ 160,805 m	113%
APPAREL \$ 5,158 m	116%
BANKS \$ 114,790 m	3%
BUSINESS SOLUTIONS & TECHNOLOGY PROVIDERS \$ 13,884 m	51%
CARS \$ 15,315 m	480%
CONSUMER TECHNOLOGY \$ 78,883 m	28%
EDUCATION \$ 21,133 m	97%
ENERGY \$ 14,247 m	-1%
FOOD AND BEVERAGES \$ 69,153 m	247%
HEALTH CARE \$ 13,935 m	148%
HOME APPLIANCES \$ 14,479 m	9%
INSURANCE \$ 74,819 m	38%
IOT ECOSYSTEM \$ 26,422 m	41%
LIFESTYLE PLATFORM \$ 71,618 m	80%
LOGISTICS \$ 26,680 m	29%
MEDIA & ENTERTAINMENT \$ 430,312 m	101%
REAL ESTATE \$ 25,914 m	-6%
REAL ESTATE AGENTS \$ 28,360 m	251%
RETAIL \$ 284,334 m	46%
TELECOM PROVIDERS \$ 31,690 m	-29%
TRANSPORT \$ 20,041 m	0%
TRAVEL SERVICES \$ 19,228 m	40%

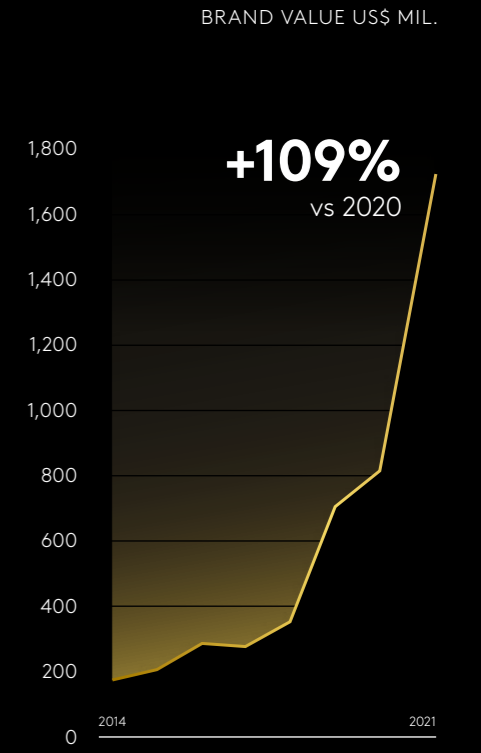
THE TOP 10



NEWCOMERS

#16	Nongfu Spring	\$ 22,016 m
#25	Haitian	\$ 15,798 m
#34	Mango TV	\$ 8,843 m
#35	NIO	\$ 8,604 m
#40	Pien Tze Huang	\$ 7,270 m
#58	Chow Tai Fook	\$ 4,641 m
#59	Yuanfudao	\$ 4,571 m
#64	Fliggy	\$ 3,766 m
#72	Taikang	\$ 3,235 m
#76	Sina Weibo	\$ 2,836 m
#80	Zuoyebang	\$ 2,666 m
#81	Ocean Engine	\$ 2,636 m
#86	Oppein	\$ 2,290 m
#92	360	\$ 2,018 m
#94	Yifeng Pharmacy	\$ 1,827 m
#96	Guo Yuan	\$ 1,824 m
#100	DaShenLin	\$ 1,699 m

THRESHOLD FOR ENTRY



MARKET INTELLIGENCE

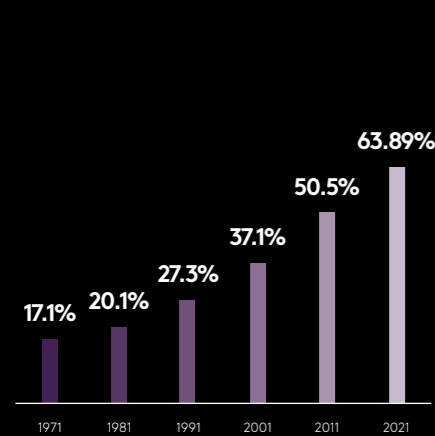
ECONOMY / DEMOGRAPHICS / CONNECTIVITY / MEDIA

