

2022 MOST VALUABLE ITALIAN BRANDS

TOTAL VALUE OF KANTAR BRANDZ
2022 TOP 30 MOST VALUABLE ITALIAN BRANDS

\$128.7 BILLION

Increase over last year: 12%

THE TOP 10 MOST VALUABLE ITALIAN BRANDS
The top 10 account for \$98.9 billion, or 77% of the total value.

#1

\$ 37,887

LUXURY

#2

\$ 12,595

UTILITIES

#3

\$ 9,824

FOOD AND BEVERAGES

#4

\$ 8,876

TELECOM PROVIDERS

#5

\$ 8,336

CARS

#6

\$ 5,642

LUXURY

#7

\$ 4,700

LUXURY

#8

\$ 3,894

ENERGY

#9

\$ 3,875

FOOD AND BEVERAGES

#10

\$ 3,246

INSURANCE

GUCCI

ENEL

KINDER

TIM

FERRARI

PRADA

FENDI

ENI

NUTELLA

GENERALI

BRAND RANK
Brand Value \$ (US) Millions

ITALY TOP 30 CATEGORY BREAKDOWN

Category	Percent of total	US\$ million	YOY growth
LUXURY	44.4%	57,156	19%
FOOD AND BEVERAGES	14.6%	18,806	2%
UTILITIES	10.8%	13,917	-5%
TELECOM PROVIDERS	8.9%	11,498	-2%
CARS	7.7%	9,845	25%
BANKS	4.3%	5,492	22%
ENERGY	3.0%	3,894	34%
INSURANCE	2.5%	3,246	22%
ALCOHOL	1.8%	2,330	30%
TIRES	1.3%	1,684	26%
RETAIL	0.6%	798	13%

TOP 10 LUXURY BRANDS

GUCCI

PRADA

FENDI
ROMA

BVLGARI

ARMANI

BOTTEGA VENETA

Salvatore Ferragamo

VERSACE

VALENTINO

DOLCE & GABBANA

NEWCOMER

VERSACE

TOP FIVE RISERS

FENDI
ROMA

BVLGARI

PRADA

