

RESEARCH

## Of luxury names, Louis Vuitton, Herms rank highest on Most Valuable Global Brands 2023: Kantar

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*Findings from this year's edition of the brand equity analyst's report suggest that high-end market players have shown outsized strength since 2022. Image credit: Louis Vuitton*

By ZACH JAMES

Luxury labels proved resilient last year, retaining greater shares of value than most in 2022, according to new data.

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Findings from this year's edition of brand equity analyst Kantar's [BrandZ Most Valuable Global Brands 2023](#) suggest that the industry has shown outsized strength, with a number of companies rising in rank since the year prior. The delivery arrives at a crucial point in time for its leaders, as less-than-favorable economic forecasts loom.

"When thinking about the brand equity drivers of tomorrow, I start with the idea we live in a new kind of creative economy, where the power is with the people as it's never been before," said Asmita Dubey, chief digital and marketing officer at L'Oral, in a statement.

"Now, the consumers are becoming co-creators."

For the report, Kantar uses a proprietary system of consumer interviews to determine a brand's valuation. The process utilizes over 5.4 million interviews covering 540 targeted categories and 21,000 brands in 54 global markets.

Among good company

Within the top 10 most valuable brands, one luxury label stood alone.

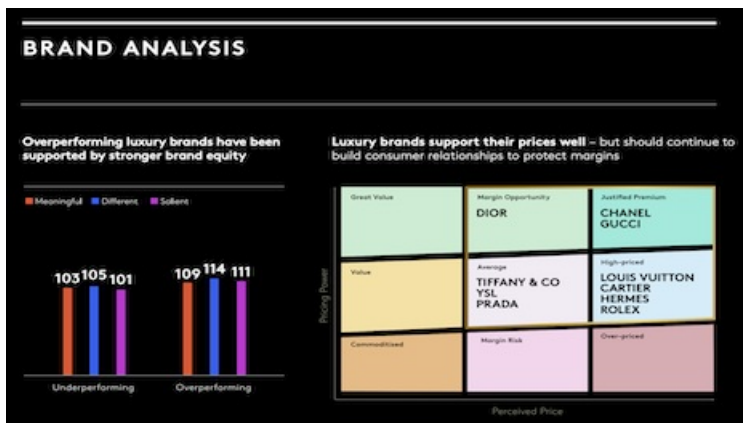
Slotting into eighth place overall, up from its 10th position on last year's list ([see story](#)), French fashion house Louis Vuitton ended up outperforming American financial service company Mastercard, coming in under Chinese tech conglomerate Tencent in the rankings.



The top 100 global brands are led by Apple, which leads by a large margin. Image credit: Kantar

Other luxury brands in the top 100 include Herms at 19, Tesla at 25, Chanel at 31, L'Oréal Paris at 45, Gucci at 65, Mercedes-Benz at 71 and BMW at 87 and Lancme at 89. Luxury has taken up nine spots, nearly 10 percent, of the world's most valuable brands, up from seven appearances in 2022.

Besides minimal losses from BMW, Gucci, Lancme and Mercedes-Benz, the first half of high-end players present in the top 100 had their valuation and ranking increase. In total, the top 10 luxury brands have a combined valuation of nearly \$330 billion.



Analysis shows that luxury brands have supported their high prices well, building consumer relationships through continued promotion is key to continued success. Image credit: Kantar

Of the 13 business sectors included as part of this year's exercise, none saw an overall growth in valuation. This follows a pattern of economic loss in 2023, punctuated by the global billionaire population decreasing by 3.5 percent in 2022 (see story).

However, luxury could be in a unique spot to grow going into 2024. Recent data showed that 89 percent of luxury clientele will either maintain or up their spending on luxury goods in 2024 (see story).

Among the top risers in the valuation of 2023, luxury brands take up two of the top 20 spots. Dior grasps eighth place, increasing by 9 percent, and Chanel slots in at 16, growing by 6 percent.

Kantar identifies Bulgari and Celine as the most likely labels to see substantial growth in their respective valuations within the next few years.

#### Domestic dominance

American companies appear to take the lead on this year's list.

Accounting for more than half of the overall spots for most value, at 55 out of 100 top placements, eight of the top 10 winners are American companies.

This year 2 new brands joined the #KantarBrandZ Top 100 Most Valuable Global Brands 2023

ranking. One online retailer [@SHEIN\\_Official](#) (No.70) and bottled water brand, Nongfu Spring (No.81). Find out more about these brands in the full report: <https://t.co/1HgeaYuNrIpic.twitter.com/sL4NdpGZ4K>

Kantar (@Kantar) June 15, 2023

Despite the country's longstanding automotive reputation, it claims only one representative on the list of most valuable auto brands: Tesla. The electric car brand takes the first-place title of all car manufacturers on Kantar's release, and is surrounded by a slew of international competitors, from Mercedes-Benz and BMW, to Porsche.

Countries that also saw success include the United Kingdom, Japan, Austria and Indonesia, the latter two regions returning to the list after prolonged absences.

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