LAND AREA: **9.6 MILLION SQ. KM. / 3.7 MILLION SQ. MI.**

TOTAL POPULATION: **1.4 BILLION¹**

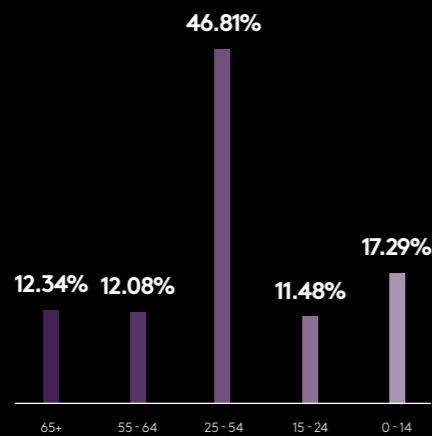
URBAN POPULATION

AS PERCENTAGE OF TOTAL POPULATION

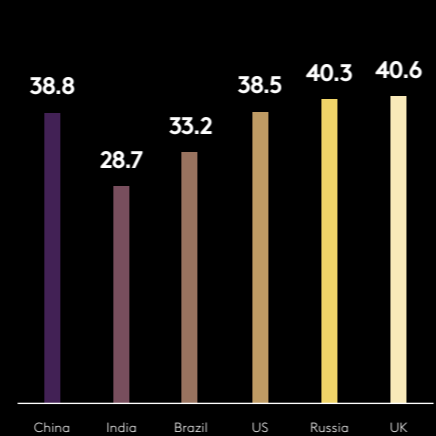


POPULATION BY AGE

(2020 EST.)



