



# GLOBAL BRAND SURVEY 2024

*NIKKEI-R*

FRAMEWORK & SERVICE

November 2024

**COUNTRIES  
& REGIONS**

**YEARS**

**OVER**

**65**

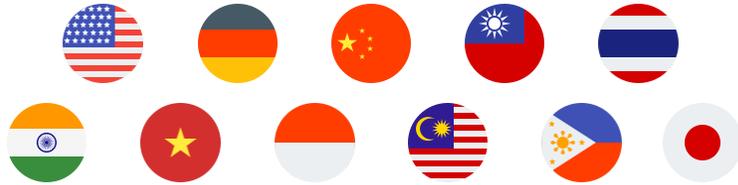
**40**

# GLOBAL BRAND SURVEY 2024

NIKKEI RESEARCH SURVEYED OVER 70,000 PEOPLE IN 11 MARKETS, INCLUDING CHINA, TAIWAN, THAILAND, INDIA, VIETNAM, INDONESIA, MALAYSIA AND THE PHILIPPINES FROM ASIA.

## SURVEYED IN 11 MARKETS

8 ASIAN MARKETS WITH JAPAN, U.S. AND GERMANY

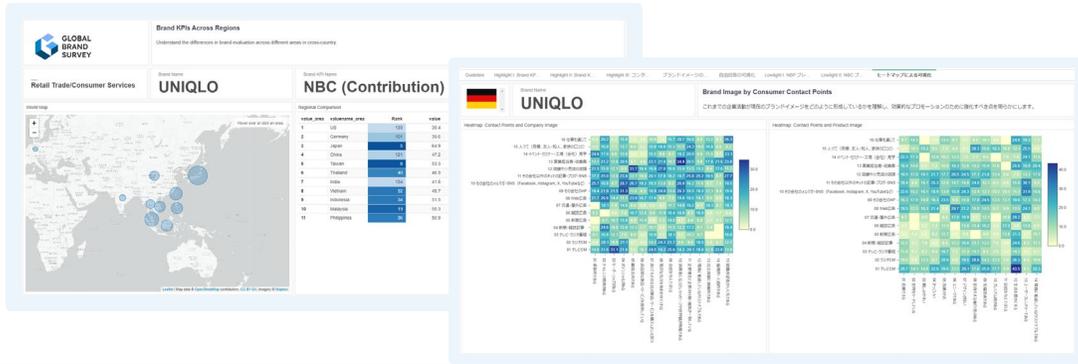


200 BRANDS

Selected from 15 categories of lifestyle-related industries, including auto, home appliance, sports, game and food.

AROUND 70,000 RESPONDENTS

## DASHBOARD OF BRAND DATABASE



## NIKKEI-R BRAND EQUITY SCORE AND BRAND RANKING IN 11 MARKETS





# GLOBAL BRAND SURVEY 2024

## OVERALL RANKING IN ASIA

<b>1</b>	<b>Samsung</b> <i>(South Korea)</i>	<b>6</b>	<b>Honda</b> <i>(Japan)</i>
<b>2</b>	<b>Adidas</b> <i>(Germany)</i>	<b>7</b>	<b>Toyota</b> <i>(Japan)</i>
<b>3</b>	<b>Apple</b> <i>(U.S.)</i>	<b>8</b>	<b>Microsoft</b> <i>(U.S.)</i>
<b>4</b>	<b>Sony</b> <i>(Japan)</i>	<b>9</b>	<b>Panasonic</b> <i>(Japan)</i>
<b>5</b>	<b>Nike</b> <i>(U.S.)</i>	<b>10</b>	<b>BMW</b> <i>(Germany)</i>

