

A diver is seen from behind, walking through a narrow, rocky passage in a cave. The scene is dramatically lit with a deep blue light, creating a strong silhouette of the diver. The cave walls are rough and textured. The overall mood is mysterious and adventurous.

KANTAR BRANDZ

2024 STRONGEST BRANDS
IN BELGIUM

#KantarBrandZ | © Kantar 2024

ABOUT BRANDZ

Kantar's thought leadership study

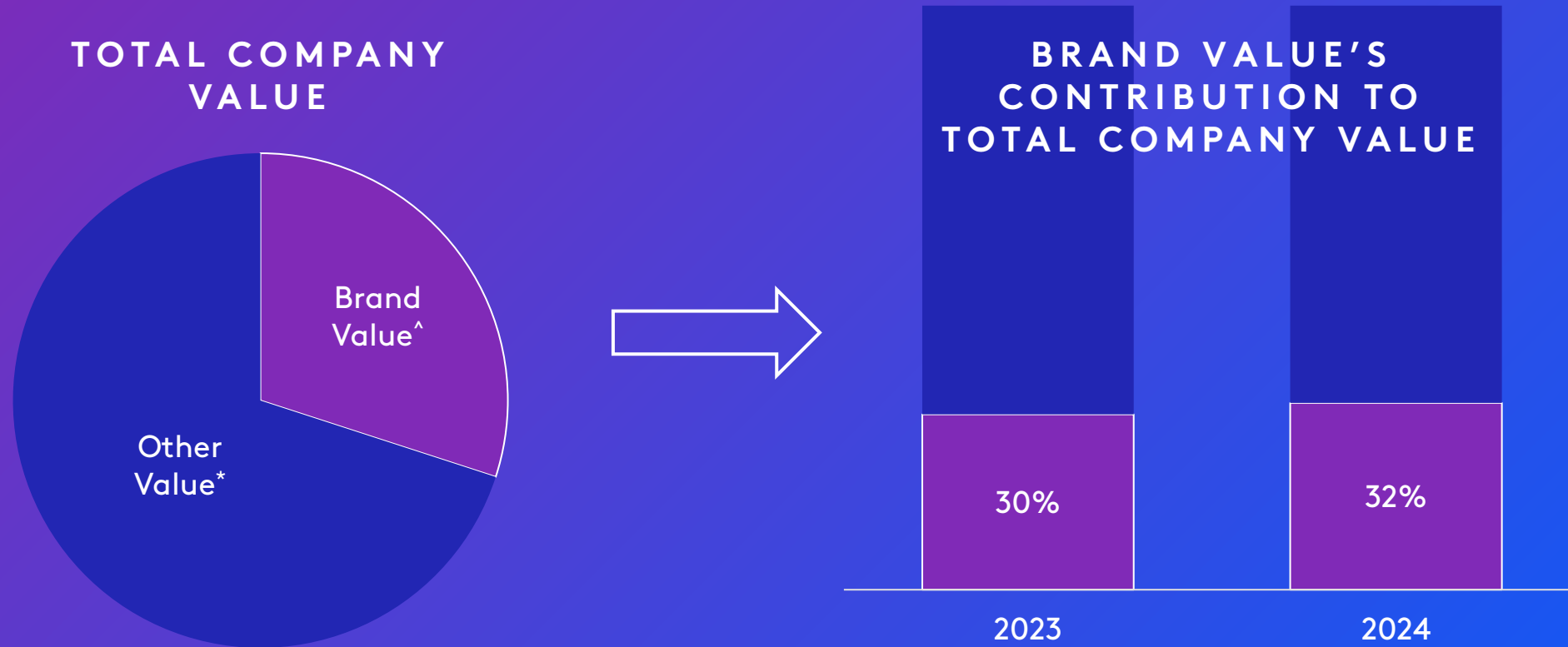
KANTAR BRANDZ UNIQUELY CONNECTS BRANDS WITH BUSINESS VALUE

5.5 BILLION DATA POINTS
4.3 MILLION CONSUMER REVIEWS
21,000 BRANDS
532 CATEGORIES
54 MARKETS

KANTAR BRANDZ

THE DEFINITIVE GUIDE TO
BRAND BUILDING

BRAND VALUE ACCOUNTS FOR A SIGNIFICANT PROPORTION OF A COMPANY'S TOTAL VALUE, AND THE CONTRIBUTION OF BRAND IS BECOMING INCREASINGLY IMPORTANT IN DRIVING GROWTH



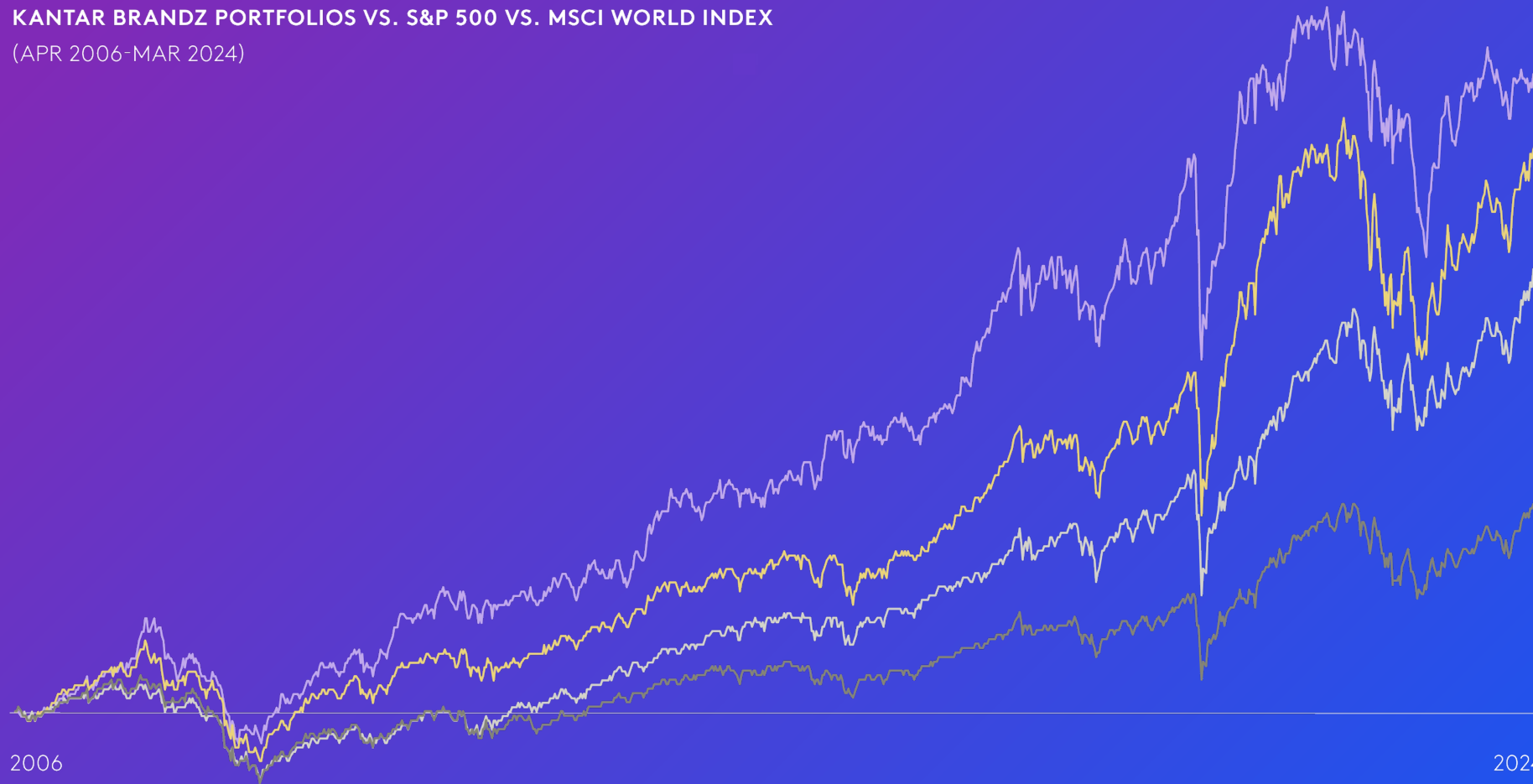
[^]Brand Value = the \$ value contributed to Total company value by BRAND

^{*}Other Value = Factors NOT contributed by BRAND, including tangibles e.g. property, equipment, inventory, and intangibles e.g., distribution and promotions

KANTAR BRANDZ PORTFOLIO HAS REACHED ITS HIGHEST EVER RETURN ON INVESTMENT

KANTAR BRANDZ PORTFOLIOS VS. S&P 500 VS. MSCI WORLD INDEX

(APR 2006-MAR 2024)



441% POWERFUL BRANDS
TOP 10 PORTFOLIO

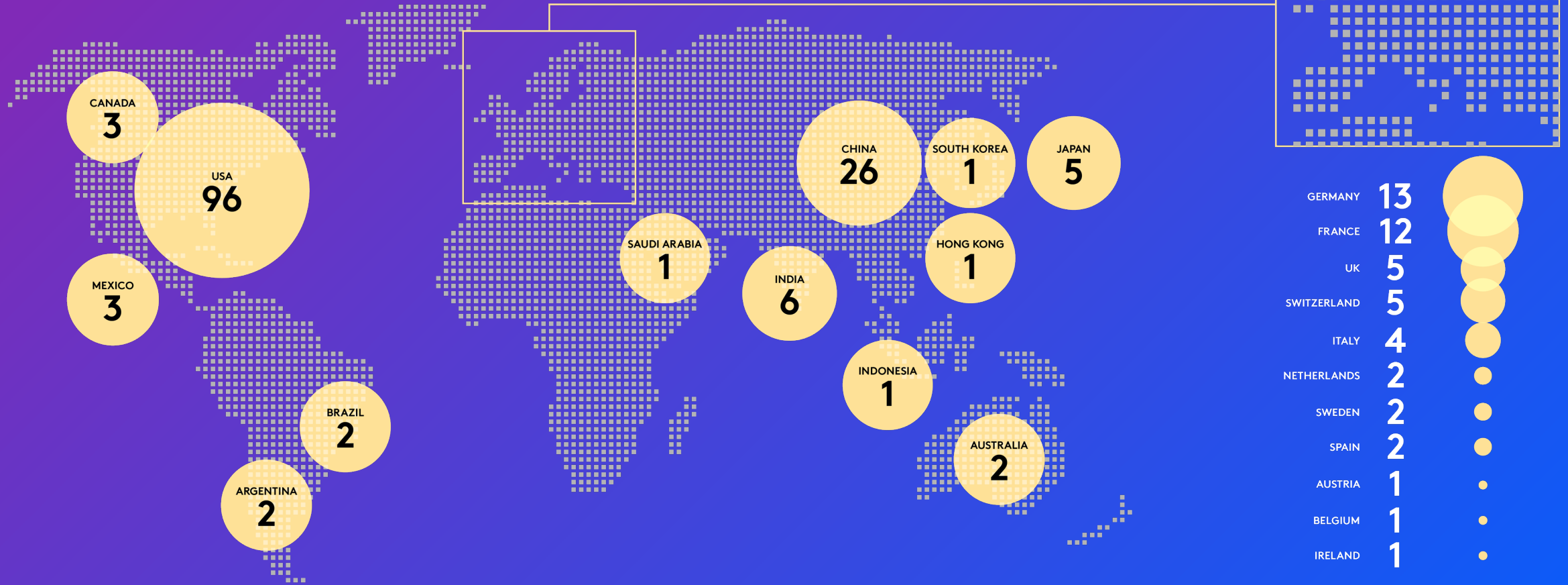
400% STRONG BRANDS
PORTFOLIO

312% S&P 500

149% MSCI WORLD INDEX

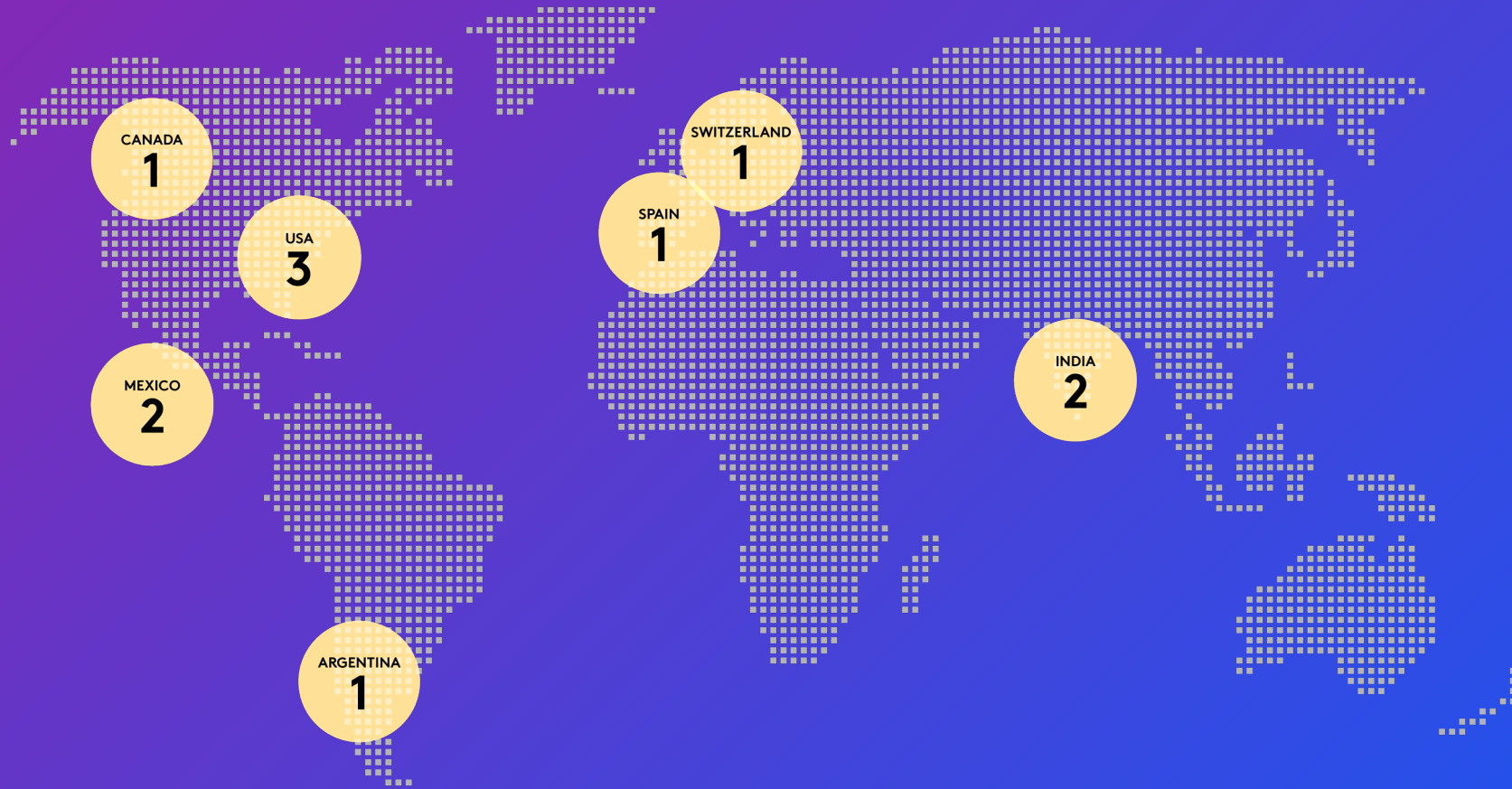
ALTHOUGH THE USA HAS HISTORICALLY DOMINATED, THE MOST VALUABLE BRANDS CAN COME FROM ANYWHERE