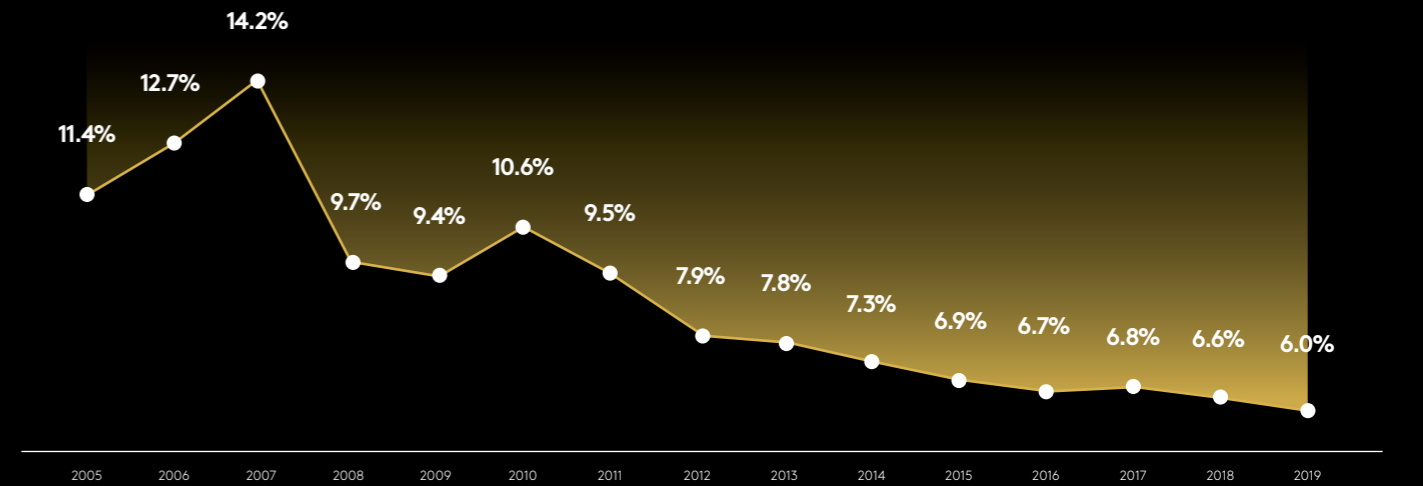
MEDIAN AGE



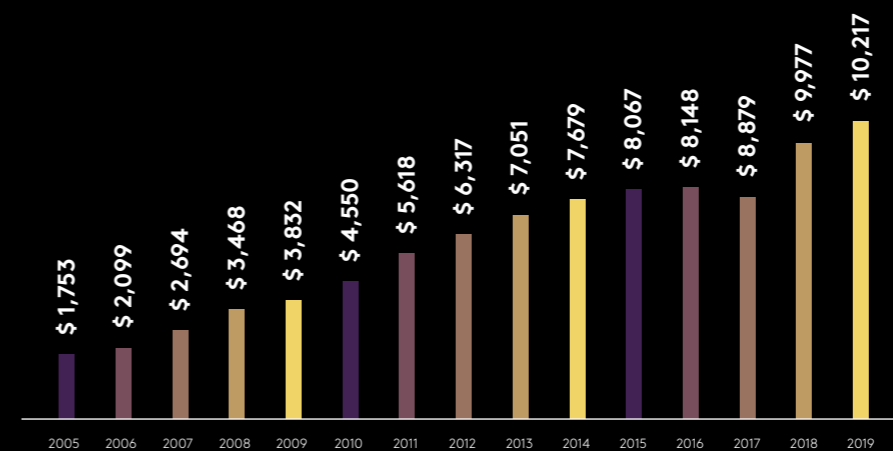
2020 GDP: **\$14.7 TRILLION**

US \$21.4 TRILLION / JAPAN \$5.1 TRILLION

GROWTH RATE OF GDP³



GDP PER CAPITA GROWTH¹



GDP PER CAPITA



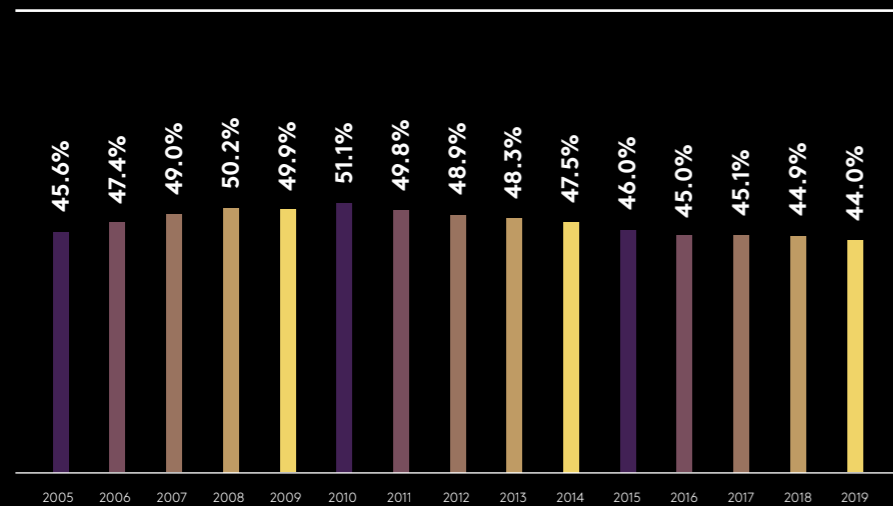
Figures are from the World Factbook unless otherwise noted.

¹ World Bank, ² GroupM This Year, Next Year 2020, ³ National Bureau of Statistics of China, ⁴ China Internet Network Information Center (CNNIC) as of June 2021

