

16 November 2022

Global Best Brand Rankings 2022

YouGov®

The world's best brands, as chosen by consumers

Methodology

Local Rankings

The brands in YouGov Annual Rankings were ranked based on YouGov BrandIndex's Index score, which is a measure of overall brand health calculated by taking the average of Impression, Quality, Value, Satisfaction, Recommend and Reputation. Duplicate brands within markets have been removed, with the highest rank retained.

The Index Rankings chart shows the brands with the highest average Index scores between September 28, 2021 and September 27, 2022. The Index Improvers chart ranks the brands with the highest increase in Index, comparing scores from the previous 12-month period. Both scores are representative of the general population of adults 18+.

All brands have been tracked for at least 6 months to be included in the rankings and have been tracked for at least 6 months in the prior year's period (as well as being currently tracked) to appear in the Improvers tables.

Global Rankings

Top 10 brands from each market were shortlisted, creating a group of 380 brands in 38 markets.

Best Brand Rankings methodology assigns 10 points to 1st ranked brand, down to 1 point for 10th ranked brands in each market.

The scores shown in the global ranking is the total points accrued by each brand across the 380-brand shortlist.

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[Find out your brand's ranking](#)

Global Top 10

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YouGov Global Best Brand Rankings 2022

Rank	Brand name	Points
1	Samsung	127
2	Google	106
3	YouTube	85
4	Netflix	59
5	Shopee	51
6	WhatsApp	50
7	Toyota	41
8	Colgate	34
9	Mercedes-Benz	34
10	Lidl	33

Scores show average data from September 28, 2021 and September 27, 2022

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Top 10 Ranked per market

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: United Arab Emirates

Rank	Brand name	Score
1	Emirates	60.2
2	adidas	54.7
3	Nike	50.6
4	Apple	50.3
5	Almarai (Dairy)	50.2
6	Samsung	50.2
7	iPhone	50.1
8	YouTube	49.7
9	WhatsApp	48.8
10	Dettol	46.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Australia

Rank	Brand name	Score
1	Bunnings	48.4
2	Google	45.8
3	Cadbury	44.9
4	Colgate (Toothpaste)	43.4
5	Samsung	43.2
6	Toyota	42.6
7	PayPal	42.4
8	Woolworths	41.7
9	JB Hi-Fi	40.9
10	Weet-Bix	40.7

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Belgium

Rank	Brand name	Score
1	Google	40.6
2	Brussel Airlines	36.2
3	Netflix	35.5
4	YouTube	33.6
5	Volkswagen	30.9
6	TUI	28.9
7	Audi	28.3
8	Mercedes-Benz	27.5
9	Zalando	25.7
10	Lunch Garden	24.8

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Bulgaria

Rank	Brand name	Score
1	Mercedes-Benz	36.9
2	Happy Bar and Grill	31.9
3	Volkswagen	29.2
4	Toyota	27.5
5	DSK Bank	26.1
6	Allianz	25.5
7	Audi	25.2
8	Nedelya	22.1
9	KFC	21.8
10	BMW	19.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Brazil

Rank	Brand name	Score
1	O Boticário	66.3
2	Colgate	62.3
3	Netflix	61.1
4	Natura	60.2
5	Nike	59.5
6	YouTube	57.1
7	Samsung	56.7
8	Adidas	55.6
9	iFood	51.3
10	WhatsApp	49.8

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Canada

Rank	Brand name	Score
1	Amazon	47.9
2	Google	45.5
3	TYLENOL	44.7
4	Costco	42.8
5	Netflix	42.3
6	Dove	40.8
7	YouTube	40.5
8	Canadian Tire	39.9
9	Samsung	39.5
10	Advil	38.3

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: China

Rank	Brand name	Score
1	Huawei 华为	47.5
2	Jingdong 京东	45.1
3	Yunnan Baiyao 云南白药	44.9
4	WeChat 微信	43.1
5	Air China 中国国际航空/国航	42.9
6	Gree 格力	40.8
7	HP 惠普	38.6
8	Dove 德芙	38.5
9	Midea 美的	37.3
10	Alipay 支付宝	34.3

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Czech Republic

Rank	Brand name	Score
1	Skoda	44.4
2	Volkswagen	24.7
3	Kooperativa	23.5
4	Mercedes-Benz	21.3
5	BMW	21.2
6	Generali Česká Pojišťovna	21.1
7	Air Bank (PPF)	19.7
8	ČSOB pojišťovna	19.0
9	Audi	18.9
10	Allianz pojistovna	18.3

