

KANTAR BRANDZ

2025 MOST VALUABLE AUSTRALIAN BRANDS

TOTAL VALUE OF THE TOP 40 (US\$)

\$156 MILLION

(APPROX. AU\$250 MILLION)

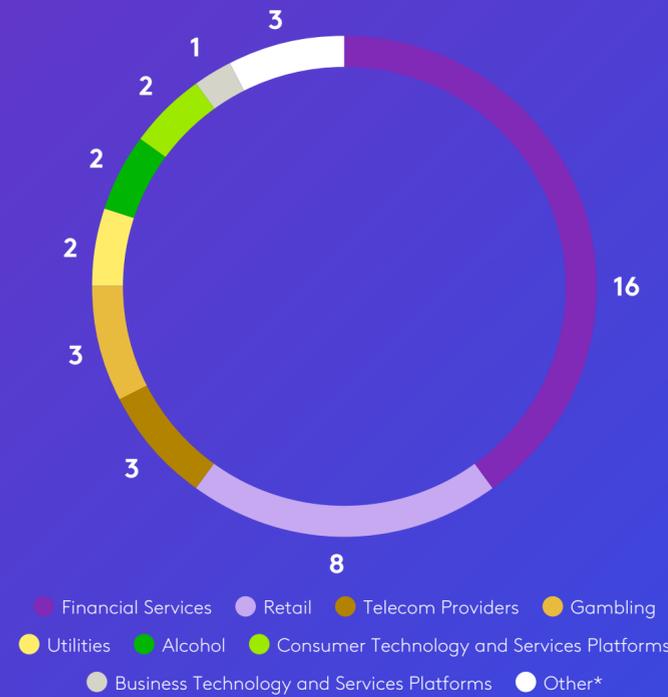
TWO-YEAR INCREASE IN VALUE OF

25%

THE TOP 10 MOST VALUABLE 40 BRANDS



COMPOSITION OF AUSTRALIAN TOP 40 BY NUMBER OF BRANDS



*Travel Services, Logistics, Media and Entertainment

BRAND VALUE PER CAPITA TOP 30 BRANDS IN EACH MARKET, LATEST DATA (2024/25) (US\$M)



TOP 10 HIGHEST RISERS, 2023-2025

2025 Rank	Brand	Category	2025 Brand Value (US\$M)	Change vs 2023 (%)
16	QBE	Financial Services	2,325	67%
34	AAMI	Financial Services	706	62%
33	Target	Retail	788	54%
11	st.george	Financial Services	2,901	52%
26	JB HI-FI	Retail	975	50%
18	origin	Utilities	1,747	50%
29	NRMA INSURANCE	Financial Services	939	49%
1	Commonwealth Bank	Financial Services	31,070	44%
7	westpac	Financial Services	8,262	43%
10	BUNNINGS warehouse	Retail	6,467	42%