NUMBER OF BRANDS ACROSS THE TOP 100 AND CATEGORIES



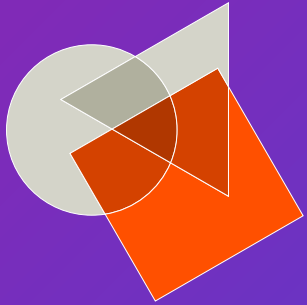
TOP 100 AND CATEGORY NEWCOMERS HAVE COME FROM A VARIETY OF COUNTRIES

NUMBER OF NEWCOMERS ACROSS TOP 100 AND CATEGORIES



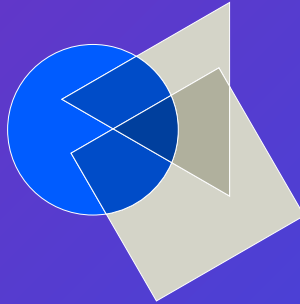
LULULEMON
CORONA
PULL & BEAR
MERCADO PAGO
MODELO
FLIPKART
BRITANNIA
NIDO
ADP
SERVICENOW
VMWARE

THE MEANINGFUL, DIFFERENT, SALIENT FRAMEWORK



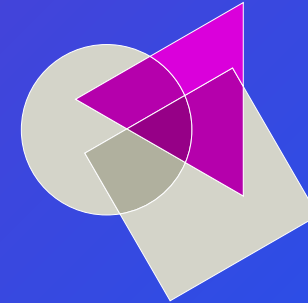
MEANINGFUL

DELIVER RATIONAL
NEEDS AND MAKE
A SUPERIOR
EMOTIONAL
CONNECTION



DIFFERENT

DIFFERENTIATE
FROM OTHERS AND
LEAD THE WAY

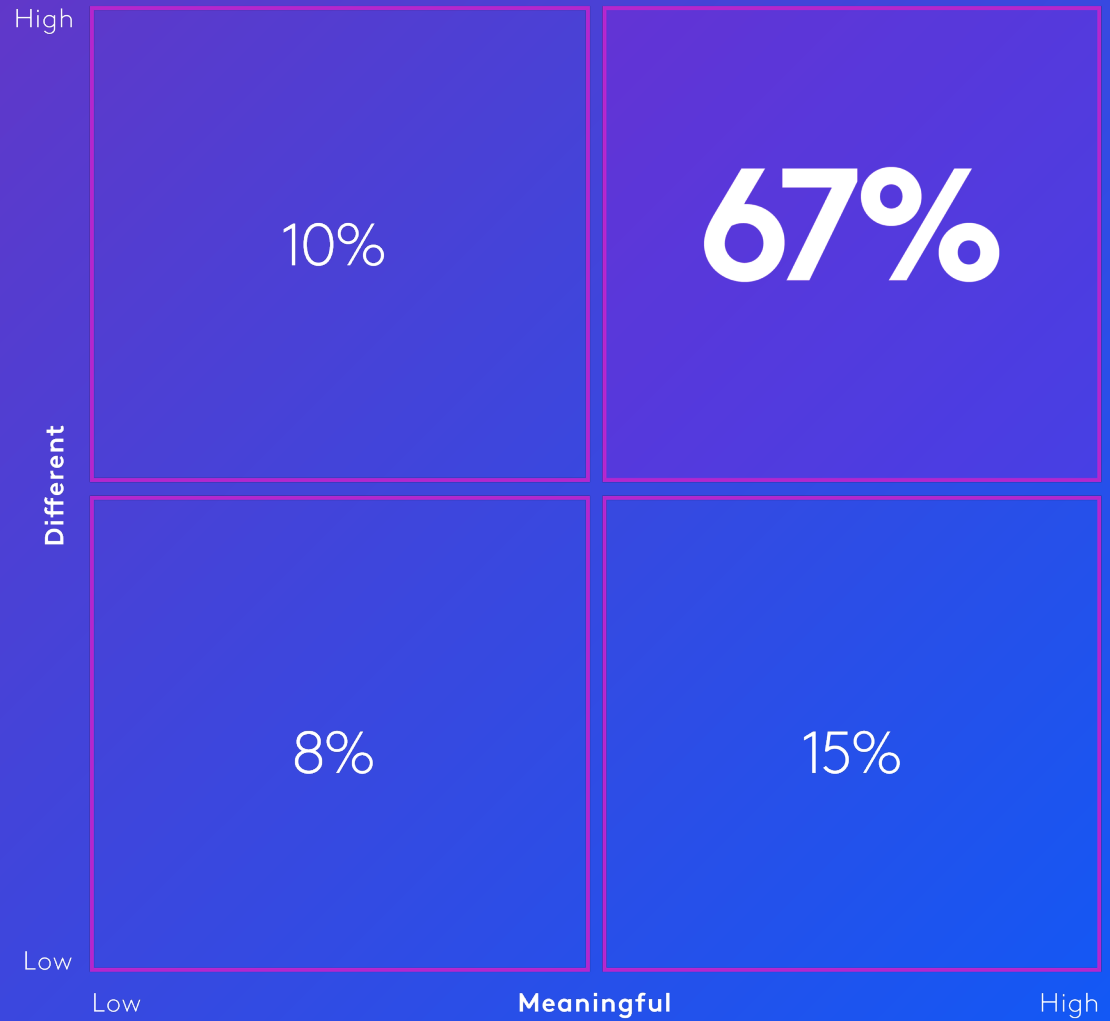


SALIENT

COME TO MIND
QUICKLY AND
EASILY IN RESPONSE
TO NEEDS

TWO THIRDS
OF THE MOST
VALUABLE
GLOBAL BRANDS
ARE MEANINGFULLY
DIFFERENT

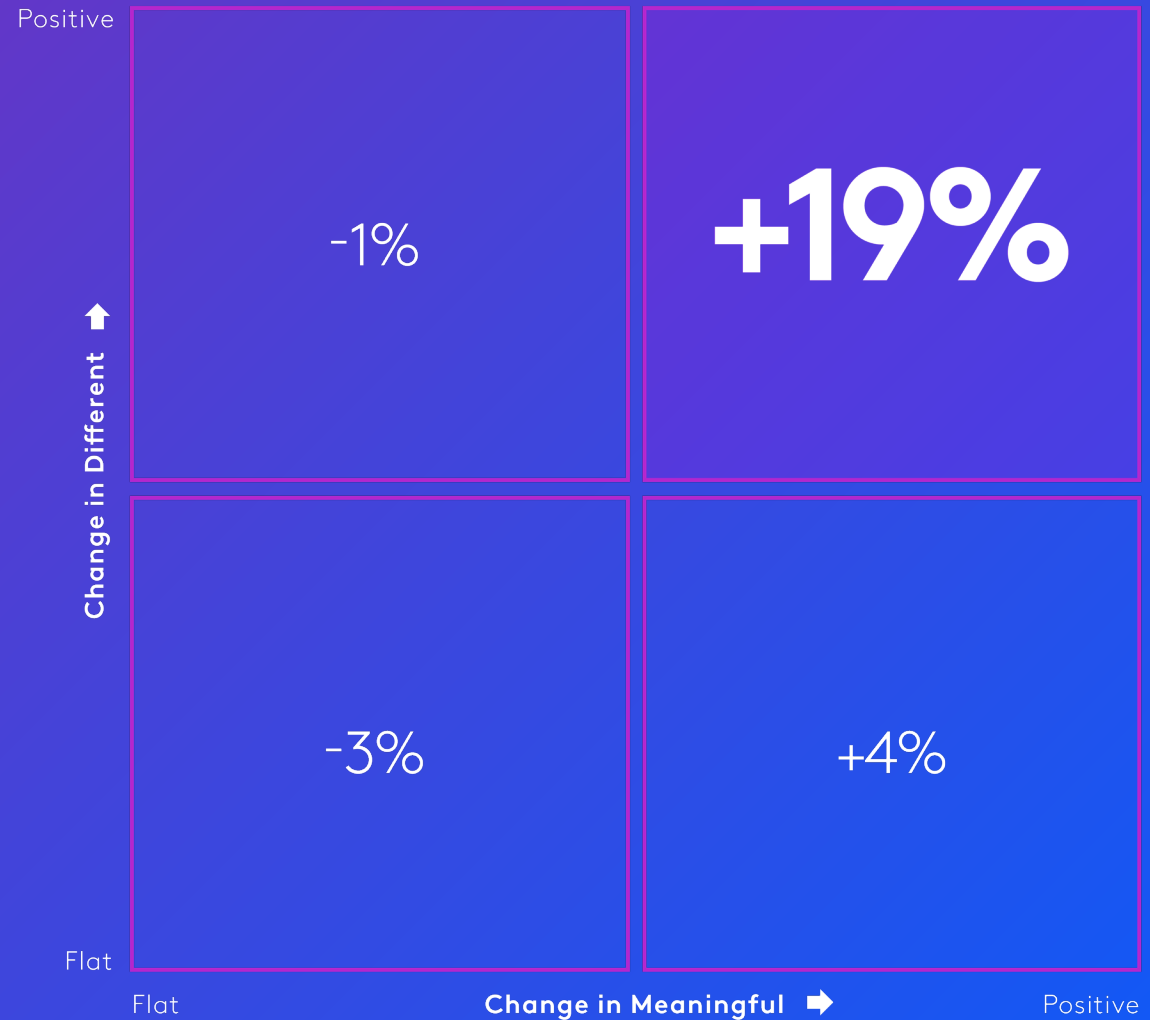
PROPORTION OF MOST VALUABLE GLOBAL BRANDS



**BRANDS
THAT BECAME
MEANINGFULLY
DIFFERENT TO MORE
PEOPLE SAW A 19%
GROWTH ADVANTAGE**

Growth advantage refers to brand value growth rate vs. expectation based on a brand's category and market.

BRAND VALUE GROWTH ADVANTAGE



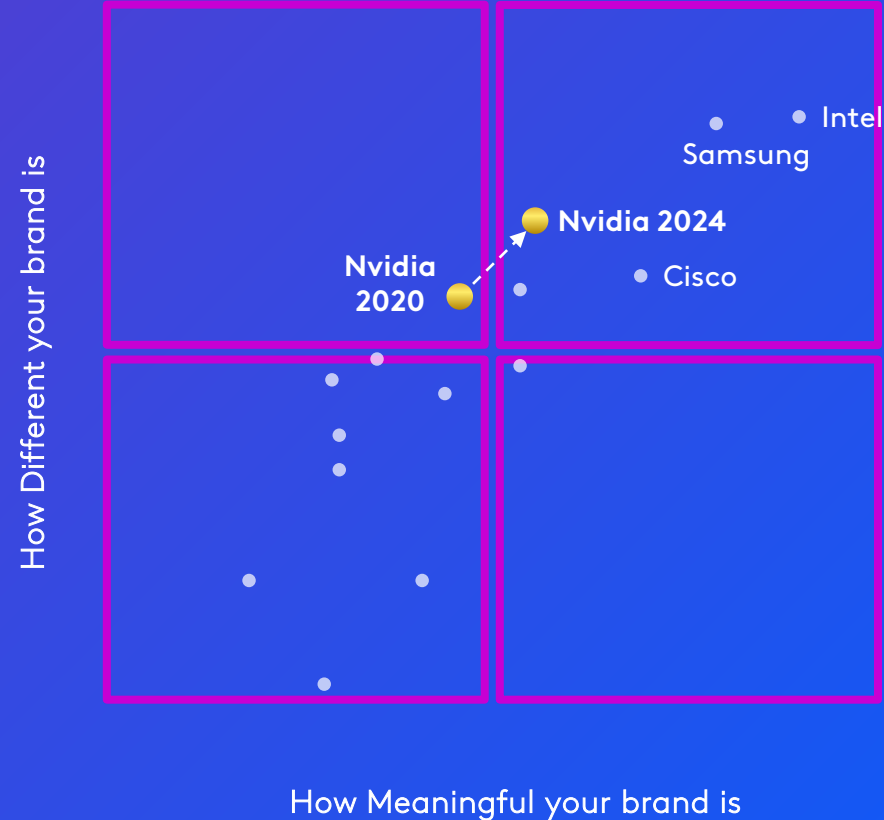
GROWTH SUPPORTED BY BRAND IS POSSIBLE IN B2B



Brand value

+178% YoY

USE OF AI TO ENHANCE CUSTOMER ENGAGEMENT AND BRAND CONTENT CREATION

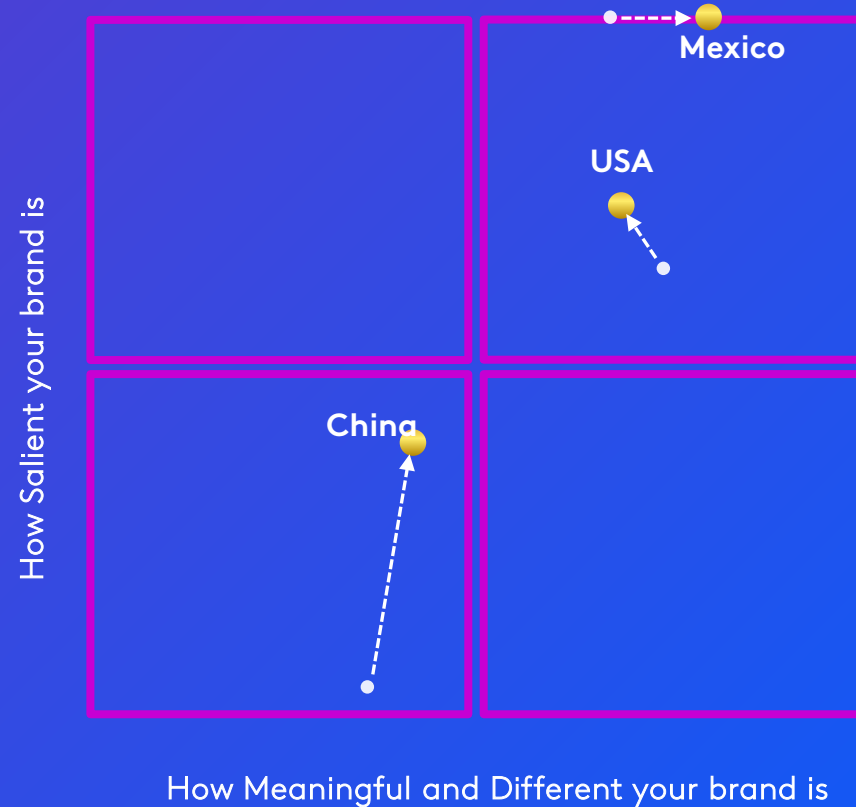


CLARITY & CONSISTENCY OF COMMUNICATION



Brand value
\$19,043M

'CORONA'S SUPERPOWER IS COMBINING
THE FUNCTIONAL AND EMOTIONAL IN
AN INTEGRATED, DIFFERENTIATED WAY.'



