



BRANDZ™ TOP 50 MOST VALUABLE Japanese BRANDS 2021

世界で最も価値のある日本ブランドランキング

TOTAL VALUE OF THE TOP 50 MOST VALUABLE JAPANESE BRANDS

\$202,945 million

-9%

THE TOP 10 MOST VALUABLE JAPANESE BRANDS

1 TOYOTA \$28,388m Cars	2 NTT \$20,274m Telecom Providers	3 SONY \$11,993m Technology	4 SoftBank \$10,628m Telecom Providers	5 HONDA \$9,974m Cars
6 au \$8,660m Telecom Providers	7 NISSAN \$8,658m Cars	8 Nintendo \$8,588m Entertainment	9 LAWSON \$8,217m Apparel	10 7-ELEVEN \$8,059m Retail

TOP 50 CATEGORY BREAKDOWN

YoY = Category Value % Change (2021 vs 2020)
2021 = Total Category Value in \$ US Million

	2021 (\$Mil.)	YoY (2021 vs. 2020)
Cars	49,019	-10%
Telecom Providers	39,562	3%
Retail	27,194	-9%
Technology	24,066	-8%
Banks	13,533	-26%
Entertainment	8,588	19%
Apparel	8,217	-16%
Personal Care	7,903	7%
Beverages	6,652	-4%
Alcohol	5,268	-18%
Logistics	4,168	-25%
Travel Services	2,861	-34%
Tobacco	1,843	-30%
Insurance	1,354	-41%
Tires	1,254	-18%
Home Care	808	5%
Food	655	-10%
Total	202,945	-9%

TOP 10 BY BRAND CONTRIBUTION

LINE BC Index 5 Technology	SK-II BC Index 5 Personal Care	Yakult BC Index 5 Beverages	ZOZOTOWN BC Index 4 Retail	ANA BC Index 4 Travel Services
POCARI SWEAT BC Index 4 Beverages	JAL BC Index 4 Travel Services	SHISEIDO BC Index 4 Personal Care	SAGAWA BC Index 4 Logistics	SAGAWA BC Index 4 Logistics

Brand Contribution Index (BC Index) measures the influence of brand alone and is measured on a scale of 1 to 5, 5 being the highest.

TOP 10 RISERS

Rank: 13 LINE Technology 2021 BV: 4,253 YoY: 34%	Rank: 23 Rakuten Retail 2021 BV: 2,530 YoY: 22%	Rank: 8 Nintendo Entertainment 2021 BV: 8,588 YoY: 19%	Rank: 31 SK-II Personal Care 2021 BV: 1,692 YoY: 19%	Rank: 43 LAWSON Retail 2021 BV: 835 YoY: 14%
Rank: 6 au Telecom Providers 2021 BV: 8,660 YoY: 7%	Rank: 44 Attack Home Care 2021 BV: 808 YoY: 5%	Rank: 11 SHISEIDO Personal Care 2021 BV: 6,210 YoY: 4%	Rank: 26 ニトリ Retail 2021 BV: 1,939 YoY: 3%	Rank: 3 SONY Technology 2021 BV: 11,993 YoY: 3%

% = Brand Value Change 2021 vs. 2020 | BV = Brand Value US\$ Mil.

MOST INNOVATIVE BRANDS



BEST FOR PURPOSE



MOST TRUSTED BRANDS



NEWCOMERS