**8 MARKETS, INCLUDING CHINA, TAIWAN, THAILAND, INDIA, VIETNAM, INDONESIA, MALAYSIA AND THE PHILIPPINES**



## GLOBAL BRAND SURVEY 2024

### TOP 3 BRANDS IN EACH ASIAN MARKET

	1	2	3
CHINA	Haier	Coca-cola	BYD
TAIWAN	Apple	Nintendo	Coca-cola
THAILAND	Honda	Samsung	Adidas
INDIA	Tata Motors	Samsung	Honda
VIETNAM	Samsung	Panasonic	Adidas
INDONESIA	Honda	Yamaha	Samsung
MALAYSIA	Panasonic	Apple	Toyota
PHILIPPINES	Nike	Nestle	Samsung

 **GLOBAL BRAND SURVEY** is a service provided by **Nikkei Research Inc.**

that evaluates and analyzes the value of corporate brands on a global basis.

Our service is based on surveys in each country and area to index and visualize the value of corporate brands, clarifying brand issues in a data-driven manner, and supporting the resolution of these issues.

## **Global Brand Survey's Brand Value**

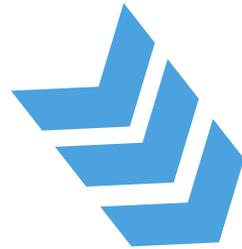
Based on the basic idea that "brands are built through relationships with consumers and customers," we conduct surveys of consumers and customers in each country and area, and use the results to analyze and evaluate the value of brands.

In this evaluation, we quantitatively calculate indicators for each of the components of brand value, and also calculate

**The Nikkei-R Brand Equity Score (NBES)**, an evaluation index representing brand value by integrating these components.

*Nikkei-R Brand Power  
(NBP)*

*Nikkei-R Brand Contribution  
(NBC)*



*Nikkei-R  
Brand Equity  
Score  
(NBES)*

## Brand Value Indicators

### 1. Nikkei-R Brand Equity Score (NBES)

In the GLOBAL BRAND SURVEY, an overall indicator of brand value is calculated as a score called **the Nikkei-R Brand Equity Score (NBES)**. This indicator represents the value of a brand to consumers and customers, and is calculated based on "brand power (**Nikkei-R Brand Power**)" and "brand contribution analysis (**Nikkei-R Brand Contribution**)," which analyzes the degree to which a brand influences the purchase of products and services.

### 2. Nikkei-R Brand Power(NBP)

"Brand power (**Nikkei-R Brand Power, NBP**)" is based on Keller's Brand Equity Pyramid concept and calculates the degree to which a brand is recognized by consumers and customers as the strength of "brand awareness (Awareness)" and "relationships with the brand (Engagement)." In other words, a brand that is more widely and deeply recognized has stronger brand power. "Engagement," an indicator of the depth of brand recognition, consists of four categories: "uniqueness," "affinity," "recommend," and "endorse." It evaluates the extent to which consumers and customers are aware of these categories for each company.

### 3. Nikkei-R Brand Contribution(NBC)

Along with the power of the brand, an important consideration of the value of the brand is the extent to which the brand influences the actual purchase of the product or service. **The Global Brand Survey** analyzes the degree of contribution, and quantifies the extent to which the brand plays a role in "the brand contribution analysis (**Nikkei-R Brand Contribution, NBC**)." The NBC scores by multiplying a company's attractiveness score on ten items for consumers and customers (quality, price, convenience, customer service, logo, design and style, events and campaigns, ads/CM, reputation, traditional and history) and the importance of the brand in the purchase of products and services. These 10 items are classified\* as "fundamental value," "practical value," "emotional value," and "ideational value," and the composition of each value is analyzed to understand the characteristics of the company, country, and area.

\*WADA, Mitsuo. *Marketing Strategy*, Tokyo: Yuhikaku Publishing.

## *Nikkei-R Brand Power (NBP)*

NBP calculates the degree to which a brand is recognized by consumers and customers as the strength of "brand awareness (Awareness)" and "relationships with the brand (Engagement)."