INCREASING RELEVANCE BUT NOT COMPROMISING ON PRICING

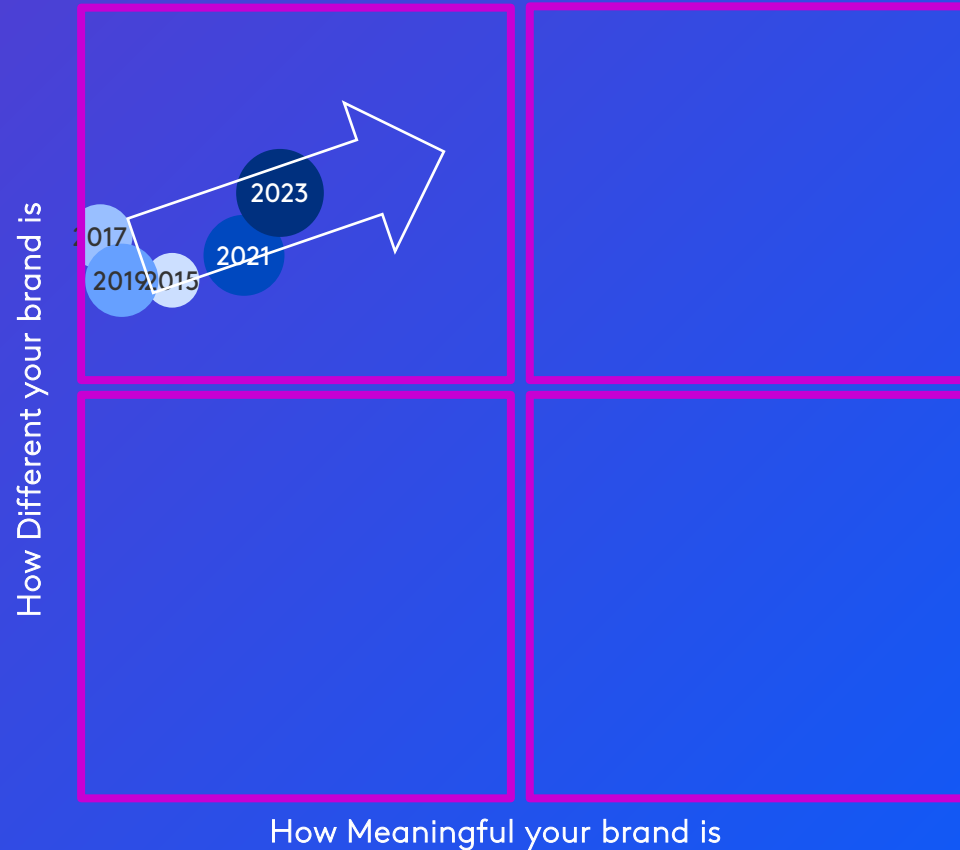
Red Bull®



Brand value

19%

EXTENDING DEMAND WITHOUT COMPROMISING ON PRICE

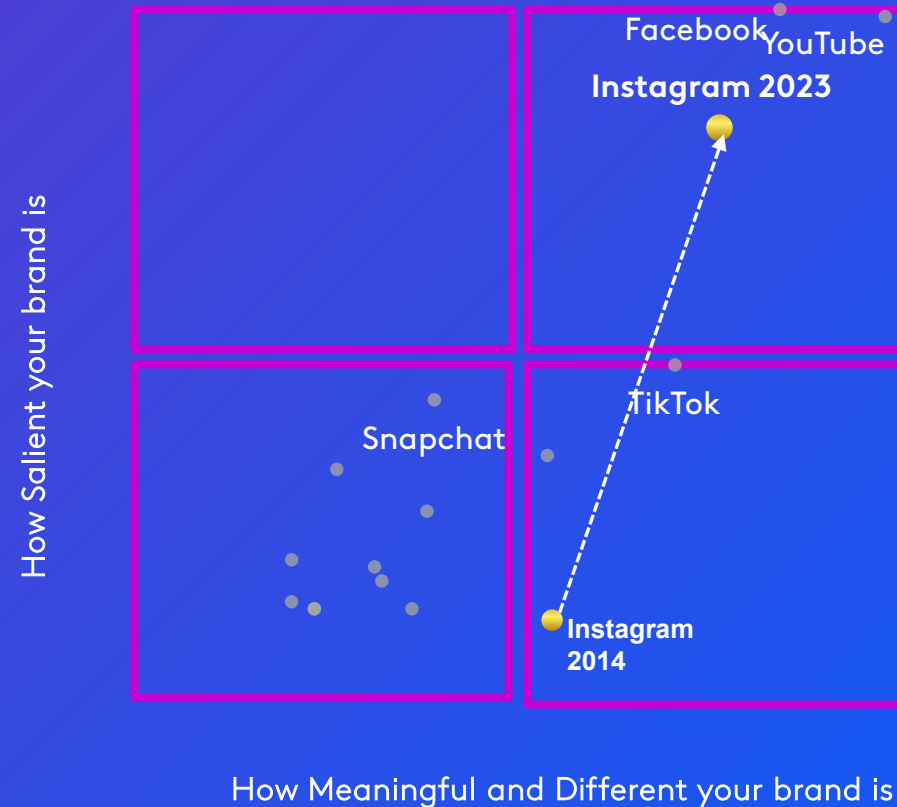


A COMMITMENT TO LONG TERM BRAND BUILDING



Brand value
+93%

INSTAGRAM REELS INNOVATION = IMPROVED MONETISATION



WHICH OF THESE BRANDS
IS **THE MOST DIFFERENT?**



IT **DOESN'T** MATTER!

HOWEVER, IT IS ABOUT ESTABLISHING A PERCEIVED POINT OF DIFFERENCE AGAINST DIRECT COMPETITORS, IS CRITICAL. I.E. RELATIVITY OF PERFORMANCE WITHIN CATEGORY, IS CRUCIAL

DIFFERENCE OVER TIME – AN OPPORTUNITY!
PERCEIVED DIFFERENCE OVER TIME FOR A TYPICAL BRAND IN THE DATABASE IS DECLINING – AN OPPORTUNITY FOR THOSE WHO CAN TRULY SET THEMSELVES APART.



THREE KEY TAKEAWAYS

BRAND IS
BECOMING
INCREASINGLY
IMPORTANT

GROWTH
REMAINS
POSSIBLE FROM
ANYWHERE

THINK
RELATIVITY,
RELATIVITY,
RELATIVITY!

The background of the image is a photograph of the Atomium structure in Brussels, Belgium. The structure is a large, blue, spherical lattice of nine interconnected spheres, each with a diameter of 19 meters. The spheres are connected by tubes that are 48 meters long. The structure is set against a bright blue sky with scattered white clouds. In the foreground, there is a body of water that reflects the structure and the sky. A white van is visible on the right side of the image, parked near the water. A purple diagonal graphic element is on the left side of the image.

KANTAR BRANDZ

2024 STRONGEST BRANDS
IN BELGIUM

LOOKING AT THE TOP30 STRONGEST BRANDS IN BELGIUM

TOP 10 STRONGEST BRANDS IN BELGIUM

#1



#2



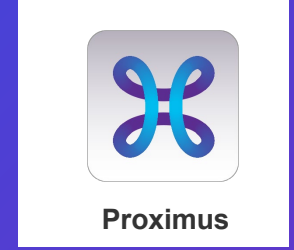
#3



#4



#5



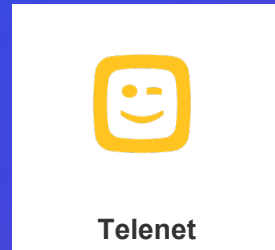
#6



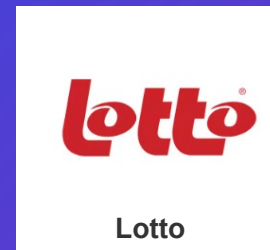
#7



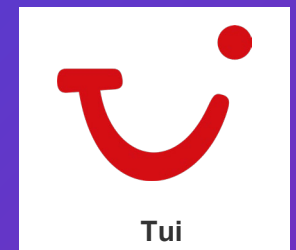
#8



#9



#10



TOP 30 STRONGEST BRANDS IN BELGIUM

11 GOOGLE

12 NETFLIX

12 EUROMILLIONS

14 LOTUS

15 MCDONALD'S

16 LOCAL FRITKOT

17 ORANGE

18 LU

19 YOUTUBE

20 JUIPLER

21 COLRUYT

22 COTE D'OR

23 SPA

24 BELFIUS

25 ZALANDO

26 FACEBOOK

27 WIN FOR LIFE

28 ROYAL CANIN

29 KBC

30 BNP PARIBAS FORTIS

Top brands by REGION

NORTH - FLANDERS

# 1	SAMSUNG	Mobile Phones
# 2	TELENET	Communication Providers
# 3	KRUIDVAT	Health and Beauty Retailers
# 4	COCA-COLA	Soft Drinks
# 5	BOOKING.COM	Travel & Holiday Agents
# 6	MICHELIN	Tyre
# 7	TUI	Travel & Holiday Agents
# 8	APPLE IPHONE	Mobile Phones
# 9	PROXIMUS	Communication Providers
# 10	LOTTO	Gambling & Betting

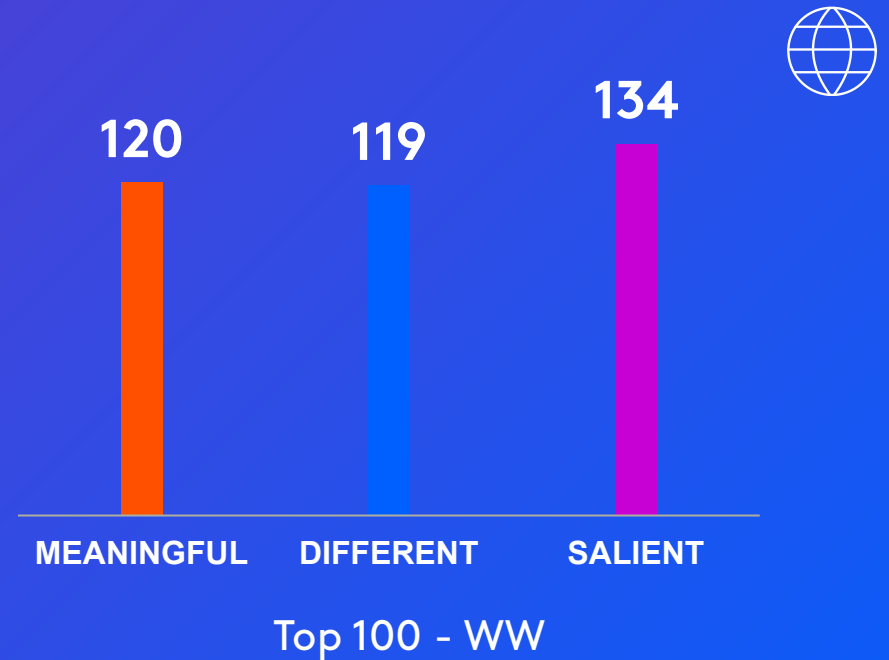
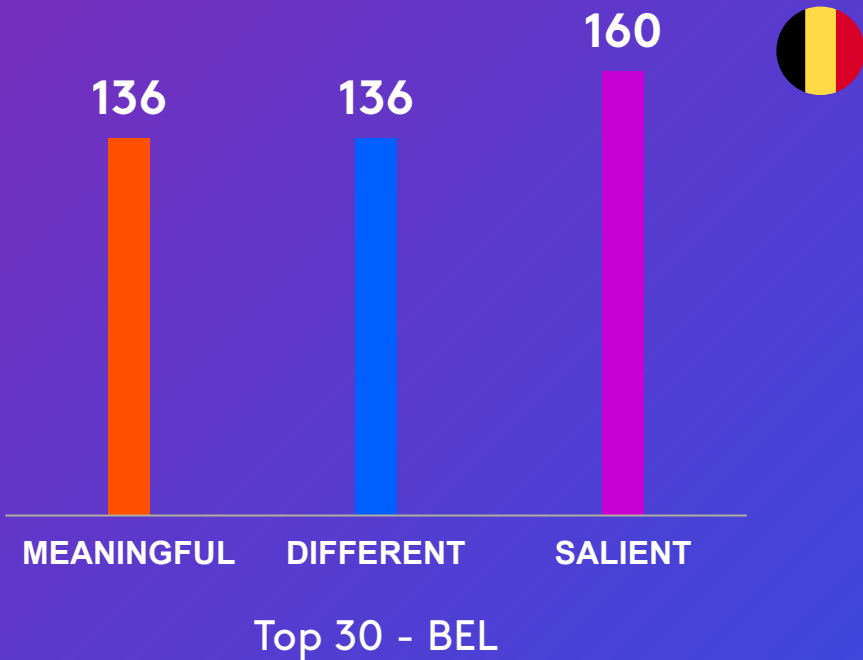
SOUTH - WALLONIA

# 1	SAMSUNG	Mobile Phones
# 2	PROXIMUS	Communication Providers
# 3	BOOKING.COM	Travel & Holiday Agents
# 4	COCA-COLA	Soft Drinks
# 5	MICHELIN	Tyre
# 6	GOOGLE	Information, News and Search
# 7	LOTTO	Gambling & Betting
# 8	YOUTUBE	Video Entertainment
# 9	ORANGE	Communication Providers
# 10	KRUIDVAT	Health and Beauty Retailers

TOP 30 BELGIAN BRANDS ARE LEVERAGING THEIR STRENGTH ON THEIR MEANINGFUL DIFFERENCE...

TOP 30 BELGIAN BRANDS VS GLOBAL TOP 100

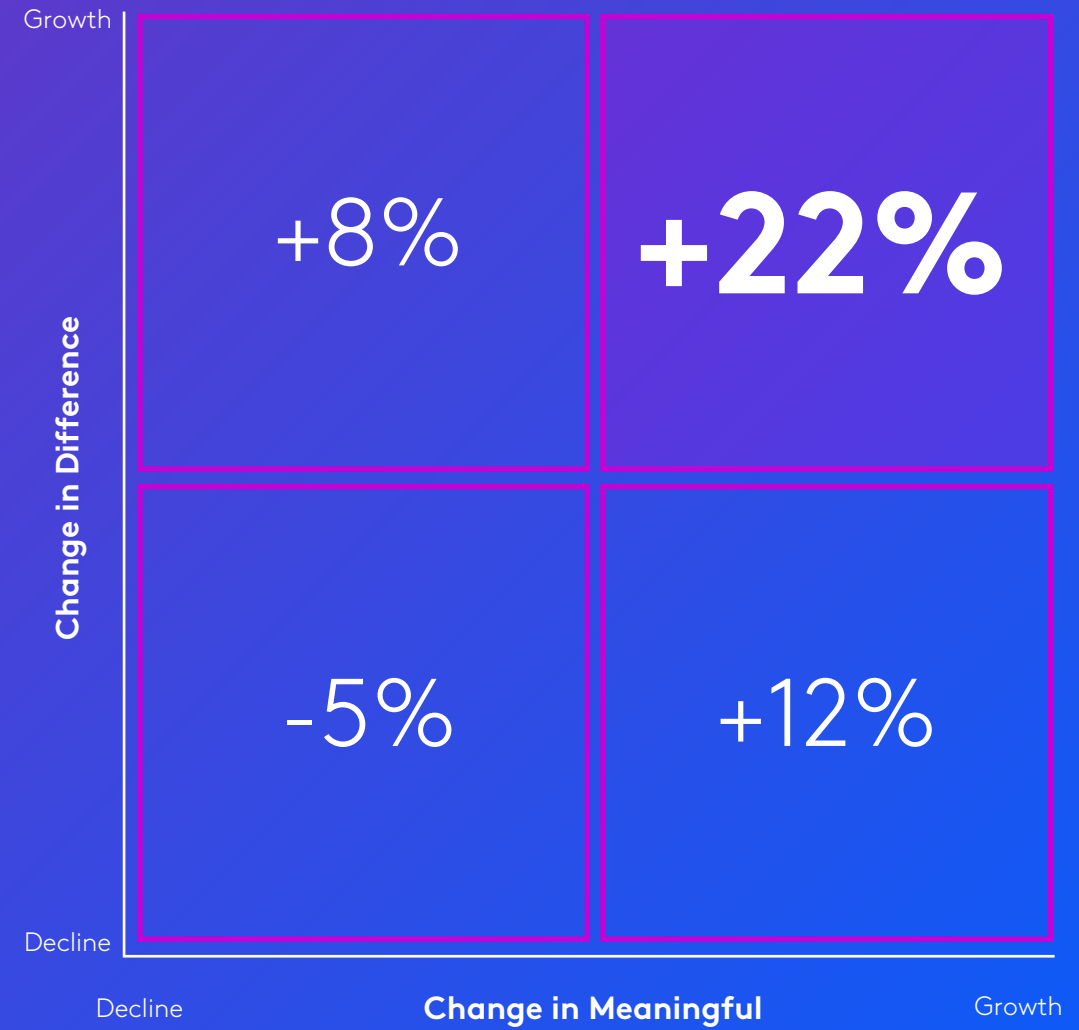
TOP 30 Belgian brands are higher on Meaningful Difference than Global Top100