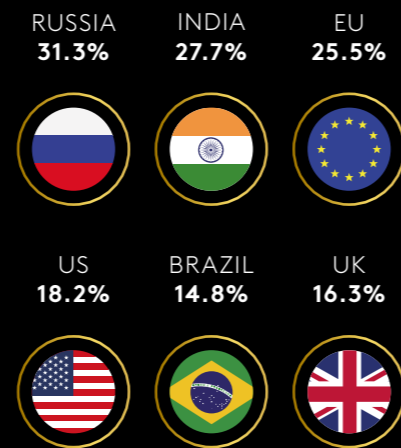
MARKET INTELLIGENCE

ECONOMY / DEMOGRAPHICS / CONNECTIVITY / MEDIA

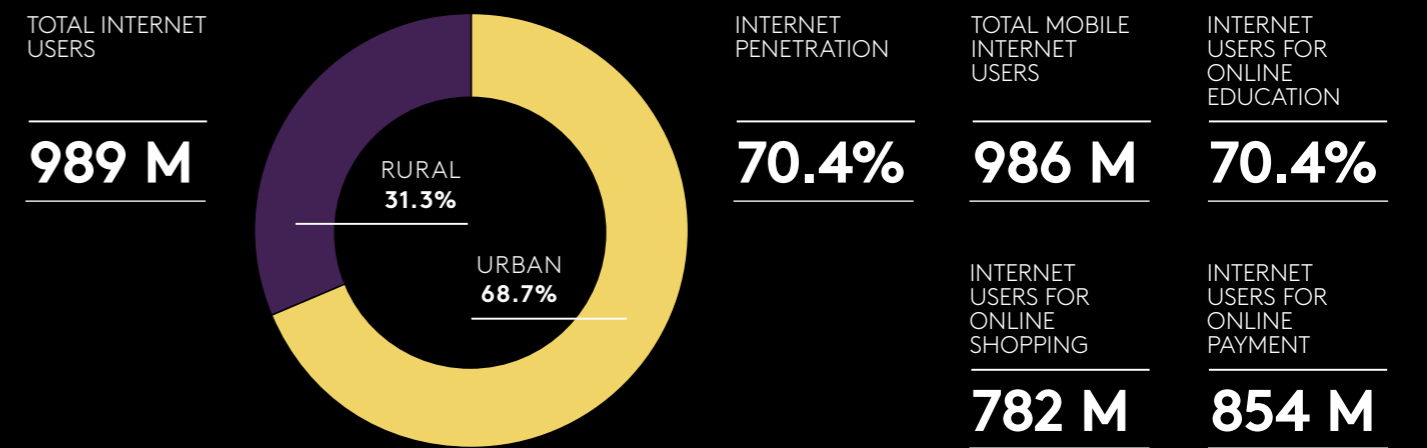
GROSS DOMESTIC SAVING (% OF GDP)¹



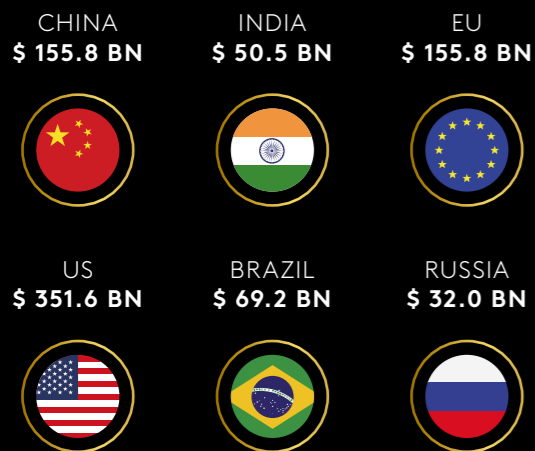
COUNTRY COMPARISONS 2019¹



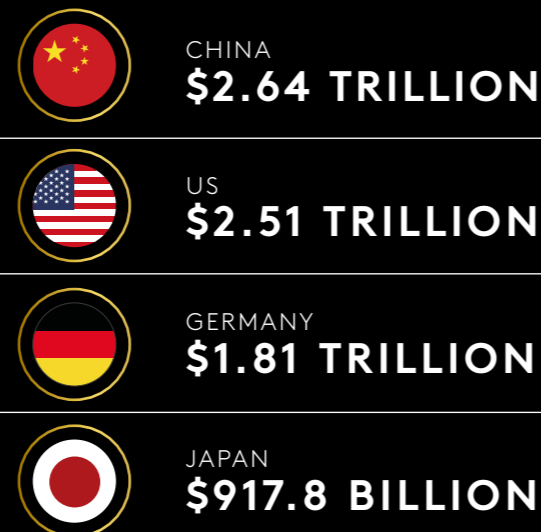
CONNECTIVITY⁴



FOREIGN DIRECT INVESTMENT IN EACH ECONOMY¹



VALUE OF COUNTRY'S EXPORTS¹

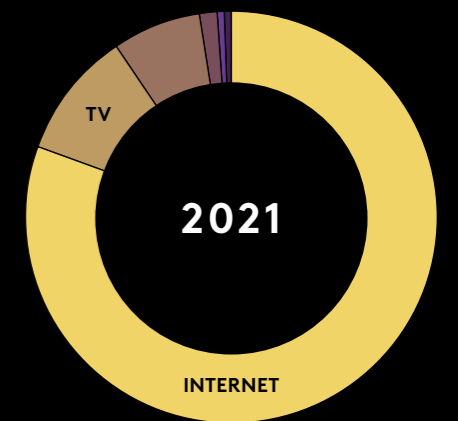


SHARE OF MEDIA²

AD INDUSTRY RECOVERS STRONGLY

INTERNET MEDIA CONTINUES TO DOMINATE

In 2010, TV commanded 59% of media spending and digital attracted only 10%. That relationship has reversed in the years since, with digital now representing over 80% of all media spending in China.



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