*Brand Awareness*

×

*Brand Engagement*

*Awareness*

*Uniqueness Recommend*

*Affinity*

*Endorse*

## *Nikkei-R Brand Contribution (NBC)*

The NBC scores by multiplying a company's attractiveness score on ten items for consumers and customers (quality, price, convenience, customer service, logo, design and style, events and campaigns, ads/CM, reputation, tradition and history) and the importance of the brand in the purchase of products and services. These 10 items are classified\* as "fundamental value," "practical value," "emotional value," and "ideational value," and the composition of each value is analyzed to understand the characteristics of the company, country, and area.

*Advantage*



*Importance*

*of the brand in the purchase of products and services*

*Fundamental Value\**

*Quality*

*Price*

*Practical Value\**

*Convenience*

*Customer service*

*Emotional Value\**

*Logo*

*Design and Style*

*Event and Campaign*

*Ads and Commercials*

*Ideational Value\**

*Reputation*

*Tradition and History*

# Survey Outline

<b>Markets surveyed</b>	<b>USA, Germany, China, Taiwan, Thailand, India, Vietnam, Indonesia, Malaysia, the Philippines, Japan</b>						
<b>Survey target</b>	Ages of 20–59 (gender x generations) <i>*Equally distributed by gender and generation</i>						
<b>No. of responses collected</b>	Total No. of responses collected: <b>70,786s</b>						
	No. of samples collected per market:	1	<b>USA</b>	6,347	7	<b>Vietnam</b>	6,057
		2	<b>Germany</b>	6,106	8	<b>Indonesia</b>	6,234
		3	<b>China</b>	6,358	9	<b>Malaysia</b>	6,018
		4	<b>Taiwan</b>	6,450	10	<b>Philippines</b>	6,383
		5	<b>Thailand</b>	6,059	11	<b>Japan</b>	8,437
		6	<b>India</b>	6,337			
	Covered companies per market: <b>200 companies</b> , 300 samples per company by market (400s for Japan only)						
<b>Survey item</b>	5 SCR questions + 16 main questions						
<b>Companies covered</b>	200 major companies with overseas sales in designated industries <i>(Randomly selected by Nikkei Research. Foreign-affiliated companies were selected based on an overseas sales ratio of 30% or more)</i>						
<b>Industries covered</b>	Motor Vehicles, Electronics/Industrial Machinery, Toiletries/Health Care, Food Products/Beverages/Services, Other Manufacturing, Technology Services, Retail Trade/Consumer Services						
<b>Survey period</b>	June - July, 2024						

# Main questions

## Brand Power

### *Awareness and Engagement*

<b>awareness</b>	How well do you know the company?
<b>uniqueness</b>	How unique do you think the company is?
<b>affinity</b>	Do you have an affinity for the company?
<b>recommend</b>	How strongly would you recommend the company's products and/or services to others?
<b>endorse</b>	How strongly would you endorse the company's attitudes, activities and philosophies?

## Brand Contribution

### *Advantage and Importance of the brand in the purchase of products and services*

<i>Quality</i>	<i>Convenience</i>	<i>Logo</i>	<i>Event and Campaign</i>	<i>Reputation</i>
<i>Price</i>	<i>Customer service</i>	<i>Design and Style</i>	<i>Ads and Commercials</i>	<i>Tradition and History</i>

### Advantages

### Importance *(total 100%)*

## Contact Points

Seen or heard about each brand in the past one year

- TV commercials
- TV/radio programs
- Online advertisements
- Shops and retail stores
- Online articles, blogs, and social media
- Word of mouth (from colleagues, friends, or family) etc.

## Company Image

Evaluation and impression of the company

- Innovative
- Has leadership
- Customer oriented
- Provides high-quality products and services
- Environmentally conscious / sustainable

etc.

## Product/Service Image

Impression of the company's products and/or services

- Trustworthy
- Sophisticated
- Global-leading
- Advanced technologies
- User-friendly
- Environmentally conscious / sustainable

etc.

