

COMMERCE

Porsche tops global ranking of most valuable luxury names

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The company has once more topped leading brand valuation consultancy Brand Finance's annual "Luxury & Premium 50" list. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche has attained an impressive accreditation.

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Valued at \$36.8 billion, the brand has once more topped leading brand valuation consultancy Brand Finance's annual "Luxury & Premium 50" list, a ranking of the most valuable luxury and high-end names globally. Marks for brand strength and growth rates additionally back the report's observances of ongoing recovery within the sector.

"Luxury brands have long flourished by providing exclusive and personalized experiences, and this trend has continued post-COVID-19," said Alex Haigh, director at **Brand Finance**, in a statement.

"Utilizing data and technology, these brands are now generating personalized recommendations, customized products, and tailored experiences for their customers," Mr. Haigh said. "This focus on individualization enhances customer loyalty and helps brands stand out in a crowded market."

For the report, Brand Finance understands brand value as the net economic benefit that a brand owner would achieve by licensing the brand in the open market, and brand strength as the efficacy of a brand's performance on intangible measures relative to its competitors.

Luxury's top contenders

Using tactics such as limited-edition drops and expanding its "Sonderwunsch" car customization program has granted the German operation a sixth consecutive win for overall brand value.

Porsche's ability to combine a high-performing product with personalized client touchpoints are cited as reasons for overall achievement. Of the 5,000 labels evaluated, French fashion houses Louis Vuitton and Chanel, and Italian fashion label Gucci occupy the following spots, holding second, third and fourth place at \$26.3 billion, \$19.4 billion and \$17.8 billion, respectively.



This year's accreditation marks Porsche's sixth consecutive win. Image credit: Porsche

With one of the highest consideration percentages of any luxury apparel label, Chanel's familiarity rate has also remained relatively high with consumers worldwide, landing at 72 percent this round.

Brand Finance shares that the feat is bolstered by a solid starting fiscal, with annual revenues for the period ending Dec. 31, 2022, up 17 percent year-over-year, raking in profits of \$5.78 billion, marking an increase of 5.8 percent.

A few other luxury names appear amongst an alternative set of market research metrics.



In addition to the initial achievement, Porsche rises to the forefront of Brand Finance's Sustainability Perceptions Value (SPV) ranking, taking first place. Image credit: Brand Finance

Up 123 percent year-over-year, Italian automaker Lamborghini has put the pedal to the medal this year, snatching the title of fastest-growing brand.

Having surpassed \$2 billion in sales for the first time in 2022, additional findings posit that the "growth and development of the brand from the point of view of brand equity, especially in Asia Pacific and North America where the brand has increased its familiarity significantly" confirms Lamborghini's favored standing among high-income individuals spanning 16 countries.

In addition to the aforementioned accolades, Porsche rises to the forefront of Brand Finance's Sustainability Perceptions Value (SPV) ranking, taking first place ([see story](#)).

"The sector is no stranger to new sustainable trends either," Mr. Haigh said.

"They are embracing sustainability by incorporating eco-friendly materials, implementing ethical sourcing and production practices, and communicating their commitment to responsible business operations."