

# KANTAR BRANDZ

## 2023 MOST VALUABLE AUSTRALIAN BRANDS

TOTAL VALUE OF KANTAR BRANDZ TOP 40 MOST VALUABLE AUSTRALIAN BRANDS 2023 (US\$)

# \$125.27 BILLION

KANTAR BRANDZ MOST VALUABLE AUSTRALIAN BRANDS 2023



Note: The latest post-money valuation sourced from S&P Capital IQ and available at the date of the valuation was utilised in Canva's brand valuation.

### TOP 40 BY CATEGORY 2023

Category	2023 Brand Value (US\$ M)
BANKS	46,941
RETAIL	30,149
BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	16,098
TELECOM PROVIDERS	13,789
GAMBLING	4,878
SERVICES PLATFORM	2,881
UTILITIES	2,523
INSURANCE	2,453
TRAVEL SERVICES	1,413
LOGISTICS	1,360
PAYMENTS	1,201
MEDIA AND ENTERTAINMENT	829
ALCOHOL	755
<b>TOTAL</b>	<b>423,669</b>

### TOP PERFORMERS – AUSTRALIAN TOP 40 BRANDS RANKED BY PRICING POWER



### TOP 40 BRANDS RANKED BY DEMAND POWER