## Company Image

What do the following companies remind you of?  
(Open answer)

**Purchase intention, and Experience of products and services**

# Global Marketing Insights

from the voices of about 70,000 people

attitudes 

<b>Independence-oriented</b>	I decide everything by myself before making a purchase	↔	I discuss everything with somebody before making a purchase
<b>Value criteria</b>	Functional value is more important to me	↔	Emotional value is more important to me
<b>Planning-oriented</b>	I tend to make impulse purchases	↔	I tend to make planned purchases
<b>Quality-oriented</b>	I value quality over price	↔	I value price over quality
<b>Environment-oriented</b>	I prefer to purchase more environmentally friendly items	↔	I rarely care about whether items are environmentally friendly or not
<b>Brand-oriented</b>	Good brand reputation means good value to me	↔	Value to me is more important than brand reputation
<b>Customer-oriented</b>	I like brands that actively engage with their customers	↔	The engagement of brands with their customers does not affect my evaluation
<b>Innovation-oriented</b>	Latest technology is more important	↔	Basic function is more important
<b>National-oriented</b>	I prefer domestic brands to foreign ones	↔	I rarely care about whether domestic brands or not
<b>Beliefs</b>	I prefer to purchase items that fit my values	↔	I rarely care about whether items fit my values or not
<b>Frugal</b>	I prefer to purchase at a good price or with coupons	↔	I rarely care about good price or coupons
<b>Design-oriented</b>	I prefer simple designs	↔	I prefer unique and original designs

## Check the current brand positions across 11 markets, and determine where to look first



**Brand KPIs Across Regions**

Understand the differences in brand evaluation across different areas

Industry Sub

**Apparel/Footwear**

Brand Name

**UNIQLO**

Brand KPI Name

**NBES (Equity Score)**

Brand KPI

**2956**

World Map



Regional Comparison

value_area	aluename_area	Rank	value	Mean	Max	Min	Branding Stage
1	US	152	70	167	5299	358	1
2	Germany	115	1507	1507	5278	300	1
3	Japan	6	2027	2027	5081	203	3
4	China	36	2794	2052	4053	1005	2
5	Taiwan	10	3582	1988	4437	690	3
6	Thailand	41	3100	2330	4527	948	3
7	India	115	2126	2666	5605	1324	1
8	Vietnam	39	3370	2336	5060	1129	3
9	Indonesia	32	3924	2617	5742	1112	3
10	Malaysia	17	3965	2275	4844	732	3
11	Philippines	39	3700	2366	5257	835	3

Based on our analysis, there are *3 branding stages* for a brand in each market.

Dashboard image

02  
compare

## Compare your brand with your competitors

Guideline
Highlight I: Brand ...
Highlight II: Brand K...
Highlight III: コンタ...
ブランドイメージの...
自由回答の可視化
Lowlight I: NBP プレ...
Lowlight II: NBC プ...
ヒートマップによる可視化

Brand Name

## UNIQLO

Industry

**Retail Trade/Consumer Services**

Industry Sub

## Apparel/Footwear

NBES (Equity Score)

# 717

Rank NBES (Equity Score)

# 122

NBP (Power)

# 18.1

Rank NBP (Power)

# 135

NBC (Contribution)

# 39.6

Rank NBC (Contribution)

# 101

Ranking								Stats					
NBES_rank	brandname	Industry	area_hq	NBP_rank	NBC_rank	NBES	NBP	NBC	Stat	Category	NBES	NBP	NBC
34	H&M	Retail Trade/Consumer Services	Sweden	34	40	2668	57.5	46.4	Max	Total	5278	77.7	72.1
87	INDITEX (ZARA)	Retail Trade/Consumer Services	Spain	36	38	1329	31.8	41.8	Mean	Tr	1507	34.1	41.2
97	SHEIN	Retail Trade/Consumer Services	China	97	11	1113	29.2	39.2	Min	Tr	300	9.8	25.7
122	UNIQLO	Retail Trade/Consumer Services	Japan	135	101	717	18.1	39.6	Mean: Industry	Motor Vehicles	1792	40.3	42.2
133	GAP	Retail Trade/Consumer Services	United States	108	198	674	24.5	27.5		Electronics/Industrial Machinery	2031	43.9	43.3
										Toiletries/Health Care	1088	27.5	38.0
										Food Products/Beverages	908	22.5	39.1
										Other Manufacturing	1688	34.0	44.1

