

KANTAR BRANDZ
2025 MOST VALUABLE SPANISH BRANDS

Rank	Brand	Brand Value (US\$M)	% Brand Value Change vs 2024	Category	Rank change vs 2024
1	ZARA	33,947	36%	Apparel	0
2	MOVISTAR	12,619	-3%	Telecom Providers	0
3	BBVA	11,350	39%	Financial Services	1
4	SANTANDER	9,203	21%	Financial Services	2
5	IBERDROLA	8,715	-10%	Utilities	-2
6	ENDESA	5,397	-30%	Utilities	-1
7	NATURGY	3,987	-16%	Utilities	0
8	CAIXABANK	3,431	46%	Financial Services	1
9	MERCADONA	3,011	33%	Retail	1
10	MASSIMO DUTTI	2,839	50%	Apparel	2
11	PULL&BEAR	2,747	45%	Apparel	0
12	BERSHKA	2,669	47%	Apparel	1
13	REPSOL	2,301	-5%	Energy	-5
14	STRADIVARIUS	2,090	44%	Apparel	2
15	MANGO	1,835	26%	Apparel	0

Rank	Brand	Brand Value (US\$M)	% Brand Value Change vs 2024	Category	Rank change vs 2024
16	LALIGA	1,534	-7%	Media and Entertainment	-2
17	EL CORTE INGLÉS	1,189	14%	Retail	0
18	MAPFRE	729	13%	Financial Services	1
19	MAHOU	717	5%	Alcohol	-1
20	BANCO SABADELL	659	46%	Financial Services	3
21	MUTUA MADRILEÑA	654	19%	Financial Services	1
22	GLOVO	587	2%	Consumer Technology and Services Platforms	-1
23	CRUZCAMPO	557	-8%	Alcohol	-3
24	BANKINTER	470	27%	Financial Services	3
25	IBERIA	465	6%	Travel Services	-1
26	OCCIDENT	427	27%	Financial Services	3
27	ESTRELLA GALICIA	386	5%	Alcohol	1
28	SEAT	373	N/A	Automotive	N/A
29	ESTRELLA DAMM	361	-3%	Alcohol	-3
30	MELIÁ	340	N/A	Travel Services	N/A