

2026 MOST VALUABLE SPANISH BRANDS

TOTAL BRAND VALUE

\$147,139 M

AVERAGE BRAND EQUITY

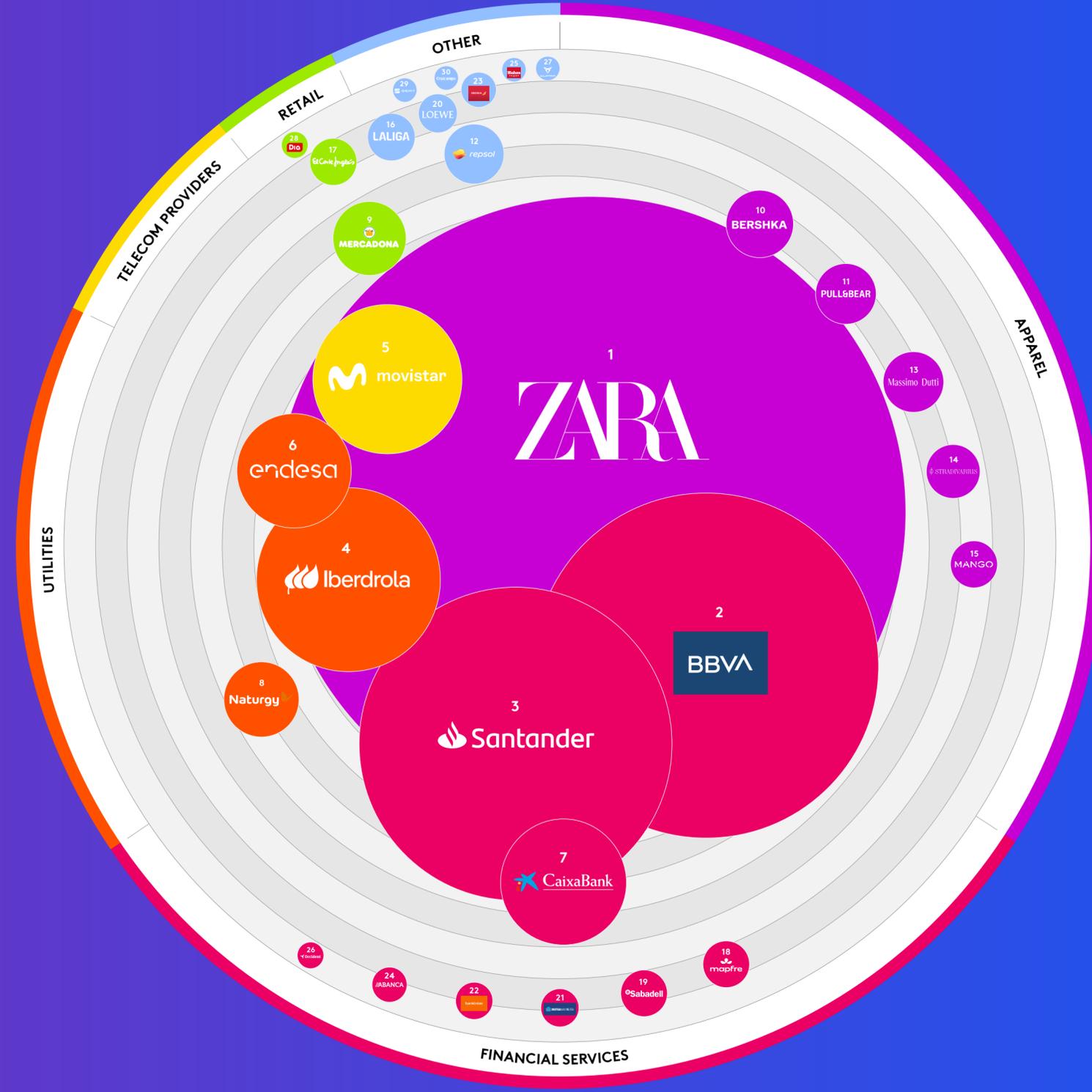
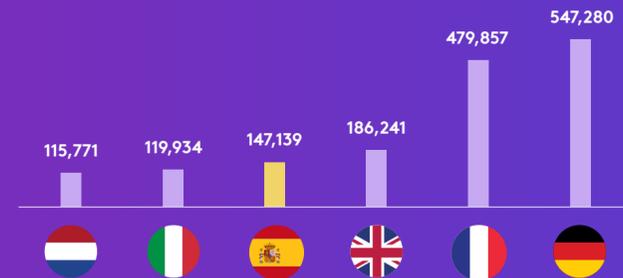


Index scores compare to an average of 100

BRAND VALUE CHANGE OVER TIME



MARKET COMPARISON TOP 30 BRAND VALUE (US\$M)



TOP RISERS 2026 VS 2025 CHANGE (%)

#22	bankinter.	+107%
	\$974 M	FINANCIAL SERVICES
#23	IBERIA	+106%
	\$957 M	TRAVEL SERVICES
#7	CaixaBank	+94%
	\$6,669 M	FINANCIAL SERVICES
#3	Santander	+80%
	\$16,598 M	FINANCIAL SERVICES
#19	Sabadell	+77%
	\$1,164 M	FINANCIAL SERVICES

NEWCOMERS & RE-ENTRANTS