Your Comparison with Competitors: NBES

Your Comparison with Competitors: NBP

Your Comparison with Competitors: NBC

Dashboard image

02  
compare

## Understand strengths and weaknesses of your brand by comparison with other brands

Quick Guide   Highlig...   **Highli...**   Highlig...   Brand ...   Text Vi...   Lowlig...   Lowlig...   Heatm...

Brand Name

# UNIQLO

NBES (Equity Score)

## 2794

NBP (Power)

## 59.2

NBC (Contribution)

## 47.2

Power Factors in score

KPI	Level	Factors	* UNIQLO	GAP	H&M	INDITEX (ZARA)
NBP	1	Awareness	72.9	42.9	41.3	52.8
		Engagement	81.0	73.0	73.1	75.2
	2	Uniqueness	81.1	66.5	75.0	76.5
		Affinity	81.0	74.3	74.7	72.7

Stats for Power Factors

Factors	Stat 1: Max	Stat 2: Mean	Stat 3: Min
Awareness	86.1	53.9	32.6
Engagement	84.4	76.6	70.5
Uniqueness	86.1	76.9	69.7
Affinity	84.8	75.5	67.4
Recommend	81.3	77.0	71.6

Contributing Factors in score

KPI	Level	Factors	* UNIQLO	GAP	H&M	INDITEX (ZARA)
NBC	1	Fundamental value	3.1	3.3	2.9	3.0
		Practical value	5.5	6.8	5.9	4.7
		Emotional value	21.6	21.0	24.4	20.5
		Ideational value	17.1	20.5	18.2	18.2
2	Quality	1.5	2.1	2.0	2.2	
	Price	1.5	1.2	0.9	0.8	
	Convenience	2.6	3.0	2.6	2.2	

Stats for Contributing Factors

Factors	Stat 1: Max	Stat 2: Mean	Stat 3: Min
Fundamental value	4.8	3.0	
Practical value	7.9	6.0	
Emotional value	25.1	20.0	19.0
Ideational value	27.6	19.6	18.0
Quality	3.4	2.1	
Price	1.5	1.0	
Convenience	3.9	2.6	

Dashboard image

02  
compare

Understand how consumers perceive your brand and how it is positioned in the marketplace relative to competitors.

Quick Guide Highlig... Highlig... Highlig... **Brand ...** Text Vi... Lowlig... Lowlig... Heatm...

### Brand Positioning

Understand how consumers perceive your brand and how it is positioned in the marketplace relative to competitors, in order to inform future brand positioning.

#### Company Image Map

#### Product Image Map

#### Company Image Table in %

Brand Name	01 Innovative	02 Challenging spirit	03 Leadership	04 Potential	05 Customer oriented	06 High-quality
* UNIQLO	19.3	13.9	15.7	18.6	29.1	27.5
GAP	22.9	22.5	16.9	24.6	25.9	27.3
H&M	25.8	21.7	22.0	22.5	30.5	26.3
INDITEX (ZARA)	22.0	19.2	14.3	22.6	23.5	23.8
NIKE	23.0	25.3	18.2	21.4	24.5	31.3
SHEIN	19.7	23.5	15.8	25.0	20.5	28.0

