

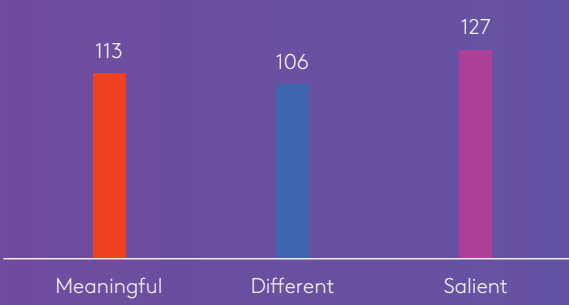
KANTAR BRANDZ

2026 MOST VALUABLE BRAZILIAN BRANDS

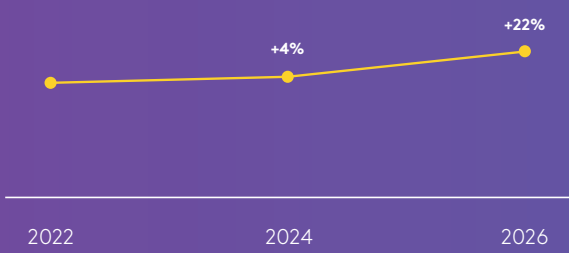
TOTAL BRAND VALUE

\$101,144 M

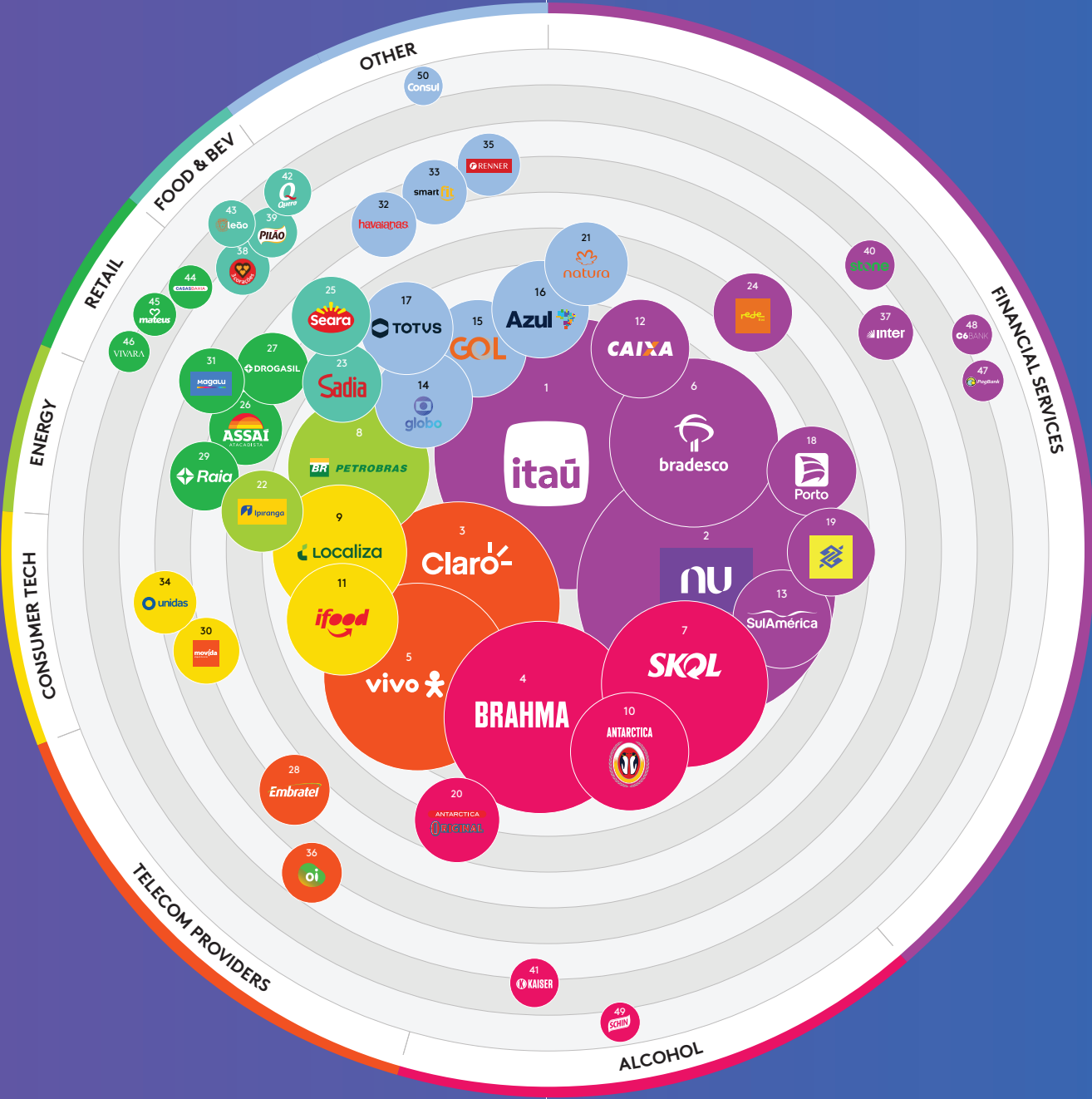
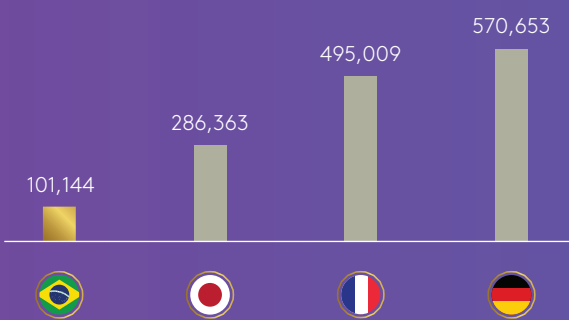
AVERAGE BRAND EQUITY



TOTAL BRAND VALUE CHANGE OVER TIME



MARKET COMPARISON TOP 50 BRAND VALUE (US\$M)



Other: Travel Services, Media and Entertainment, Business Technology and Services Platforms, Apparel, Personal Care, Leisure, Home appliances

TOP RISERS

Brand rank		Growth since 2024 Brand Value 2026 (US\$)
#2		+162% \$12,024 M FINANCIAL SERVICES
#18		+108% \$1,440 M FINANCIAL SERVICES
#1		+79% \$13,244 M FINANCIAL SERVICES
#5		+71% \$5,710 M TELECOM PROVIDERS
#22		+48% \$1,203 M ENERGY

NEWCOMERS

#11 \$2,245 M NEW	#33 \$760 M NEW
#37 \$555 M NEW	#40 \$451 M NEW
#45 \$342 M NEW	#46 \$315 M NEW