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Denmark

Rank	Brand name	Score
1	MobilePay	43.7
2	Rema 1000	43.0
3	DR	39.7
4	DRTV	38.1
5	Lurpak	38.0
6	Matas	37.5
7	Lego	35.9
8	Netflix	35.9
9	Samsung	33.4
10	Arla	32.4

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Egypt

Rank	Brand name	Score
1	Google	47.2
2	Dettol	45.2
3	Galaxy (Chocolates)	44.1
4	YouTube	42.8
5	WhatsApp	42.6
6	Dream Park	38.2
7	iPhone	37.7
8	Facebook	36.8
9	Molto	36.7
10	Almarai (Non-carbonated beverages)	36.7

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Finland

Rank	Brand name	Score
1	Fiskars	60.0
2	Fazer	59.9
3	Valio	53.9
4	Prisma	50.5
5	Iittala	49.8
6	Arabia	48.3
7	Finnair	48.0
8	Yle Areena	48.0
9	Paulig	46.9
10	Abloy	46.7

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: France

Rank	Brand name	Score
1	Doliprane	48.8
2	Samsung	48.4
3	Doctolib	47.0
4	Nintendo	45.5
5	Decathlon	42.8
6	Cristaline	41.7
7	Leroy Merlin	41.6
8	Google	41.4
9	Michelin	41.2
10	Le Petit Marseillais	40.2

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Germany

Rank	Brand name	Score
1	PayPal	51.1
2	dm	48.7
3	Lego	47.9
4	Bosch	47.5
5	Samsung	44.6
6	DHL	43.9
7	Nivea	41.5
8	Haribo	39.9
9	Ravensburger	39.8
10	Miele	39.6

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Greece

Rank	Brand name	Score
1	Sklavenitis	65.2
2	Skroutz	42.2
3	AB Vassilopoulos	38.0
4	Toyota	37.4
5	Mercedes-Benz	35.0
6	Public	32.4
7	IKEA	29.6
8	BMW	29.5
9	Plaisio	29.2
10	Audi	27.6

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Hong Kong

Rank	Brand name	Score
1	Google	38.3
2	YouTube	34.1
3	Yuu (Dairy Farm) Yuu (牛奶公司)	32.9
4	Uniqlo	32.7
5	HKTVMall	31.3
6	Netflix	30.9
7	Dettol	30.9
8	Visa	30.1
9	Octopus Card	30.0
10	WhatsApp	29.1

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Indonesia

Rank	Brand name	Score
1	Indomie	66.8
2	Shopee	64.6
3	WhatsApp	60.5
4	YouTube	58.3
5	Samsung	56.3
6	Tokopedia	55.4
7	Traveloka	54.0
8	Sunlight	53.8
9	Google	51.5
10	Aqua	50.4

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Ireland

Rank	Brand name	Score
1	Samsung	52.6
2	Lidl	47.6
3	Netflix	47.5
4	Guinness	45.1
5	Aldi	44.7
6	Google	44.6
7	Dunnes Stores	43.0
8	Tesco	42.1
9	WhatsApp	41.9
10	Revolut	40.6

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: India

Rank	Brand name	Score
1	YouTube	56.2
2	Google	54.9
3	WhatsApp	53.9
4	Amazon	50.5
5	Amul	49.5
6	Tanishq	42.2
7	Cadbury Dairy Milk	41.3
8	Dettol Disinfectant	40.9
9	Flipkart	40.8
10	Zomato	40.0

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Japan

Rank	Brand name	Score
1	Tokyo Disneyland	39.9
2	Toyota	39.6
3	Panasonic	37.0
4	ANA	34.2
5	Tokyo DisneySEA	34.0
6	Uniqlo	31.4
7	Sony	30.3
8	Google	29.9
9	Japan Airlines (JAL)	28.2
10	Rakuten	28.0

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: South Korea

Rank	Brand name	Score
1	Samsung 삼성	46.0
2	Tylenol 타이레놀	44.2
3	Ottogi 오투기	39.7
4	Nike 나이키	34.1
5	LG	31.2
6	Nintendo 닌텐도	27.6
7	CJ CheilJedang CJ 제일제당	27.5
8	Google 구글	26.0
9	Pulmuone 풀무원	25.9
10	Kakao Bank 카카오뱅크	24.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Malaysia

Rank	Brand name	Score
1	Shopee	63.4
2	Milo	54.9
3	WhatsApp	52.1
4	YouTube	50.6
5	Google	50.0
6	Nescafé	45.4
7	Kit Kat	45.4
8	Maggi	45.1
9	Dettol	44.5
10	McDonald's	43.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Mexico

Rank	Brand name	Score
1	Colgate	64.1
2	WhatsApp	56.5
3	Netflix	55.9
4	Nike	54.6
5	Aspirina	50.3
6	Samsung	48.9
7	Adidas	47.0
8	Gillette	46.4
9	Lala Milk	45.1
10	Amazon Prime	45.0