#### Product Image Table in %

Brand Name	01 Trustworthy	02 Clear message	03 Leadership	04 Potential	05 Customer oriented	06 High-quality
* UNIQLO	19.3	13.9	15.7	18.6	29.1	27.5
GAP	22.9	22.5	16.9	24.6	25.9	27.3
H&M	25.8	21.7	22.0	22.5	30.5	26.3
INDITEX (ZARA)	22.0	19.2	14.3	22.6	23.5	23.8
NIKE	23.0	25.3	18.2	21.4	24.5	31.3
SHEIN	19.7	23.5	15.8	25.0	20.5	28.0

# Dashboard image

Fullscreen is available

02  
compare

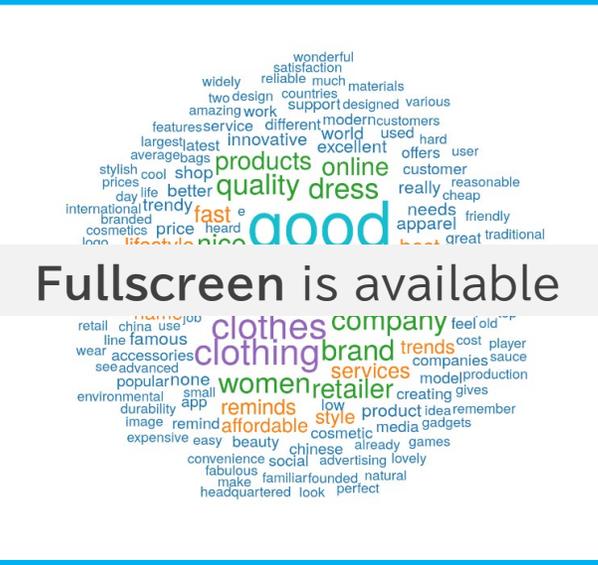
## Spontaneous Associations by Brands

Quick Guide | Highlight I: ... | Highlight II: ... | Highlight III: ... | Brand Imag... | **Text Visualization** | Lowlight I: ... | Lowlight II: ... | Heatmap Vi...

 **Spontaneous Associations by Brands**  
Develop a deeper understanding of how consumers perceive your brand and identify its strengths and weaknesses. The size of the words indicates the number of mentions.

Brand Name	Brand Name-1	Brand Name-2
GAP	H&M	INDITEX (ZARA)
Wordcloud	Wordcloud-1	Wordcloud-2
		
