

# 2025 MOST VALUABLE CHINESE BRANDS

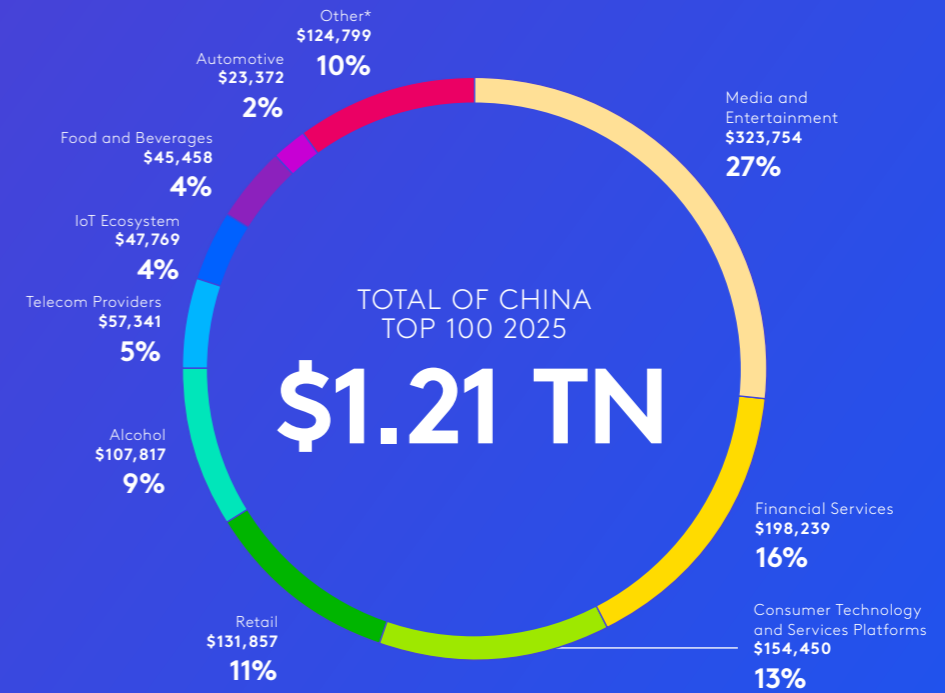
TOTAL VALUE OF THE CHINA TOP 100: **\$1.21 TRILLION**  
 YEAR-ON-YEAR CHANGE: **25%**