DEMAND POWER GROWTH

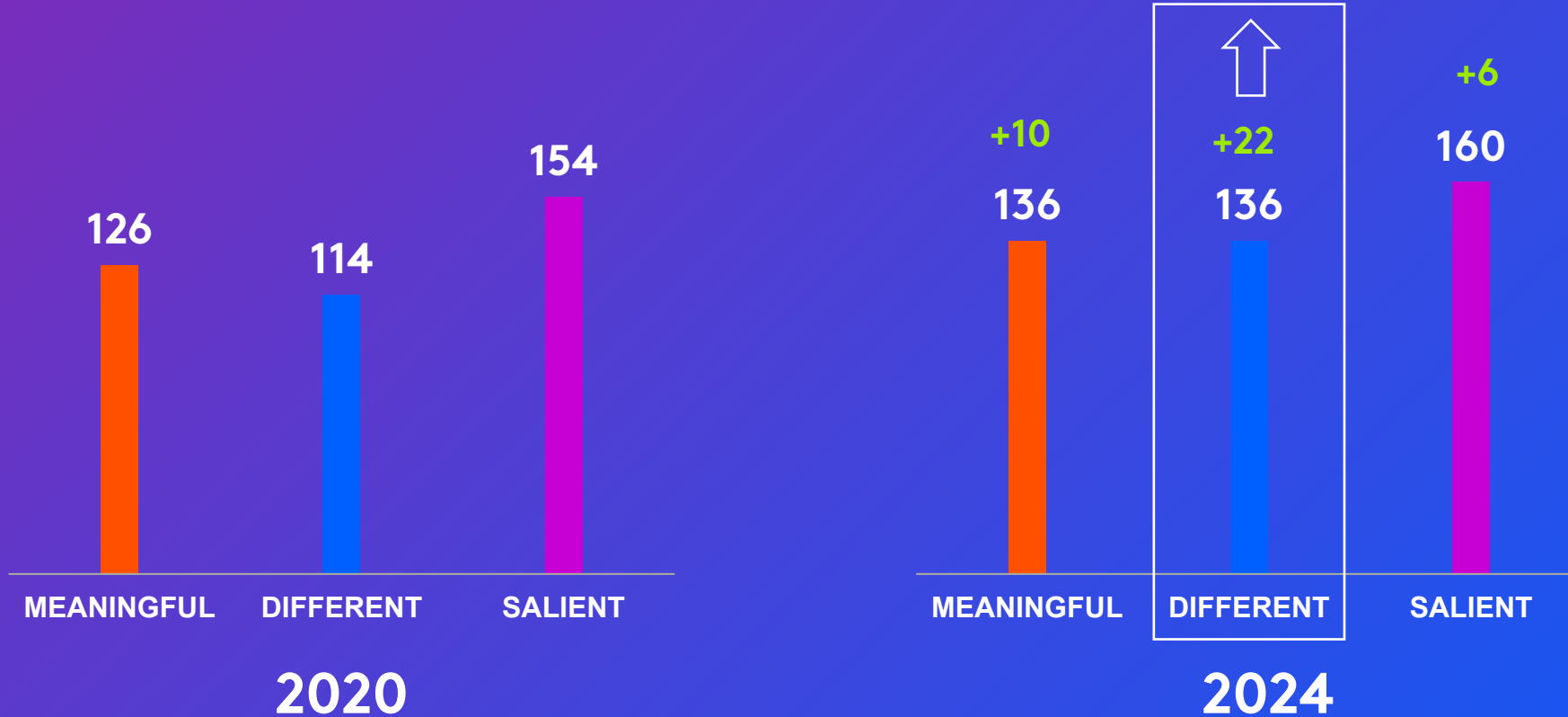
BRANDS THAT BECAME
MEANINGFULLY
DIFFERENT TO MORE
PEOPLE SAW A GROWTH
IN DEMAND POWER OF
+22%



MEANINGFUL DIFFERENCE IS INCREASING OVERTIME, ESPECIALLY DIFFERENCE



TOP 30 BELGIAN BRANDS – EVOLUTION OVER TIME

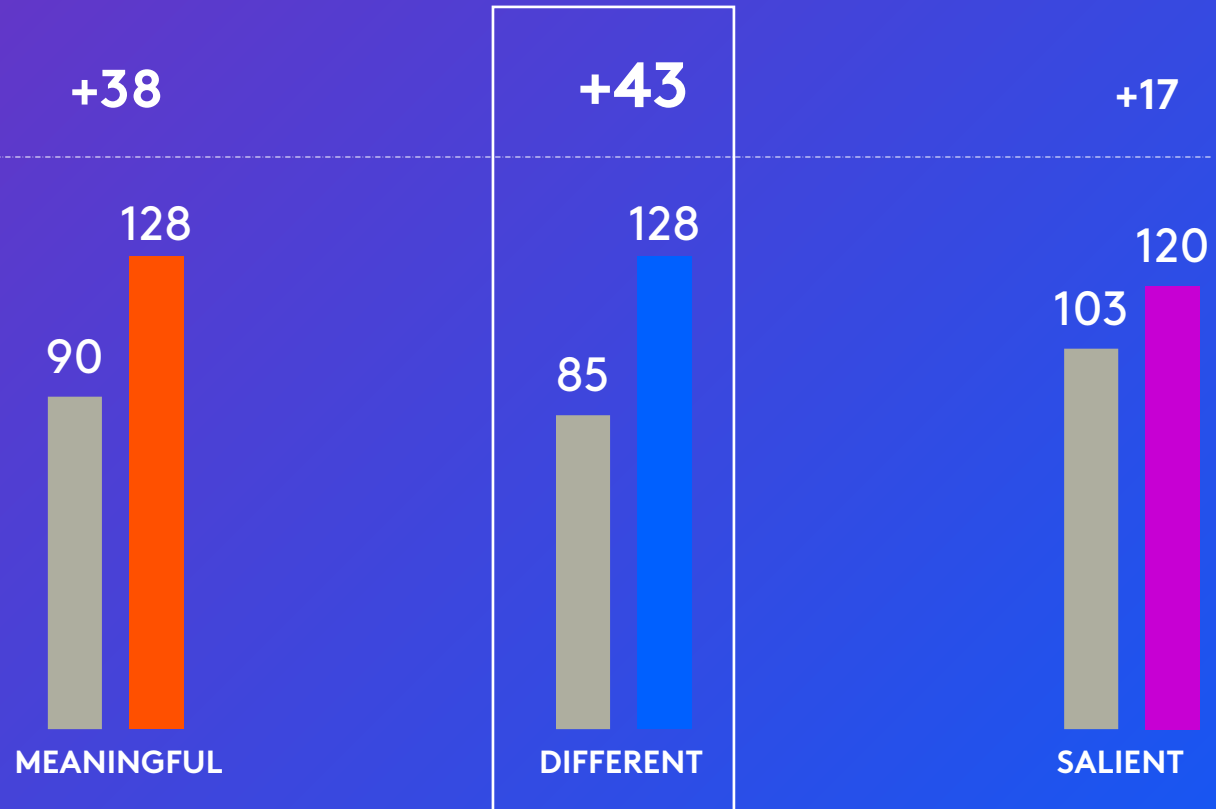




MEANINGFUL DIFFERENCE (ESPECIALLY DIFFERENCE) GENERATES POTENTIAL FOR FUTURE GROWTH

FUTURE POWER

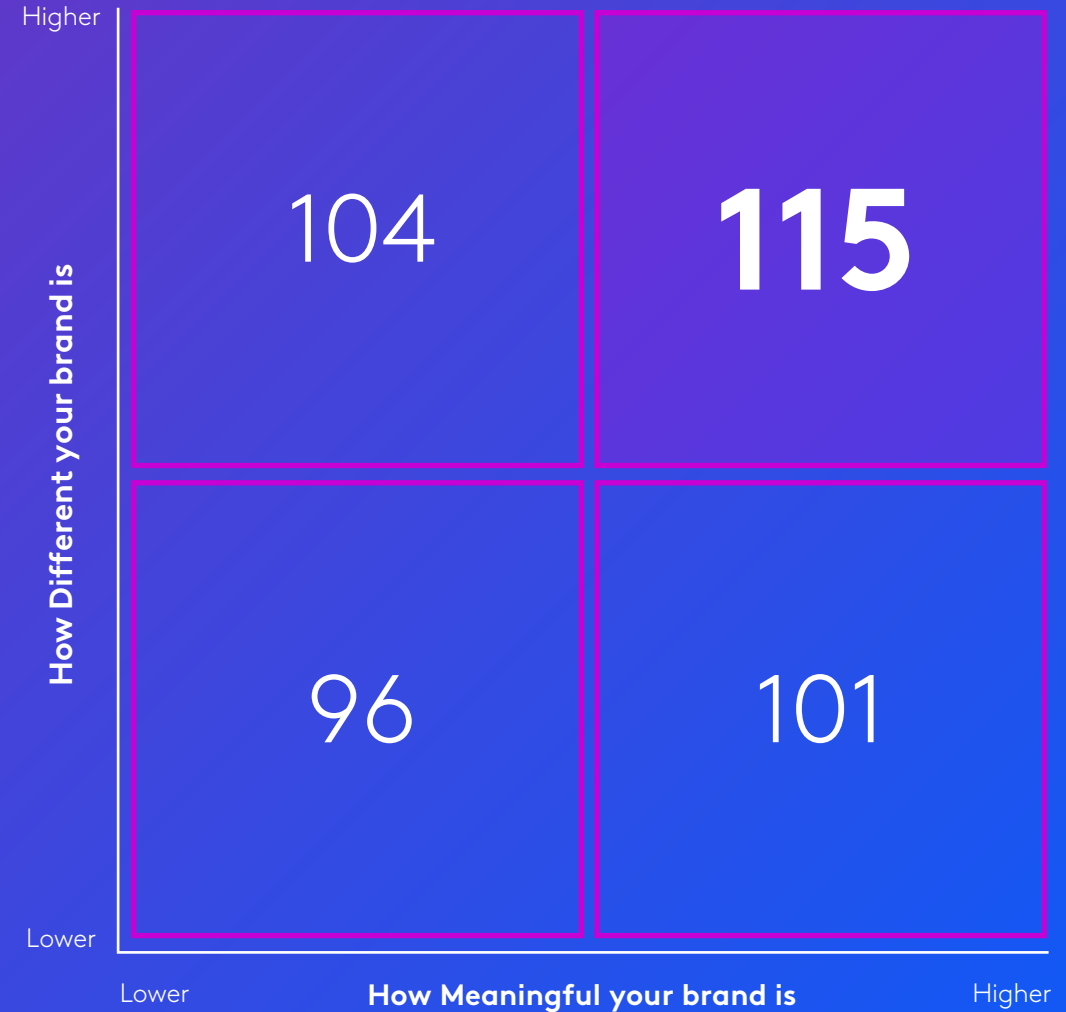
■ Bottom 30 ■ Top 30





FUTURE POWER INDEX

BRANDS THAT ARE MEANINGFUL AND DIFFERENT HAVE MORE POTENTIAL TO GROW IN THE FUTURE



A photograph of a man in the ocean, covering his eyes with his hands. The water is a deep teal color, and the background shows a hazy horizon. A large purple diagonal shape is overlaid on the left side of the image.

**LET'S LOOK AT
SOME EXAMPLES**

ALPRO LEVERAGE ITS STRENGTH ON DIFFERENCE



OFFERING PLANT-BASED ALTERNATIVES TO DAIRY PRODUCTS, ALPRO HAS A VERY CLEAR AND DIFFERENTIATING POSITIONING.



NOTRE OBJECTIF EST DE CONVERTIR LES ESPRITS ET LES BOUCHES DE TOUT LE MONDE AUX MERVEILLES DE LA CUISINE À BASE DE PLANTES.

MON PETIT-DÉJ?
C'EST
COMME
ÇA

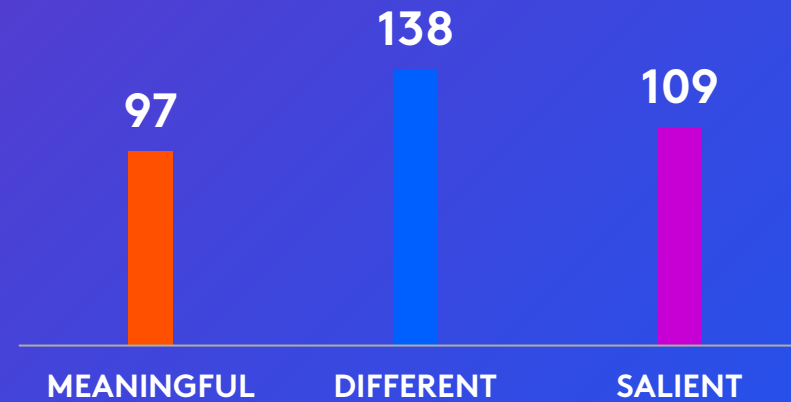




ALPRO LEVERAGES ITS STRENGTH ON DIFFERENCE



ALPRO'S DEMAND POWER IS DRIVEN BY DIFFERENCE, THE BRAND HAS ALSO STRONG POTENTIAL TO GROW IN THE FUTURE.



DEMAND POWER

125

FUTURE POWER

111



CRISTAL'S
RELAUNCH
BOOSTED THE
BRAND'S
MEANINGFUL
DIFFERENCE

CRISTAL HAS REPOSITIONED ITSELF AROUND
SUSTAINABLE/LOCAL ENGAGEMENT AND
NEW PRODUCTS

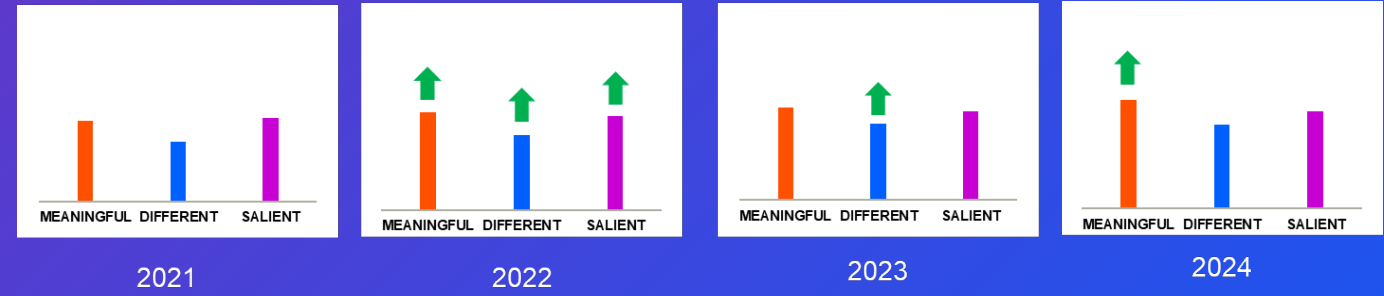




CRISTAL'S RELAUNCH BOOSTED THE BRAND'S MEANINGFUL DIFFERENCE



WITH THE RELAUNCH, CRISTAL WAS ABLE TO REINFORCE ITS MEANINGFUL DIFFERENCE AND SHOWS GROWTH IN MARKET SHARE



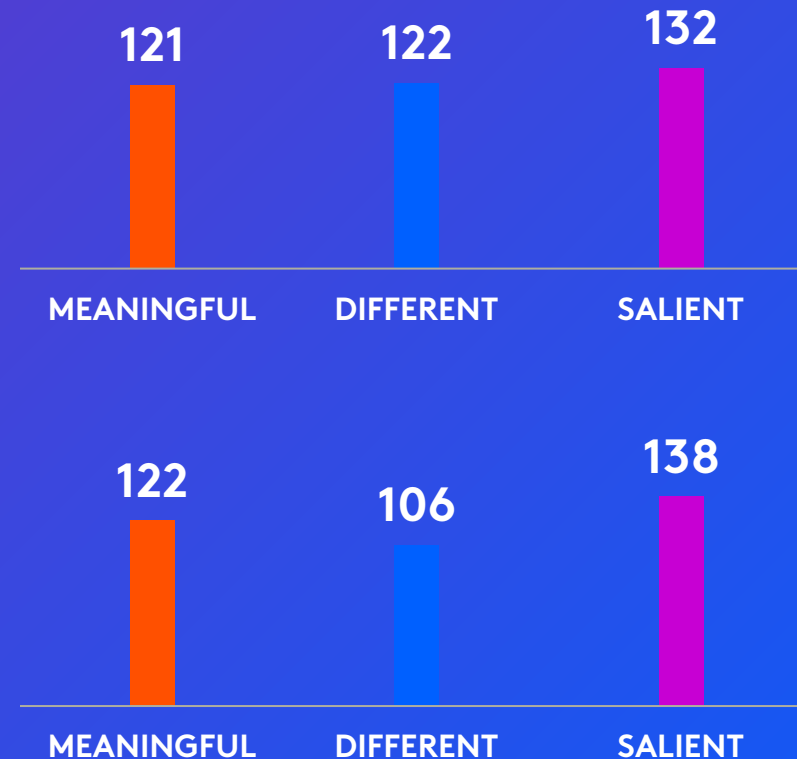
*Market Share evolution 2023-2024 **+17%**



KBC AND BELFIUS ARE STRONG MEANINGFUL BRANDS



KBC AND BELFIUS ARE BOTH VERY STRONG ON MEANINGFUL, BUT KBC SHOWS A MUCH HIGHER DIFFERENCE...