Brand Name-3	Brand Name-4	
SHEIN	UNIQLO	
Wordcloud-3	Wordcloud-4	
		

Fullscreen is available

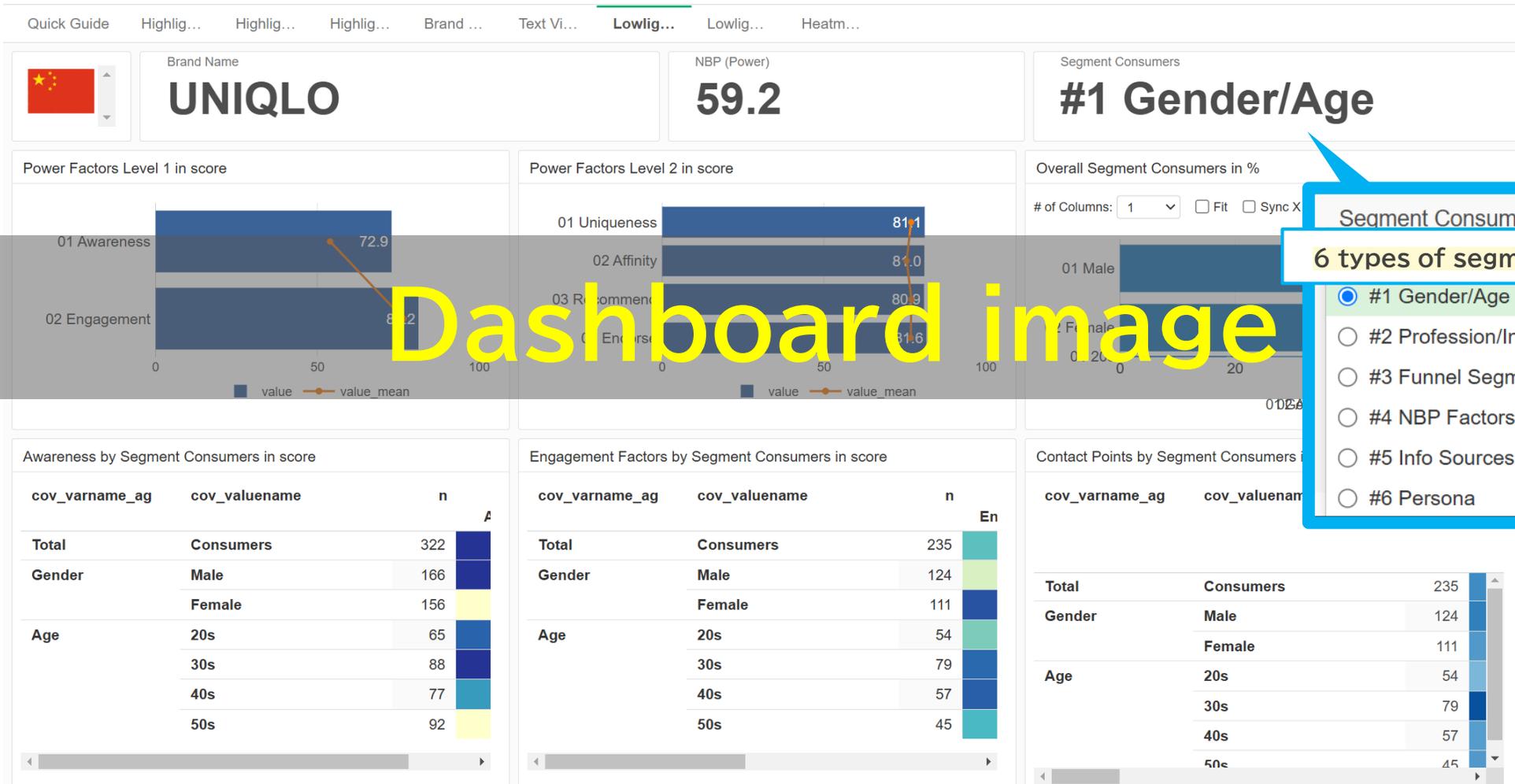


Full-screen word cloud containing terms like: wonderful, satisfaction, reliable, much, materials, widely, design, support, designed, various, countries, two, work, different, modern, customers, amazing, service, world, used, hard, features, largest, latest, innovative, excellent, offers, user, average, bags, products, online, customer, stylish, cool, shop, quality, dress, really, reasonable, day, life, better, quality, dress, cheap, international, trendy, fast, e, needs, friendly, branded, price, heard, apparel, cosmetics, life, nice, great, traditional, retail, china, use, clothes, company, feel, old, line, famous, clothing, brand, trends, cost, player, wear, accessories, clothing, brand, companies, sauce, see, advanced, services, services, model, production, popular, none, women, retailer, creating, gives, environmental, small, reminds, low, product, idea, remember, durability, app, affordable, style, product, idea, remember, image, remind, affordable, style, product, idea, remember, expensive, easy, beauty, cosmetic, media, gadgets, convenience, social, advertising, lovely, fabulous, social, advertising, lovely, make, familiar, founded, natural, headquartered, look, perfect.

