

# KANTAR BRANDZ

## 2025 MOST VALUABLE DUTCH BRANDS

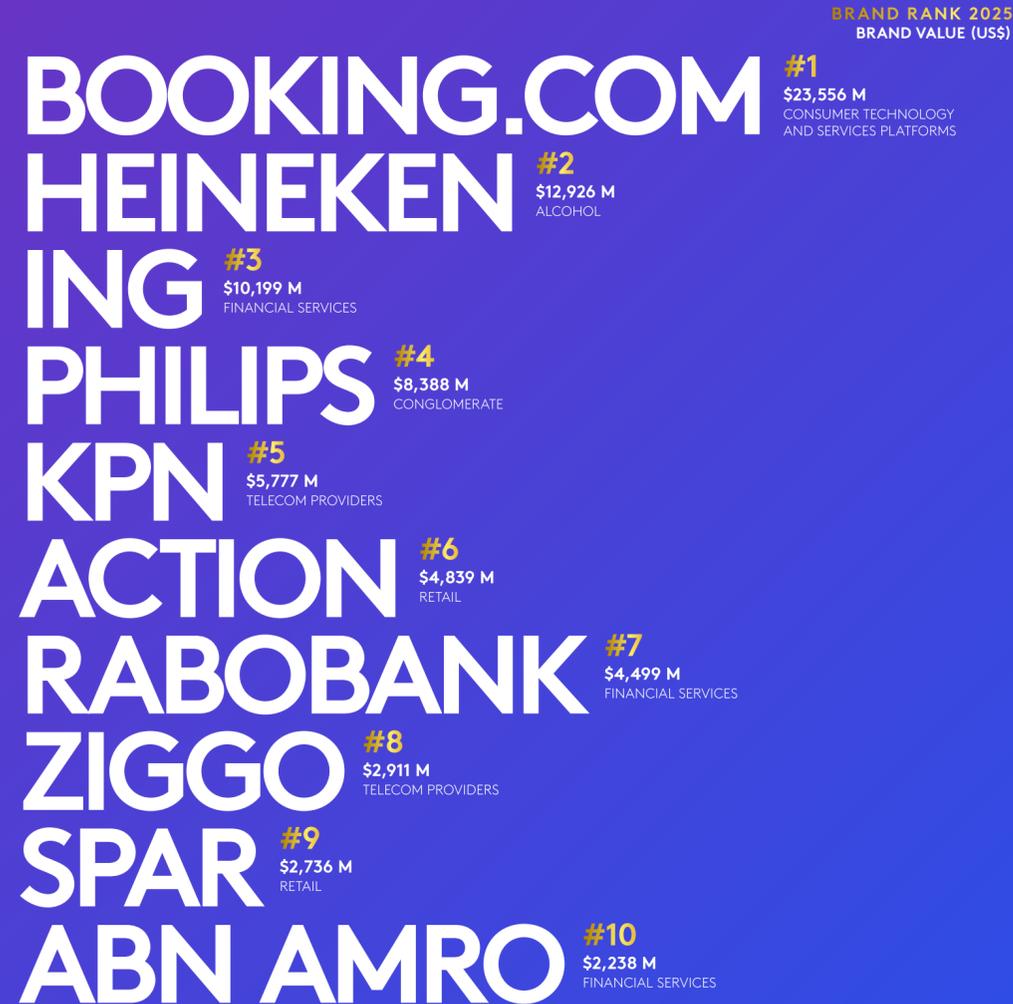
### KANTAR BRANDZ MOST VALUABLE DUTCH BRANDS 2025

- 1 BOOKING.COM
- 2 HEINEKEN
- 3 ING
- 4 PHILIPS
- 5 KPN
- 6 ACTION
- 7 RABOBANK
- 8 ZIGGO
- 9 SPAR
- 10 ABN AMRO
- 11 ODIDO
- 12 JUST EAT TAKEAWAY.COM
- 13 ALBERT HEIJN
- 14 AMSTEL
- 15 COOLBLUE
- 16 RITUALS
- 17 BOL
- 18 NATIONALE-NEDERLANDEN
- 19 BASIC-FIT
- 20 JUMBO
- 21 KLM
- 22 ASR
- 23 HEMA
- 24 SENSEO
- 25 HERTOG JAN
- 26 ESSENT
- 27 DOUWE EGBERTS
- 28 GROLSCH
- 29 PLUS
- 30 ETOS

### TOTAL VALUE OF KANTAR BRANDZ MOST VALUABLE DUTCH BRANDS 2025 (US\$)

# \$95,129 MILLION

### THE TOP 10 (US\$)



### YEAR-ON-YEAR CHANGE (2025 VS 2024 = %)

# +19%

### TOP RISERS (2025 VS 2024 CHANGE)



### CATEGORY BREAKDOWN (% = YOY CHANGE, \$ = BRAND VALUE)