**KBC AND BELFIUS
ARE STRONG
MEANINGFUL
BRANDS**



... WHICH GIVES THE BRAND A SLIGHTLY
HIGHER POTENTIAL TO GROW IN THE FUTURE



DEMAND POWER

189

FUTURE POWER

116



DEMAND POWER

201

FUTURE POWER

108

KANTAR'S BLUEPRINT FOR BRAND GROWTH

BRANDS
GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE **PEOPLE**

BE MORE **PRESENT**

FIND NEW **SPACE**

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND BY THE MOST MEANINGFUL DATA

BRANDS GROW BY BEING MEANINGFULLY DIFFERENT TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

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TOP 30 BRANDS IN BELGIUM PREDISPOSE MORE PEOPLE...



01

TO BUY

255

demand power index

169

Global top100

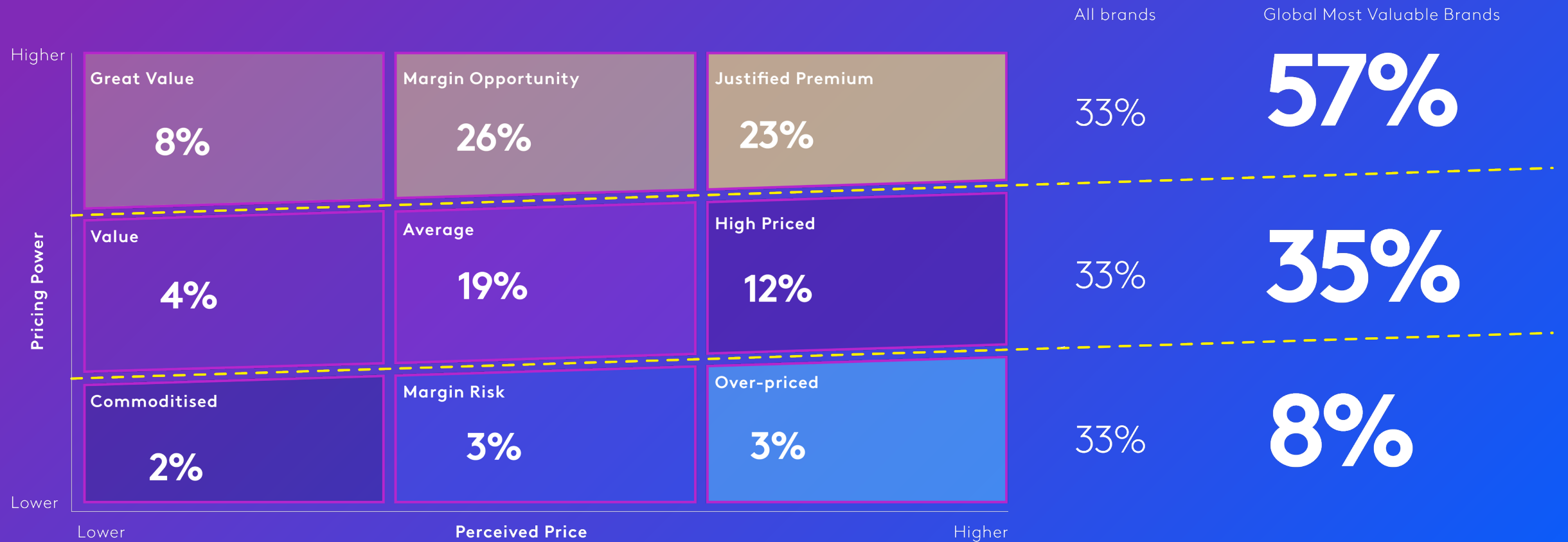
02

TO PAY THE RIGHT PRICE

112

pricing power index

GLOBAL MOST VALUABLE BRANDS PREDISPOSE MORE PEOPLE TO PAY THE RIGHT PRICE, SUPPORTING HIGHER MARGINS



BRANDS GROW BY MEANINGFULLY DIFFERENT TO MORE PEOPLE



01

TOP BRANDS HAVE HIGH PRICING POWER

93%

OF THE TOP30 BRANDS HAVE A HIGH PRICING POWER

02

BRANDS WITH HIGHEST PREDISPOSITION HAVE

+26%

ABILITY TO CHARGE MORE IN THE FUTURE

**LET'S LOOK AT
SOME EXAMPLES**

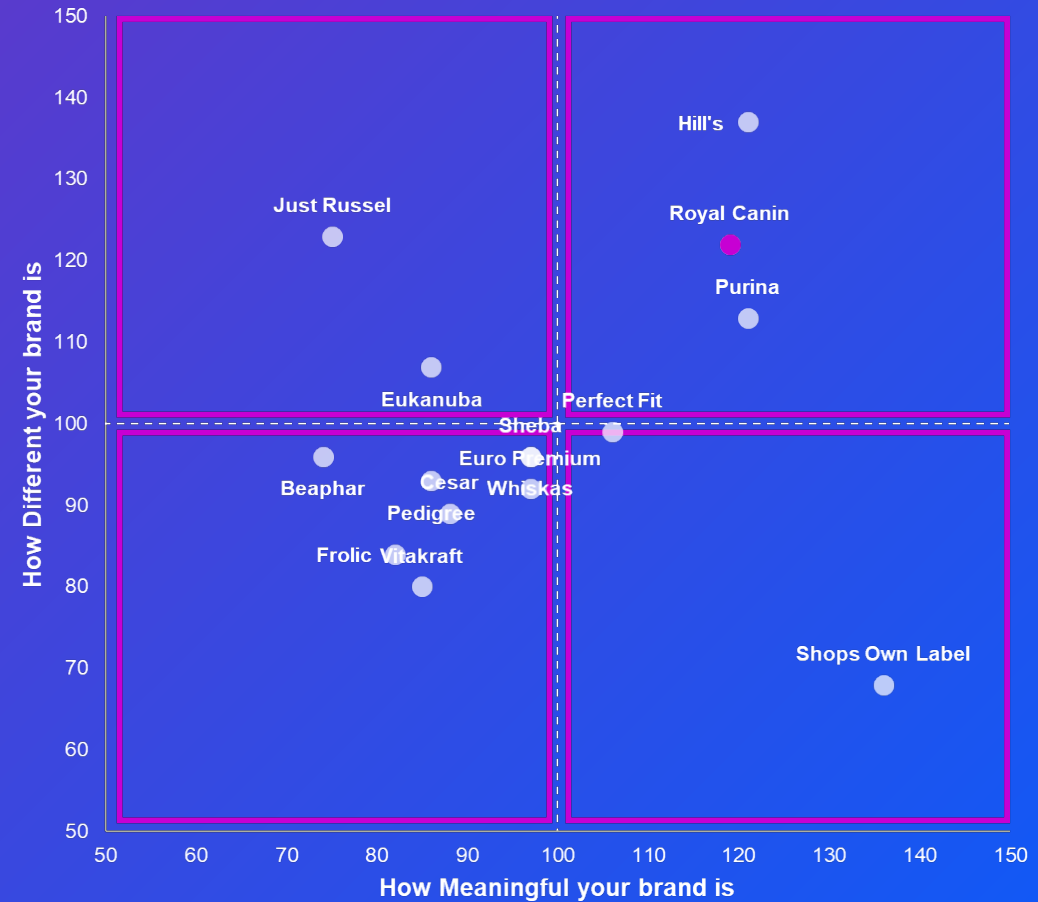




MEANINGFUL
DIFFERENT BRAND
ROYAL CANIN IS
ABLE TO CHARGE
MORE



ROYAL CANIN, AS ONE OF THE LEADERS
IN THE MARKET, IS PARTICULARLY STRONG
ON BOTH MEANINGFUL AND DIFFERENCE...



MEANINGFUL
DIFFERENT BRAND
ROYAL CANIN IS
ABLE TO CHARGE
MORE



...AND ABLE TO JUSTIFY ITS PREMIUM
PRICE

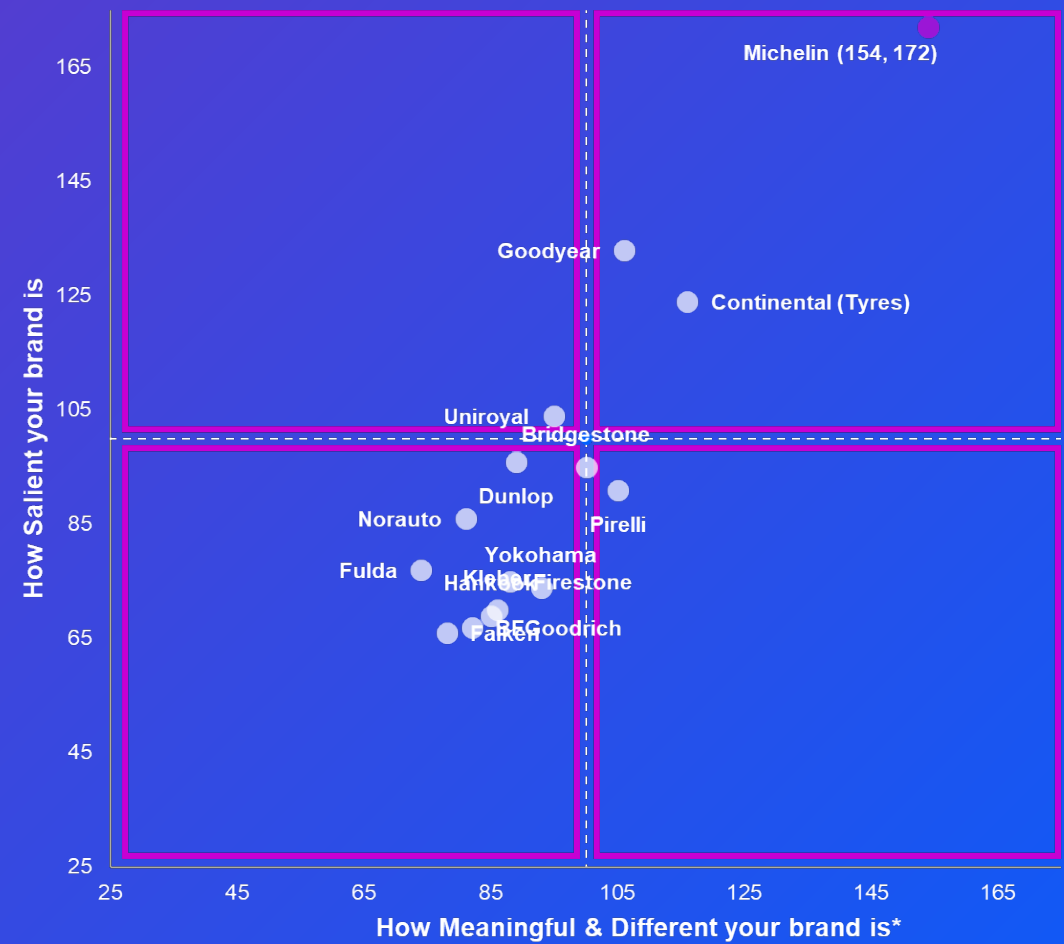




MICHELIN IS THE STRONGEST TYRE BRAND IN BELGIUM



MICHELIN IS BY FAR THE MOST MEANINGFULLY DIFFERENT AND SALIENT TIRE BRAND IN THE MARKET



MICHELIN IS THE STRONGEST TYRE BRAND IN BELGIUM



THUS MICHELIN IS ABLE TO JUSTIFY ITS PREMIUM PRICE



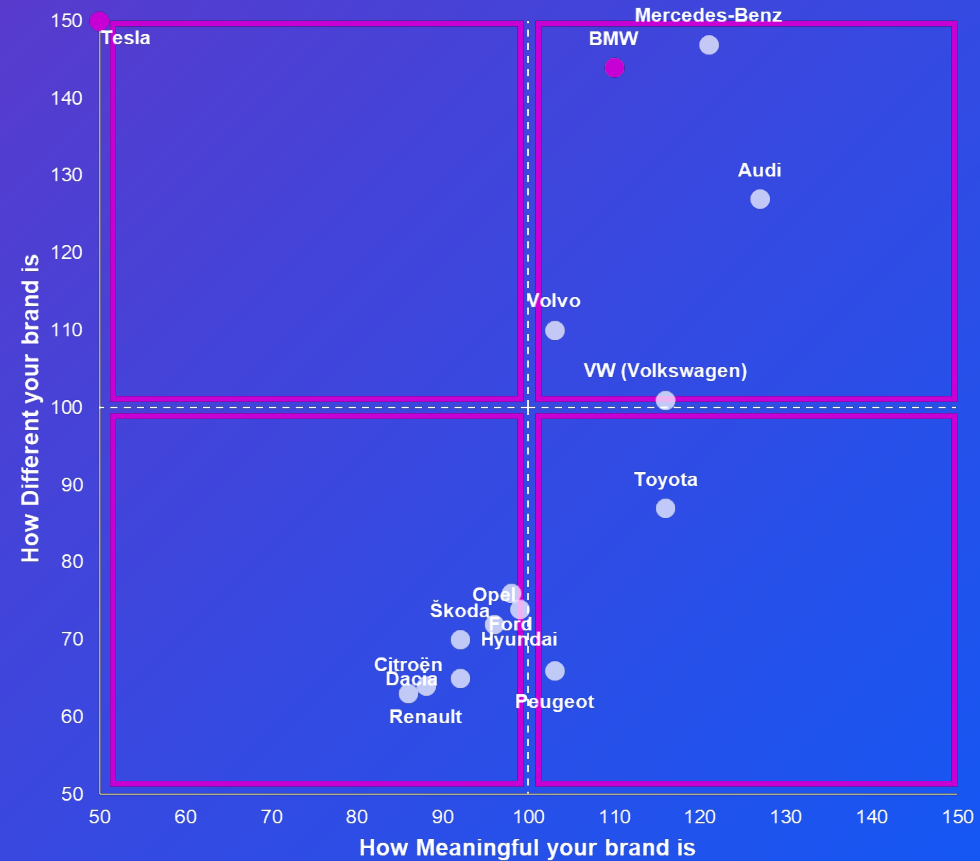


DIFFERENCE ALONE IS NOT ENOUGH



TESLA

BOTH TESLA AND BMW ARE VERY STRONG ON DIFFERENCE, YET BMW IS MUCH MORE MEANINGFUL...