Dashboard image

03  
In-depth

## In-depth analysis of your brand by demographics and segmentations



Dashboard image

Segment Consumers

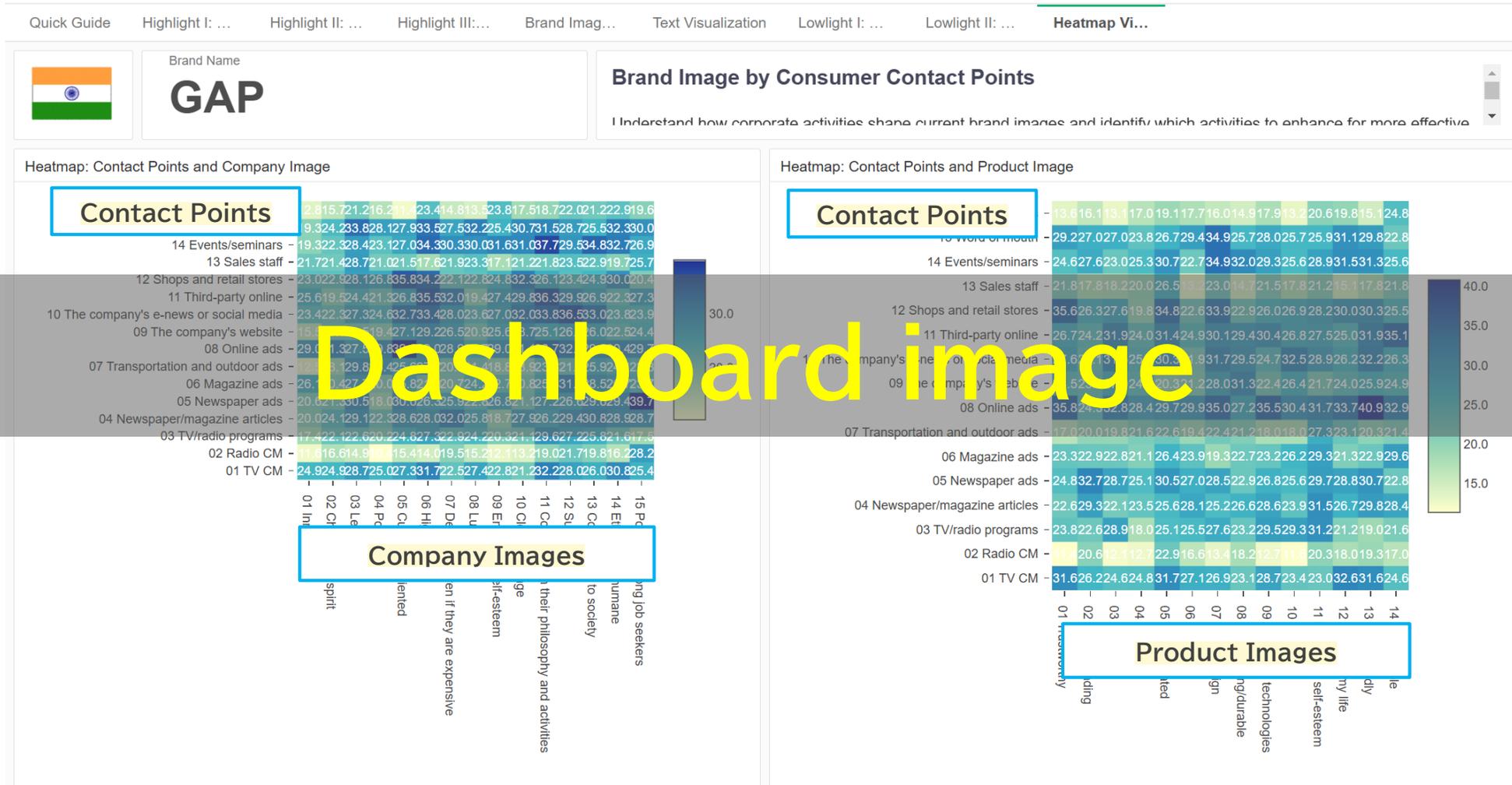
6 types of segmentation is available

- #1 Gender/Age
- #2 Profession/Industry
- #3 Funnel Segments
- #4 NBP Factors
- #5 Info Sources
- #6 Persona

# Our service | Dashboard of 200 Brands is available!

03  
In-depth

Understand how corporate activities shape current brand images and identify which activities to enhance for more effective brand promotion.





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