

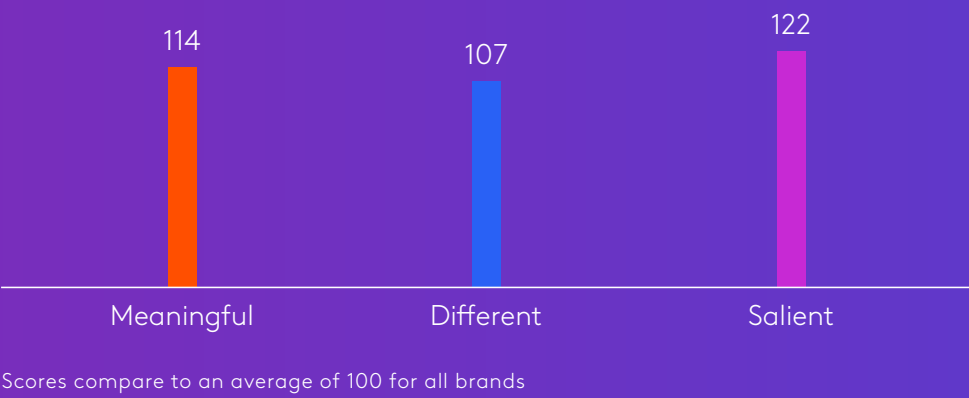
KANTAR BRANDZ

2026 MOST VALUABLE UK BRANDS

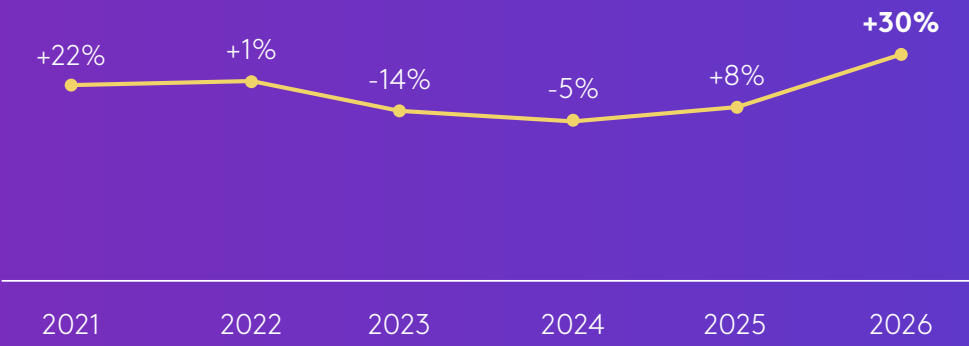
TOTAL BRAND VALUE

\$ 321,153 M

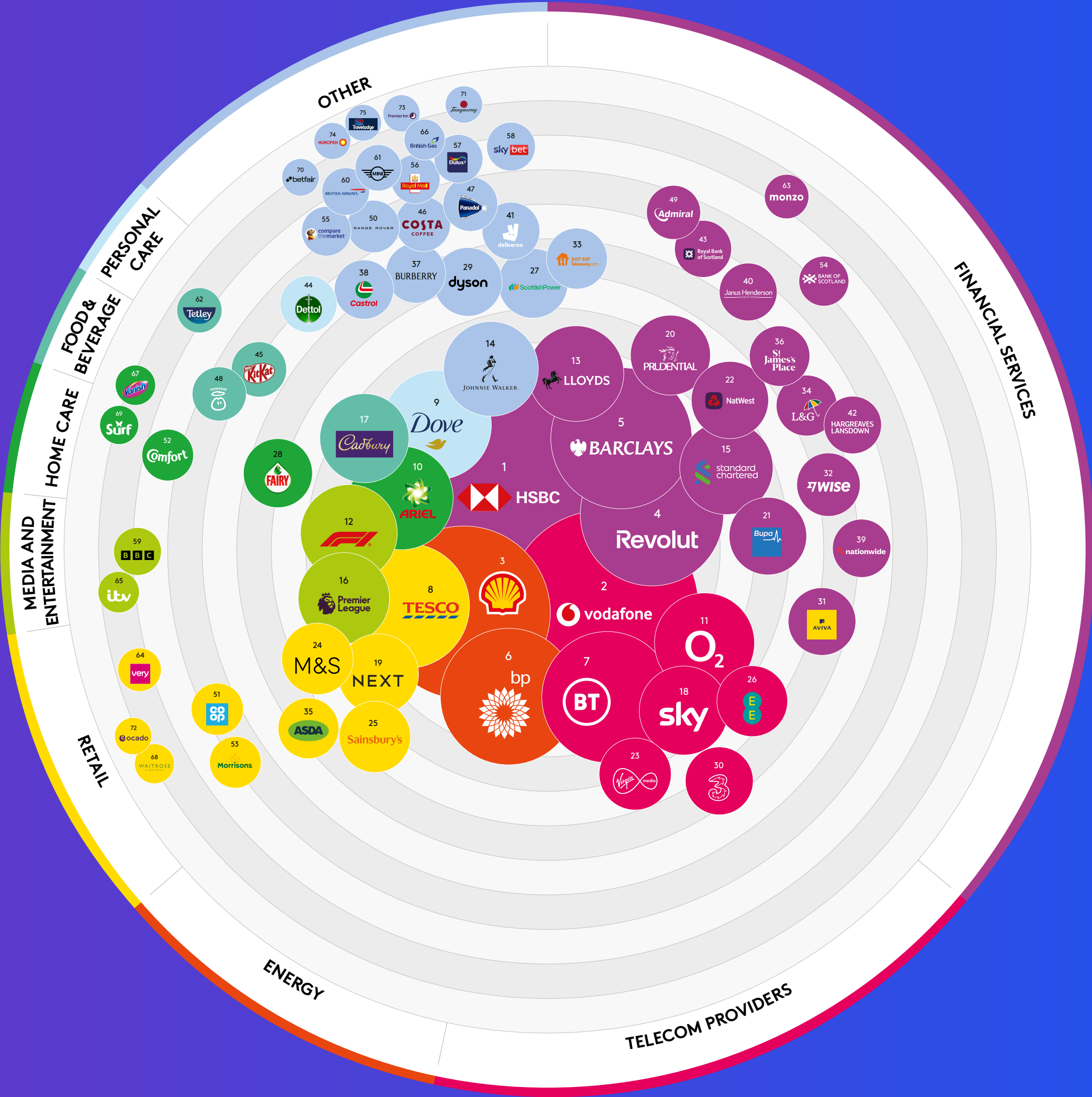
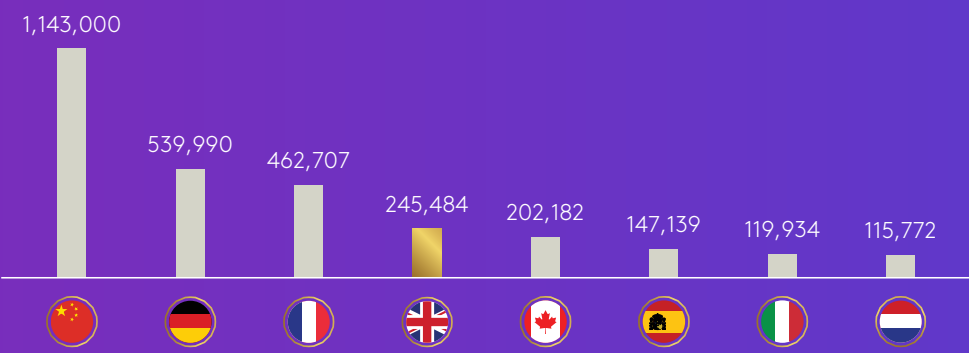
AVERAGE BRAND EQUITY



BRAND VALUE CHANGE OVER TIME



MARKET COMPARISON
TOP 30 BRAND VALUE (US\$M)



TOP RISERS

Brand rank		Growth since 2025 Brand Value 2026 (US\$)
#4	Revolut	+92% \$13,331 M FINANCIAL SERVICES
#1	HSBC	+89% \$40,797 M FINANCIAL SERVICES
#15	standard chartered	+81% \$5,646 M FINANCIAL SERVICES
#13	LLOYDS	+75% \$ 5,935 M FINANCIAL SERVICES
#20	PRUDENTIAL	+69% \$4,147 M FINANCIAL SERVICES

NEWCOMERS

#10 ARIEL \$6,950 M	#12 F1 \$6,081 M	#21 Bupa \$3,897 M	#28 FAIRY \$3,081 M
#40 Janus Henderson \$2,153 M	#47 Panadol \$1,923 M	#52 Comfort \$1,721 M	#67 Vanish \$1,038 M
#69 Surf \$974 M	#71 Tanganyika \$896 M		

Other: Utilities, Travel Services, Automotive, Home Appliances, Health Care, Gambling, Luxury, Lubricants, Fast Food, Logistics, Paints, Alcohol and Consumer Technology and Services Platforms