DIFFERENCE ONLY IS NOT ENOUGH



TESLA

... THUS BETTER ABLE TO JUSTIFY ITS PREMIUM PRICE.



BRANDS GROW BY BEING MEANINGFULLY DIFFERENT TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE **PEOPLE**

BE MORE **PRESENT**

FIND NEW **SPACE**

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND BY THE MOST MEANINGFUL DATA

IT'S IMPORTANT FOR ANY BRAND TO BE PRESENT WHERE CONSUMERS ARE CHOOSING AND USING THE CATEGORY

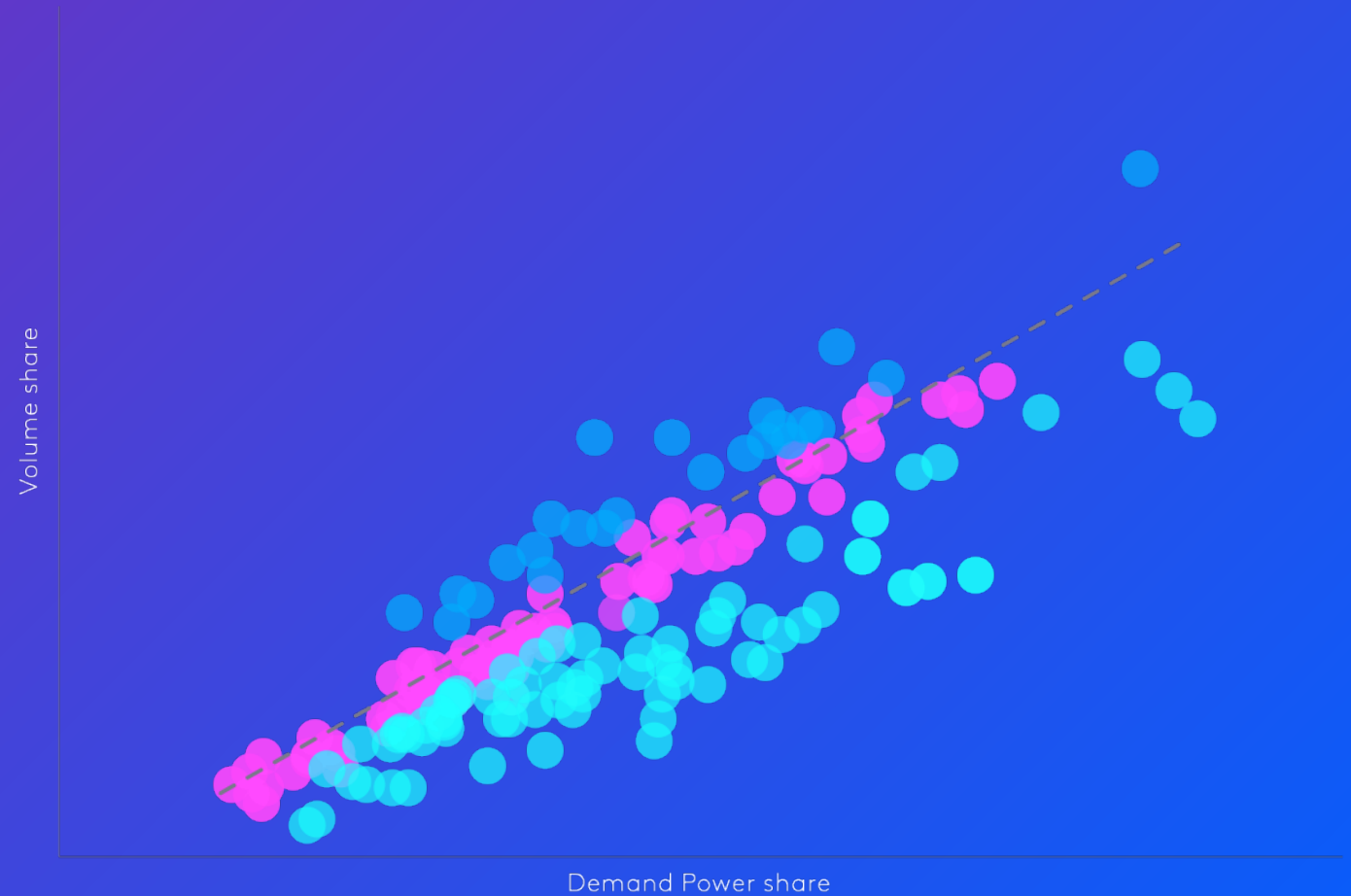


Predisposition **STRONGLY PREDICTS** actual sales for the majority of brands.

Some brands achieve **HIGHER MARKET SHARE**.

- More advantageous market conditions
- Being more present – more chances to win

Other brands are **NOT TRANSLATING PREDISPOSITION** into sales and may need to pay attention to being more present at key demand moments.



THE MOST VALUABLE BRANDS ARE LESS RELIANT ON ACTIVATION



ABILITY TO CONVERT

80%



Big brands

76%



Small brands

DEPENDENCE ON ACTIVATION

38%



Big brands

41%

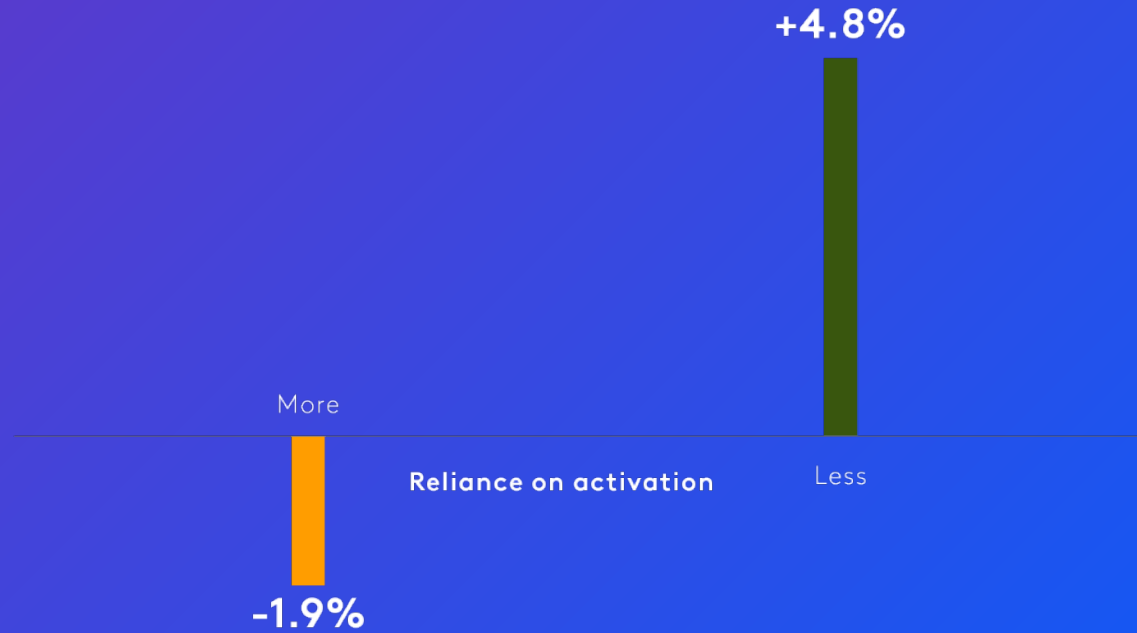


Small brands



BRAND VALUE GROWTH ADVANTAGE

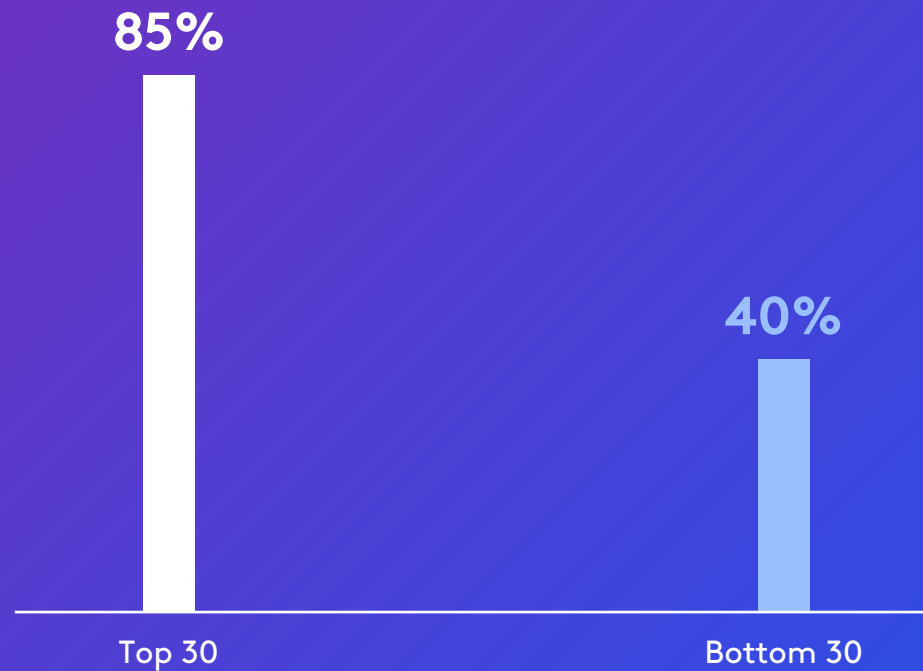
THE MOST VALUABLE BRANDS ARE LESS RELIANT ON ACTIVATION



WHAT ABOUT BELGIUM?



ABILITY TO CONVERT



TOP 30 Belgian brands have a much higher **ability to convert predisposition into actual sales.**

**LET'S LOOK AT
SOME EXAMPLES**

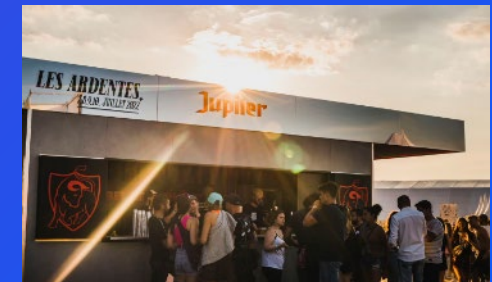




JUPILER MANAGES TO ATTRACT CONSUMERS FROM OTHER BRANDS

CLEAR VISUAL IDENTITY, BROAD DISTRIBUTION AND HUGE VISIBILITY HELPS THE BRAND TO CONTINUE LEADING THE MARKET

Jupiler®

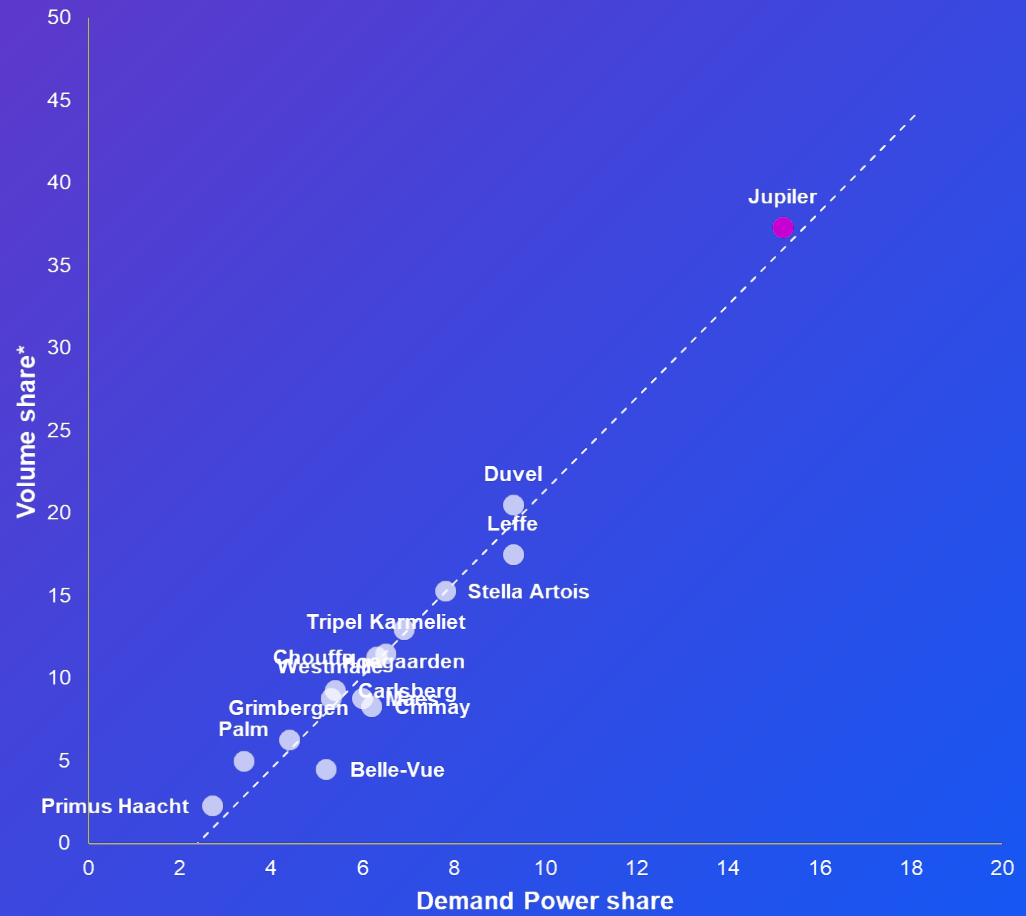




JUIPLER MANAGES TO DISTRACT CONSUMERS FROM OTHER BRANDS



JUIPLER IS ONE THE CHAMPIONS ON "BE MORE PRESENT"





LOTTO IS PARTICULARLY PRESENT IN BELGIAN LIVES

THIS HISTORICAL BRAND DRIVES IMPACT ACROSS MULTIPLE TOUCHPOINTS AT KEY MOMENTS

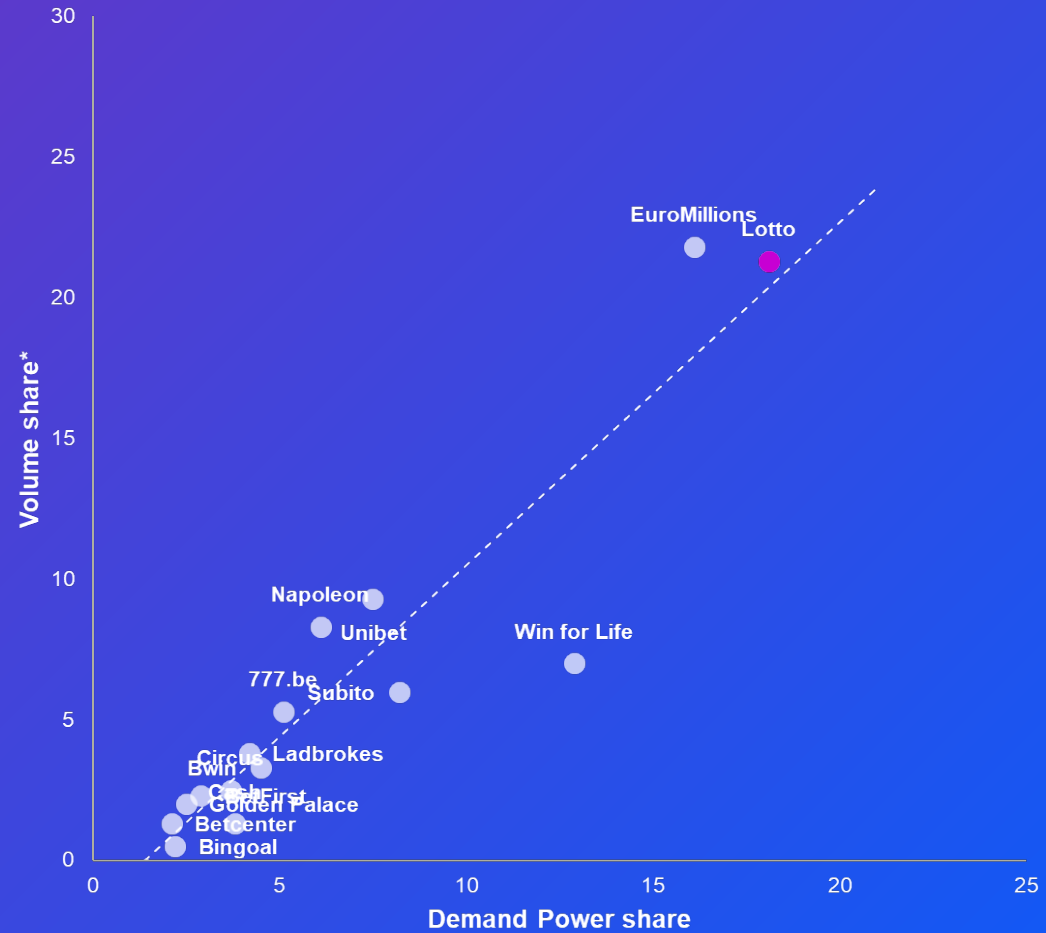




LOTTO IS PARTICULARLY PRESENT IN BELGIAN LIVES



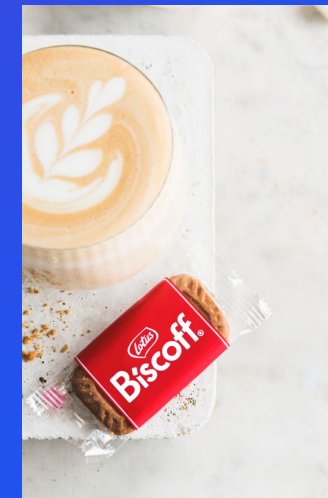
LOTTO IS A GREAT EXAMPLE OF HOW BEING MORE PRESENT HELPS TO SUSTAIN VOLUME SHARE