## THE TOP 100 MOST VALUABLE CHINESE BRANDS 2025

1 <b>TENCENT</b> <sup>1</sup>	51 <b>MIXUE BINGCHENG</b>
2 <b>ALIBABA</b> <sup>2</sup>	52 <b>H Aidilao</b>
3 <b>MOUTAI</b>	53 <b>China Everbright Bank</b>
4 <b>DOUYIN</b>	54 <b>China Eastern Airlines</b>
5 <b>HUAWEI</b>	55 <b>ANTA</b>
6 <b>HAIER</b>	56 <b>PICC</b>
7 <b>CHINA MOBILE</b>	57 <b>KE</b>
8 <b>ICBC</b>	58 <b>ZTO EXPRESS</b>
9 <b>PING AN</b>	59 <b>XING HUA CUN</b>
10 <b>MEITUAN</b>	60 <b>LUCKIN COFFEE</b>
11 <b>XIAOMI</b>	61 <b>FRESHIPPO</b>
12 <b>AGRICULTURAL BANK OF CHINA</b>	62 <b>BILIBILI</b>
13 <b>CHINA CONSTRUCTION BANK</b>	63 <b>HEYTEA</b>
14 <b>CHINA LIFE</b>	64 <b>SHUANGHUI</b>
15 <b>JD</b> <sup>3</sup>	65 <b>TAIKANG</b>
16 <b>PINDUODUO</b>	66 <b>VANKE</b>
17 <b>BANK OF CHINA</b>	67 <b>DJI</b>
18 <b>BYD</b>	68 <b>CHINA UNICOM</b>
19 <b>NONGFU SPRING</b>	69 <b>YUNNAN BAIYAO</b>
20 <b>CHINA MERCHANTS BANK</b>	70 <b>YOUKU</b>
21 <b>CHINA TELECOM</b>	71 <b>CHINA CITIC BANK</b>
22 <b>SHEIN</b>	72 <b>LIANJIA</b>
23 <b>SINOPEC</b>	73 <b>LI AUTO</b>
24 <b>YILI</b>	74 <b>LUZHOU LAOJIAO</b>
25 <b>NETEASE</b>	75 <b>POLY</b>
26 <b>CNPC</b>	76 <b>TCL</b>
27 <b>BAIDU</b>	77 <b>BOE</b>
28 <b>KUAISHOU</b>	78 <b>QUNAR.COM</b>
29 <b>WU LIANG YE</b>	79 <b>MANGO TV</b>
30 <b>SF EXPRESS</b>	80 <b>XPENG</b>
31 <b>XIAOHONGSHU</b>	81 <b>TSINGTAO</b>
32 <b>MIDEA</b>	82 <b>SNOW</b>
33 <b>TOUTIAO</b>	83 <b>BOSS ZHIPIN</b>
34 <b>VIVO</b>	84 <b>GUJING GONG JIU</b>
35 <b>HADAY</b>	85 <b>FLIGGY</b>
36 <b>CTrip</b>	86 <b>TONG REN TANG</b>
37 <b>CPIC</b>	87 <b>CR LAND</b>
38 <b>AIR CHINA</b>	88 <b>CHAGEE</b>
39 <b>BANK OF COMMUNICATIONS</b>	89 <b>BANK OF NINGBO</b>
40 <b>NATIONAL CELLAR 1573</b>	90 <b>CHINA MINSHENG BANK</b>
41 <b>MENGNU</b>	91 <b>GENKI FOREST</b>
42 <b>IFLYTEK</b>	92 <b>WEDOCTOR</b>
43 <b>LENOVO</b>	93 <b>NCI</b>
44 <b>EASTROC BEVERAGE</b>	94 <b>NIO</b>
45 <b>CHINA SOUTHERN AIRLINES</b>	95 <b>KUGOU</b>
46 <b>ELE.ME</b>	96 <b>GUO YUAN</b>
47 <b>CHOW TAI FOOK</b>	97 <b>YANGHE</b>
48 <b>DIANPING</b>	98 <b>DONG E E JIAO</b>
49 <b>DIDI CHUXING</b>	99 <b>YTO EXPRESS</b>
50 <b>GREE</b>	100 <b>CR SANJIU</b>

<sup>1</sup>Tencent brand value includes QQ, QQ Music, WeChat, Tencent Music, WeSing, WeChat Pay, WeBank, v.qq.com, and Tencent Cloud  
<sup>2</sup>Alibaba brand value derives from both Media & Entertainment and Business Technology & Services Platforms  
<sup>3</sup>JD brand value includes JD Financial

## CATEGORY COMPOSITION



\*Energy, Travel Services, Apparel, Logistics, Fast Food, Home Appliances, Business Technology and Services Platforms, Health Care, Real Estate, Real Estate Agents, and Casual Dining.

## TOP 10 RISERS

#	Brand	Brand Value (US\$M)	Brand Value Change (%) 2025 vs. 2024
#1	mi	\$28,150 M	+154%
#2	BYD	\$17,164 M	+78%
#3	东鹏饮料	\$4,218 M	+73%
#4	HUAWEI	\$64,152 M	+56%
#5	美团	\$29,328 M	+54%
#6	大众点评	\$4,077 M	+54%
#7	Tencent 腾讯	\$197,991 M	+53%
#8	携程旅行	\$5,586 M	+49%
#9	bilibili	\$3,005 M	+49%
#10	Haier	\$47,769 M	+47%

## NEWCOMERS & RE-ENTRANTS