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YouGov Global Best Brand Rankings 2022

Top 10 Ranked: New Zealand

Rank	Brand name	Score
1	Air New Zealand	61.7
2	Emirates	32.0
3	Singapore Airlines	29.6
4	Subway	29.3
5	Qantas	20.1
6	Burger Fuel	15.2
7	AA	15.1
8	The Coffee Club	13.6
9	Southern Cross	12.8
10	Cathay Pacific	12.4

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Norway

Rank	Brand name	Score
1	Vipps	48.9
2	NRK TV	40.8
3	Kiwi	38.6
4	FINN.no	37.7
5	Tine	37.5
6	Clas Ohlson	35.7
7	Samsung	35.3
8	IKEA	34.9
9	Freia	34.5
10	Gilde	33.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Netherlands

Rank	Brand name	Score
1	Samsung	48.8
2	Bol	47.4
3	Albert Heijn	42.9
4	Lidl	39.2
5	Jumbo	38.2
6	Philips	36.6
7	KLM Royal Dutch	35.4
8	Google	33.8
9	YouTube	31.4
10	ING	27.3

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Portugal

Rank	Brand name	Score
1	Google	55.6
2	Lidl	50.9
3	YouTube	48.2
4	Netflix	46.1
5	Continente	45.9
6	Pingo Doce	44.6
7	Worten	43.6
8	IKEA	43.2
9	Decathlon	39.8
10	FNAC	38.0

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Poland

Rank	Brand name	Score
1	Allegro	57.2
2	E. Wedel	45.9
3	Lidl	44.3
4	Rossmann	44.1
5	Winiary	38.3
6	Pudliszki	37.8
7	Biedronka	37.7
8	Lubella	36.9
9	Milka	36.9
10	Łaciate	36.2

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Pakistan

Rank	Brand name	Score
1	Olpers	41.5
2	Samsung	40.4
3	Honda	38.8
4	Dettol	37.6
5	Nestlé Milkpak	36.7
6	Dalda	35.9
7	Toyota	34.8
8	Apple	32.7
9	K&Ns	31.1
10	Dove	31.0

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Philippines

Rank	Brand name	Score
1	Jollibee	64.2
2	Samsung	61.3
3	Colgate Toothpaste	57.6
4	Shopee	56.4
5	Yakult	55.3
6	McDonald's	49.2
7	Philippine Airlines	48.5
8	Safeguard Soap Bar	47.7
9	Century	46.6
10	Jack 'n Jill	45.6

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Singapore

Rank	Brand name	Score
1	Singapore Airlines	53.5
2	Shopee	47.4
3	Uniqlo	46.5
4	Google	43.9
5	WhatsApp	43.8
6	Changi Airport (including Jewel Changi Airport)	43.8
7	FairPrice	42.8
8	Gardens by the Bay	41.5
9	Channel News Asia	38.8
10	YouTube	38.5

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Sweden

Rank	Brand name	Score
1	Swish	42.9
2	ICA	39.9
3	IKEA	39.0
4	Wasabröd	35.8
5	Volvo	35.1
6	Yes	31.3
7	Samsung	31.3
8	Systembolaget	31.2
9	Marabou	31.1
10	Apoteket	30.6

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Saudi Arabia

Rank	Brand name	Score
1	Saudia (Saudi Airlines)	53.5
2	adidas	52.2
3	Al Baik	49.0
4	Almarai (Dairy)	45.3
5	Alrajhi Bank	45.3
6	Apple	44.1
7	Dettol	43.2
8	YouTube	42.8
9	Samsung	42.0
10	iPhone	41.7

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Taiwan

Rank	Brand name	Score
1	EVA Air 長榮航空	60.2
2	McDonald's 麥當勞	54.7
3	Mercedes-Benz 賓士 Benz	50.6
4	Free Card (PX Mart) 全聯福利卡	50.3
5	Toyota 和泰/豐田	50.2
6	LINE Points	50.2
7	LINE Pay	50.1
8	Vaseline (Lotion) 凡士林	49.7
9	Visa	48.8
10	BMW 寶馬	46.1

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Thailand

Rank	Brand name	Score
1	YouTube	60.9
2	Facebook	54.3
3	Shopee	53.0
4	Google	51.5
5	Line	51.3
6	KFC	48.9
7	Nike	47.2
8	Toyota	43.6
9	Lazada	43.3
10	7-Eleven	42.8

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: UK

Rank	Brand name	Score
1	Marks & Spencer	46.5
2	Samsung	40.2
3	IKEA	40.1
4	Cadbury	40.0
5	Netflix	38.9
6	John Lewis	38.8
7	Boots	37.3
8	Sony	36.8
9	Visa	36.7
10	Lindt	36.4