LOTUS IS PRESENT FOR MULTIPLE OCCASIONS

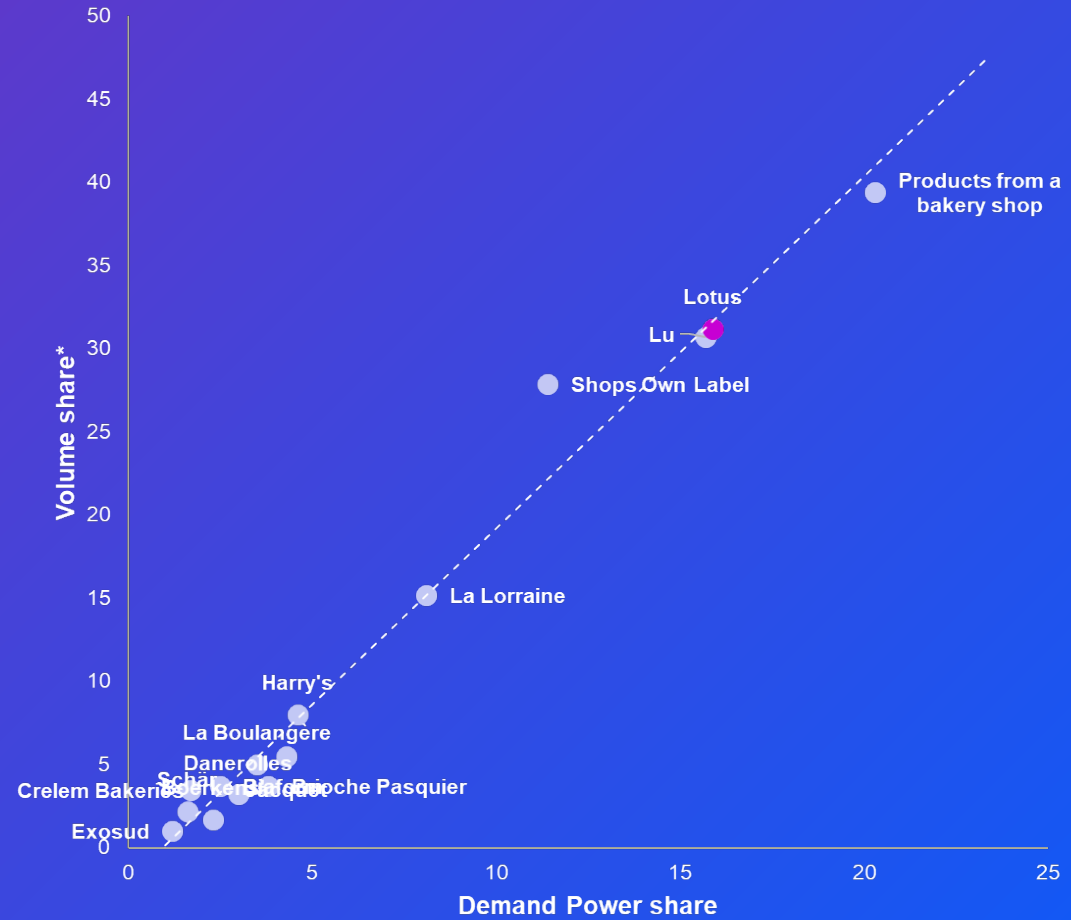
WITH A VARIETY OF CONSUMPTION OCCASIONS, AT HOME OR OUT OF HOME, THE BRAND IS VERY PRESENT IN BELGIAN CONSUMERS'S LIFE



LOTUS IS PRESENT FOR MULTIPLE OCCASIONS



LOTUS SHOWS A STRONG DEMAND POWER, TOGETHER WITH A HIGH VOLUME SHARE



BRANDS GROW BY BEING MEANINGFULLY DIFFERENT TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE **PEOPLE**

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BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND BY THE MOST MEANINGFUL DATA

GROWTH IS ACHIEVABLE FROM ANY POSITION



In the Blueprint for Brand Growth, the final opportunity for growth is to consider inside vs. outside the category.

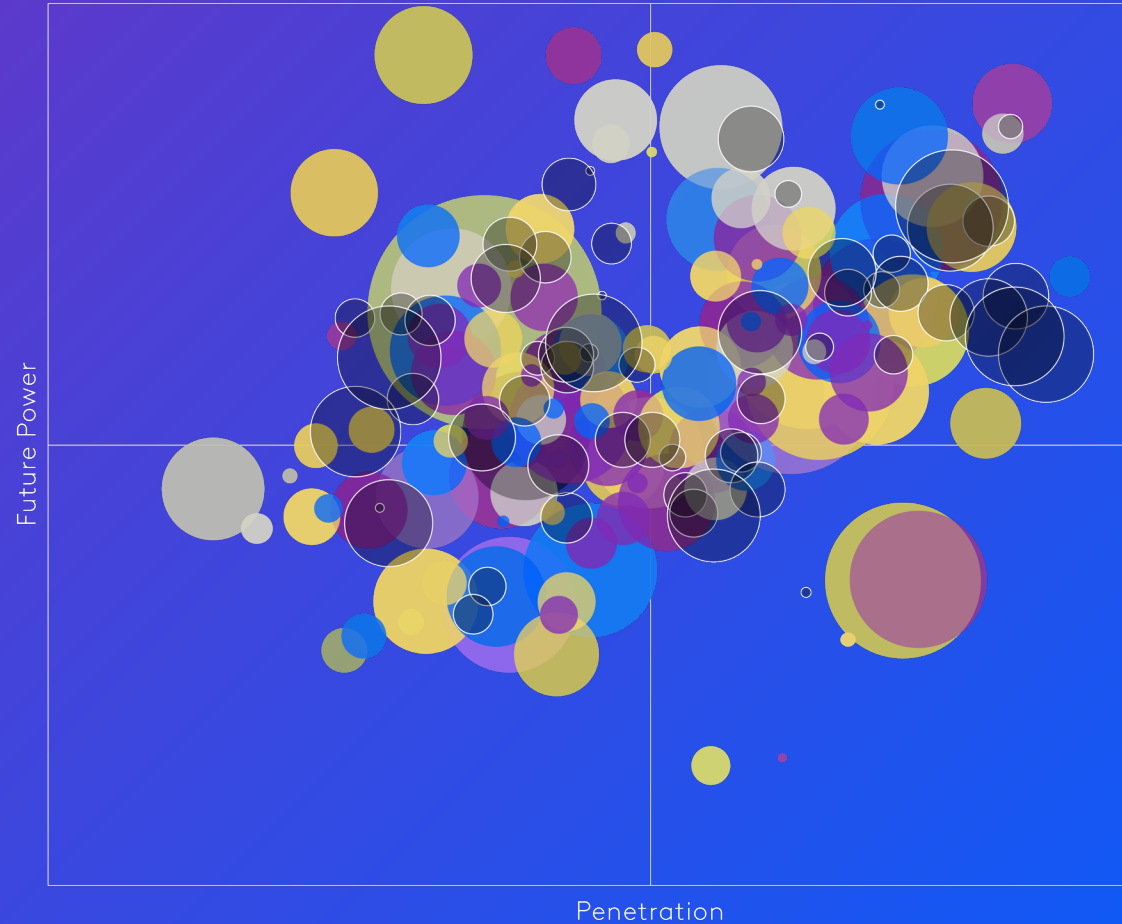
Mapping the Most Valuable Global brands shows that brand value growth – or the risk of decline – is equally possible wherever a brand finds itself.

Penetration is an important factor to identify that opportunity.

Bubble size = % BV change

● = Brand value growth

○ = The risk of decline



FUTURE POWER IS A KEY BRAND VALUE GROWTH DRIVER FOR LARGER BRANDS

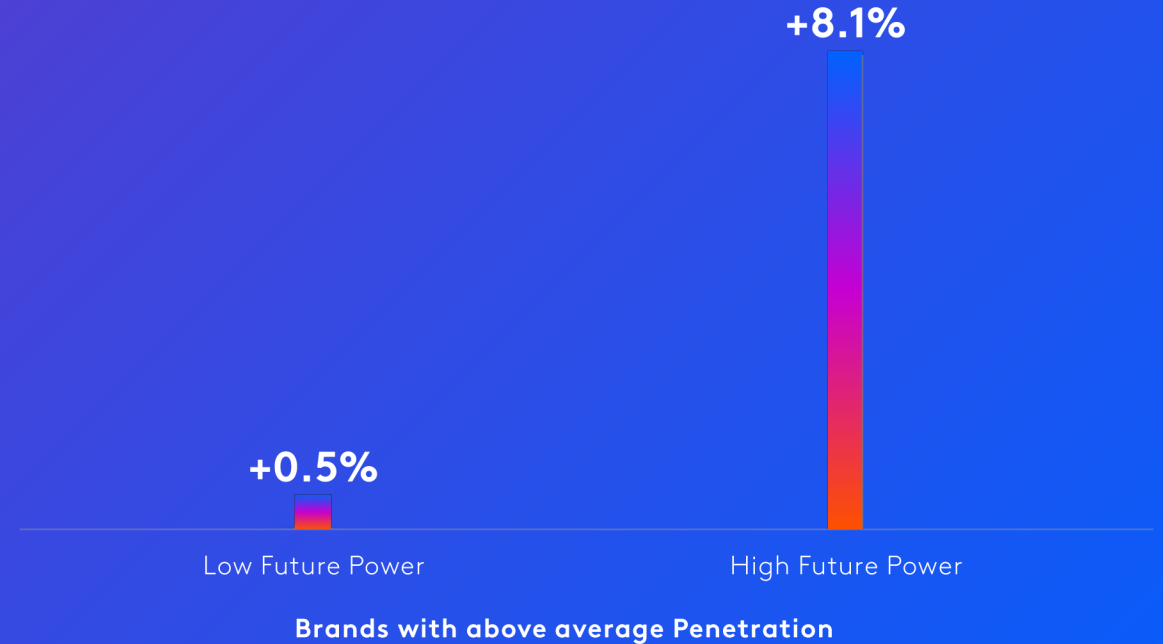


To grow, big brands need higher future power to take them to new places.

Smaller brands have room to find growth within category – so don't see the same relationship with Future Power as a driver of growth.

There is a bigger risk with the smaller brands of overextending themselves – as they still have big competitors with current category.

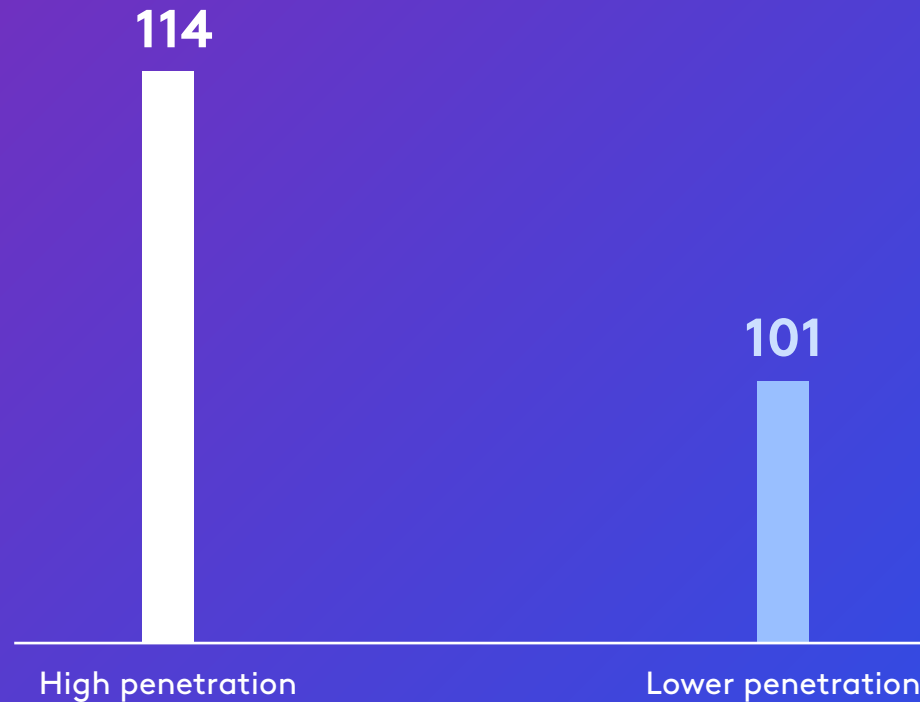
AVERAGE BRAND VALUE GROWTH RATE
2023-2024



WHAT ABOUT BELGIUM?



FUTURE POWER INDEX



Brands with higher penetration show **more potential to grow in the future.**

An aerial photograph of a person on a red and white surfboard riding a wave in clear turquoise water. The water is so clear that the seabed and some marine life are visible. A large purple diagonal shape is overlaid on the left side of the image.

**LET'S LOOK AT
SOME EXAMPLES**



SPADEL MANAGES TO FIND NEW SPACES THANKS TO INNOVATION

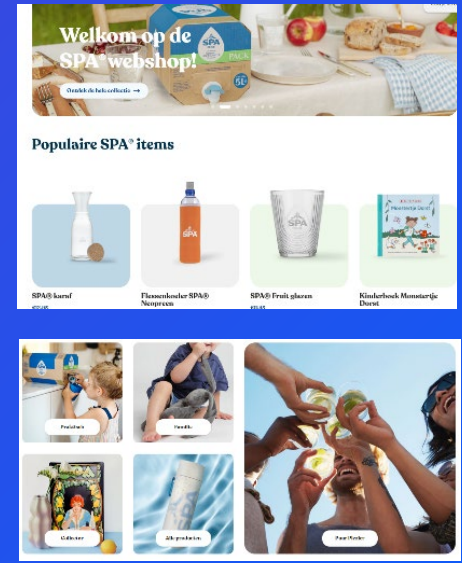
USING ITS ECOPACK AS A STARTING POINT, SPADEL IS ABLE TO ENTER NEW MARKETS



Spa Fountain



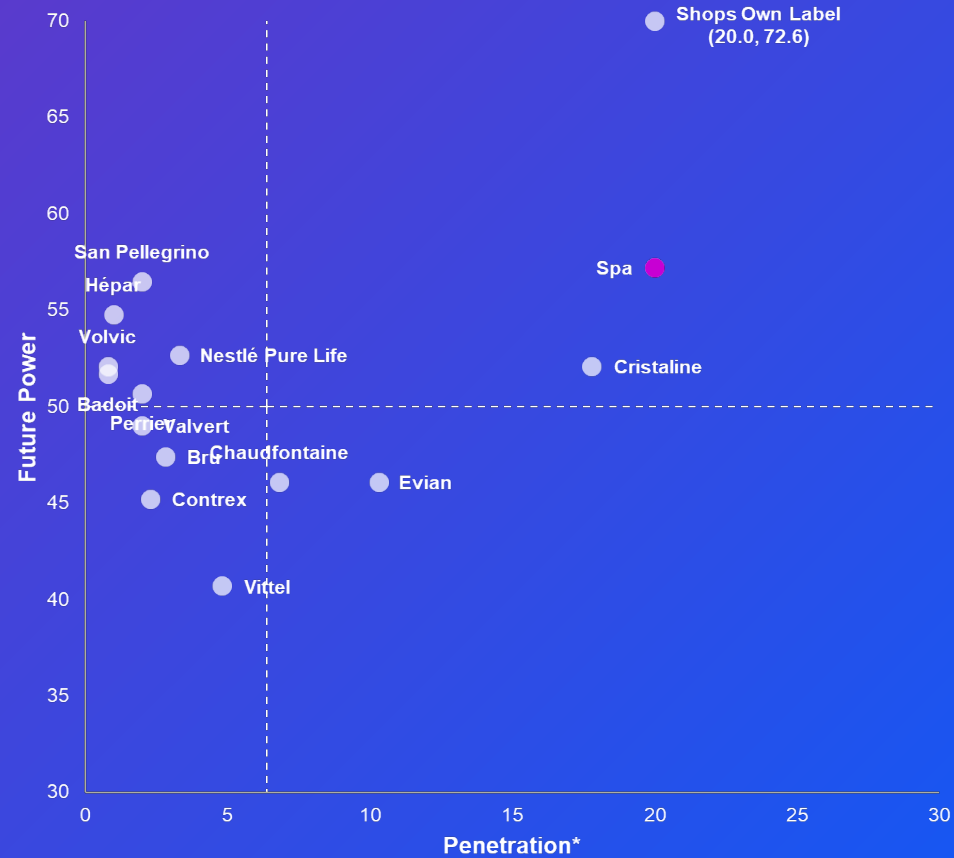
Derived products



SPADEL MANAGES
TO FIND NEW
SPACES THANKS
TO INNOVATION



WITH THE HIGHEST PENETRATION,
THE BRAND ALSO SHOWS A STRONG
POTENTIAL FOR FUTURE GROWTH



BOOKING KEEPS ON EXTENDING ITS OFFER

Booking.com


WITH THE ADDITION OF MULTIPLES OFFERS, BOOKING.COM IS NOW THE LEADER OF THE TRAVEL AND HOLIDAY BOOKING WEBSITES




Navigation bar: [Verblijven](#) [Vluchten](#) [Vlucht + Hotel](#) [Autoverhuur](#) **Attracties** [Luchthaventaxi's](#)

Vols populaires à proximité


Trouvez des offres sur des vols intérieurs et internationaux.



Bruxelles - Venise
19 sept. - 26 sept. - Aller-retour



Bruxelles - Rome
19 sept. - 26 sept. - Aller-retour



Bruxelles
19 sept.

Location de voitures pour tous les types de voyages


De super voitures à des tarifs avantageux, proposées par les plus grandes sociétés de location de voitures.

Lieu de prise en charge: Date de prise en...: Heure: Date de restitu...: Heure: [Rechercher](#)


Je souhaite restituer la voiture à un autre endroit Le conducteur a-t-il entre 30 et 65 ans ?

Sociétés de location de voitures populaires

Hertz Europcar Budget AVIS keddy by Europcar Alamo SIXT Thrifty Enterprise




Visite en soirée : le côté obscur de Bruxelles
Bruxelles
Bienvenue à Bruxelles comme vous ne l'avez jamais vécu auparavant !
Dernière les façades immaculé...
Best-seller #3
★ 4.3 - Très bien (265 commentaires)
Annulation gratuite disponible
À partir de € 3
[Voir les disponibilités >](#)



Une expérience au musée du chocolat
Bruxelles
Une visite du musée du chocolat Choco-Story à Bruxelles
Best-seller #1
★ 4.3 - Très bien (527 commentaires)
Annulation gratuite disponible
À partir de € 14
[Voir les disponibilités >](#)

Connectez-vous pour gagner du temps
Votre compte Booking.com vous permet de réserver en utilisant vos informations déjà enregistrées
[Se connecter](#)

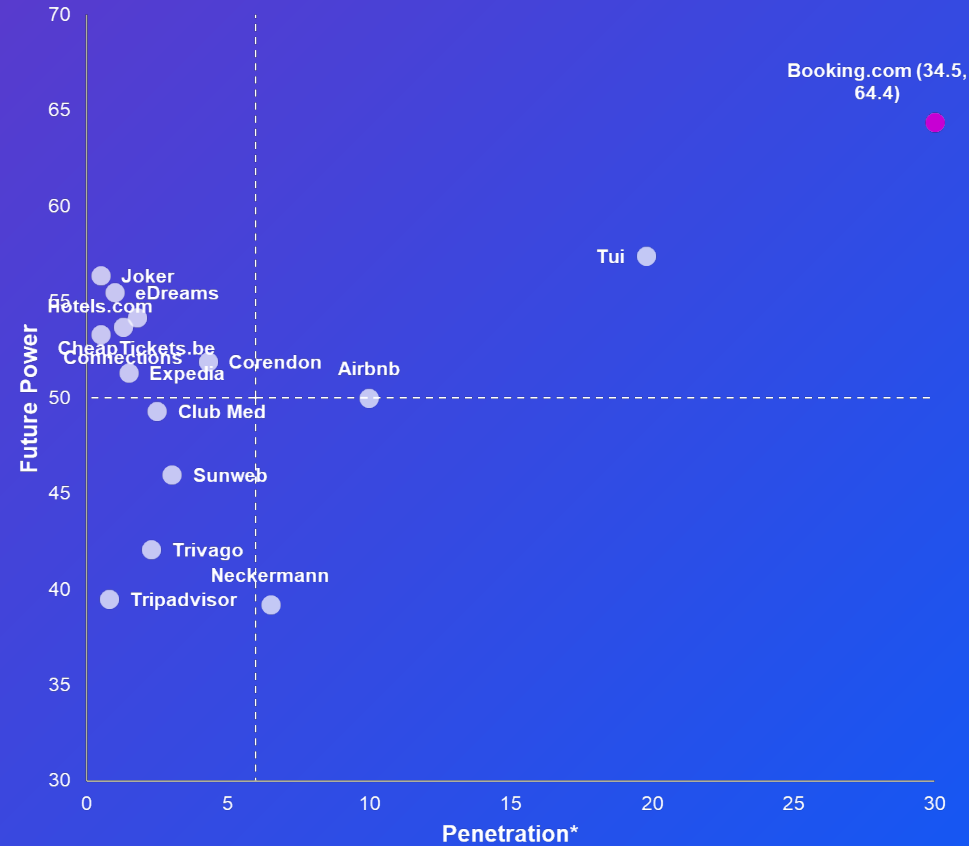


Visite d'une journée à Bruges et à Gand depuis Bruxelles
Bruxelles
Une visite guidée d'une journée dans les villes de Bruges et de Gand depuis Bruxelles
Best-seller #2
Durée : 10 heures
À partir de € 47

BOOKING KEEPS ON EXTENDING ITS OFFER

Booking.com

BOOKING.COM HAS BY FAR THE HIGHEST PENETRATION IN BELGIUM, WITH A STRONG POTENTIAL TO GROW IN THE FUTURE





LEONIDAS IS STRETCHING ITS POSITIONING

LEONIDAS IS STRETCHING ITS POSITIONING OF "MOMENTS OF HAPPINESS" AND GIFTING TO "MY SMALL MOMENTS OF HAPPINESS"



Leonidas

Partagez des moments de bonheur

- Cadeau romantique**
Dites-le avec le cœur... et les meilleurs chocolatiers!
- Cadeau de naissance**
Une nouvelle vie ? Félicitez les proches avec un cadeau chocolaté.
- Cadeau d'anniversaire**
Les chocolats s'étendent à la fête! Faites plaisir à tous les coups avec Leonidas.
- Invitation**
Un dîner en famille? Une soirée entre amis? Remerciez délicieusement ceux qui vous accueillent.



Votre petit moment de bonheur !

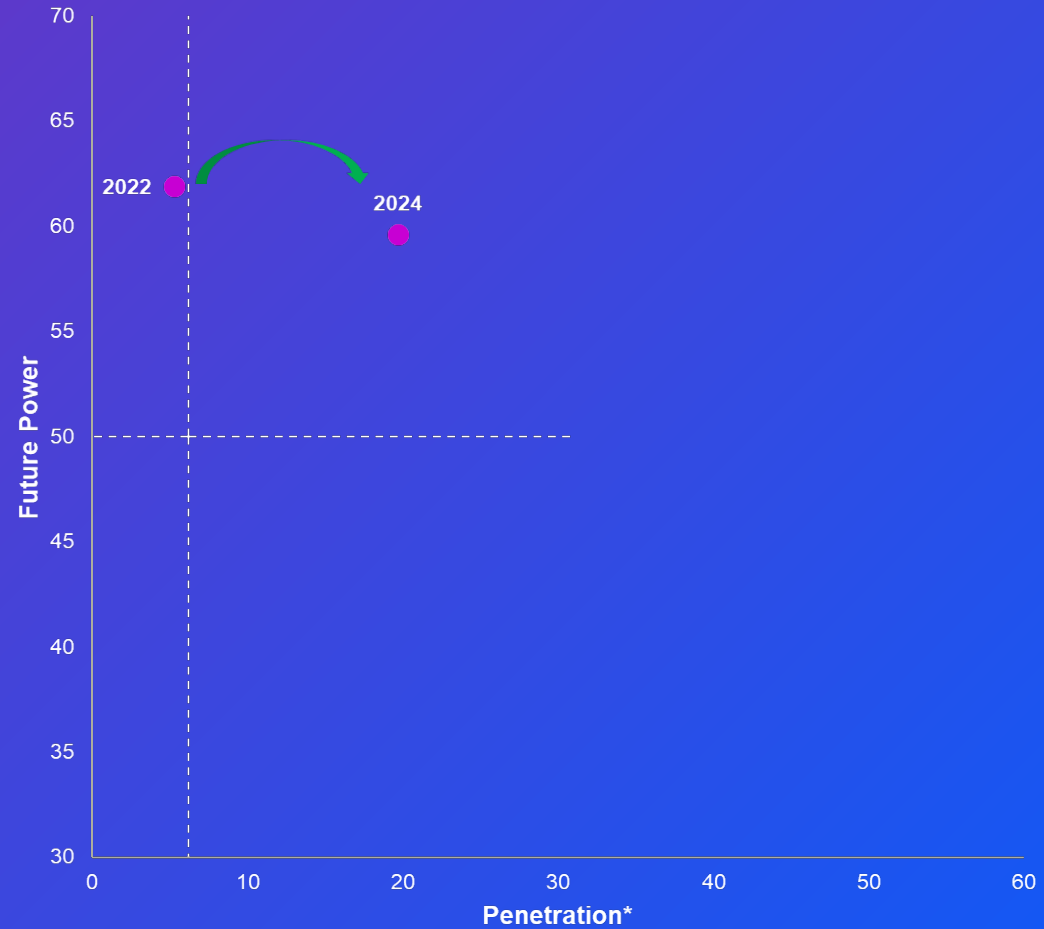
Encore plus de choix pour savourer votre petit moment de bonheur chocolaté avec nos nouvelles tablettes fourrées !



LEONIDAS IS STRETCHING ITS POSITIONING



LEONIDAS HAS BEEN ABLE TO INCREASE ITS PENETRATION OVER TIME



KEY LEARNINGS

Meaningful
Difference is
becoming
increasingly
important for
brand growth

**Difference is a key
differentiator of
growth**

Brands grow
by being
Meaningfully
Different to
more people

**Brands with highest
predisposition have
ability to charge
more in the future**

It is important for
any brand to be
'More Present'
where consumers
are choosing and
using Category

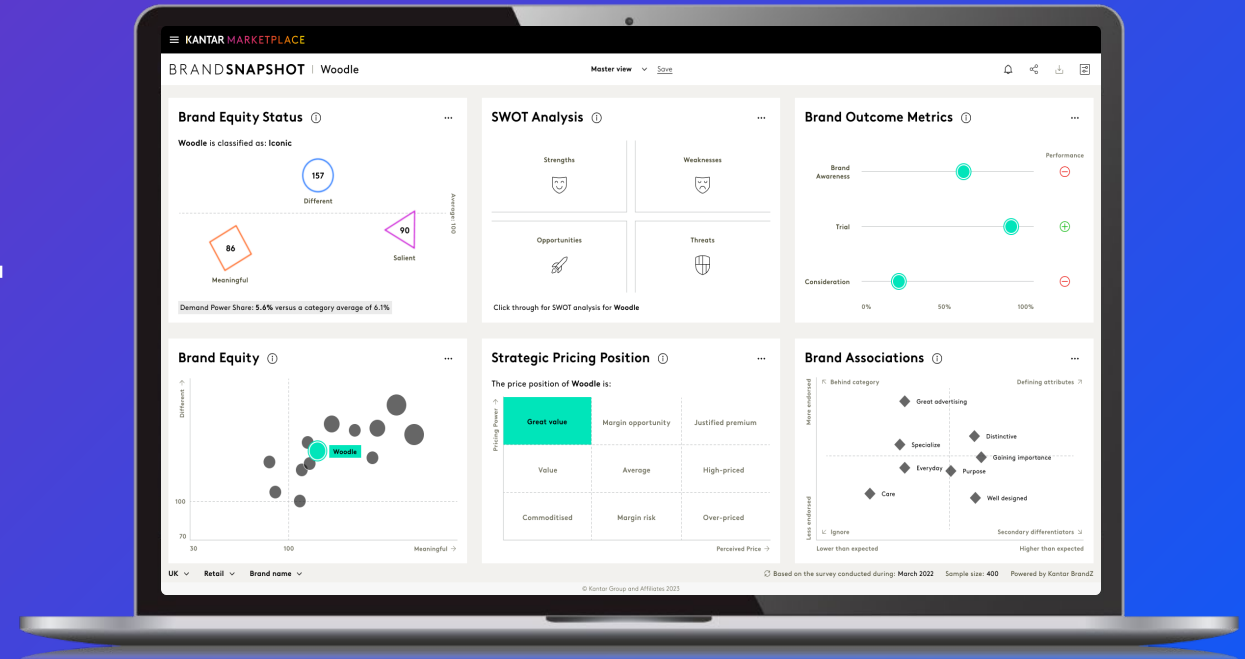
**The most valuable
brands are less
reliant on
Activations**

Growth is
achievable
from anywhere
→ Find New
Space

**Brands with higher
penetration show
more potential to
grow in the future**

BRAND SNAPSHOT

POWERED BY BRANDZ



EXPLORE BRANDSNAPSHOT POWERED BY BRANDZ
[KANTAR.COM/MARKETPLACE/BRANDSNAPSHOT](https://www.kantar.com/marketplace/brandsnapshot)

KANTAR BRANDZ

2024 STRONGEST BRANDS IN BELGIUM

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