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: US

Rank	Brand name	Score
1	BAND-AID	51.2
2	Dawn	50.5
3	St. Jude Children's Research Hospital	45.9
4	Dove	45.8
5	Clorox	45.3
6	Samsung	45.0
7	Hershey's	44.7
8	M&M's	44.5
9	Amazon	43.3
10	Lowe's	43.2

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: Vietnam

Rank	Brand name	Score
1	Samsung	49.4
2	Vietnam Airlines	44.3
3	Shopee	43.8
4	Panasonic	37.7
5	MoMo	32.7
6	Kinh Do	32.3
7	Omachi	31.6
8	Thế giới di động	31.4
9	KFC	30.3
10	Biti's	30.0

Scores show average data from September 28, 2021 and September 27, 2022

YouGov Global Best Brand Rankings 2022

Top 10 Ranked: South Africa

Rank	Brand name	Score
1	Takealot.com	58.5
2	Woolworths	55.9
3	Checkers	51.3
4	Pick n Pay	50.3
5	Clicks	45.2
6	Dischem	42.8
7	FNB	42.3
8	SPAR	37.8
9	Food Lovers Market	37.7
10	Engen	37.3

Scores show average data from September 28, 2021 and September 27, 2022

Top 10 Improvers per market

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Australia

Rank	Brand name	Score	Previous Score	Change in Score
1	Nine	10.0	6.5	3.5
2	Kia	13.7	10.9	2.8
3	Westpac	10.1	7.9	2.2
4	Disney+	18.9	16.9	2.0
5	ANZ	14.7	12.7	2.0
6	Medibank	9.7	8.0	1.7
7	Flight Centre	16.8	15.1	1.7
8	AAMI	13.9	12.2	1.6
9	Hisense	12.0	10.4	1.5
10	Travelodge	9.3	7.8	1.5

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Belgium

Rank	Brand name	Score	Previous Score	Change in Score
1	Spotify	22.7	19.0	3.8
2	KBC Bank	11.2	8.1	3.1
3	Airbnb	11.7	8.7	3.0
4	Emirates	15.3	12.6	2.7
5	Netflix	35.5	33.4	2.1
6	Argenta	7.3	5.4	1.9
7	Club Med	12.0	10.1	1.9
8	LinkedIn	11.0	9.2	1.7
9	Google	40.6	39.0	1.5
10	Baloise	7.8	6.6	1.2

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Bulgaria

Rank	Brand name	Score	Previous Score	Change in Score
1	Euroins	6.8	6.5	0.3
2	Groupama	6.0	5.8	0.2
3	OZOK INS	0.4	0.2	0.2
4	Bul Ins.	9.2	9.1	0.1
5	Asset Insurance	0.9	0.8	0.1
6	DallBogg	2.3	2.2	0.1
7	Saglasie	4.0	3.9	0.0
8	Nationale Nederlanden (ING)	1.5	1.5	0.0
9	Bulstrad VIG	10.8	10.9	0.0
10	OZOF Doverie	5.4	5.5	0.0

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Brazil

Rank	Brand name	Score	Previous Score	Change in Score
1	YouTube	57.1	51.1	5.9
2	Nike	59.5	55.0	4.5
3	Lacoste	29.8	25.5	4.4
4	Nestlé	45.6	41.5	4.1
5	Samsung	56.7	52.9	3.8
6	Friboi	12.4	8.6	3.8
7	Paramount+	12.2	8.5	3.7
8	McDonald's	28.7	25.2	3.6
9	HBO Go	18.0	14.5	3.5
10	Pluto TV	6.4	2.9	3.5

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Canada

Rank	Brand name	Score	Previous Score	Change in Score
1	Airbnb	12.4	9.6	2.7
2	Indeed	15.9	13.5	2.4
3	Walmart	29.5	27.9	1.7
4	Starbucks	16.0	14.4	1.6
5	Volkswagen	12.3	10.8	1.5
6	WhatsApp	13.2	11.7	1.5
7	VRBO	4.5	3.1	1.3
8	Hyundai	14.1	12.9	1.3
9	DoorDash	5.2	3.9	1.2
10	Ticketmaster	5.4	4.2	1.2

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: China

Rank	Brand name	Score	Previous Score	Change in Score
1	ERKE 鸿星尔克	30.5	12.0	18.6
2	Luckin Coffee 瑞幸咖啡	15.5	8.5	6.9
3	Beeflower 蜂花	15.2	9.2	6
4	BYD Auto 比亚迪	12.5	8.0	4.4
5	Anta 安踏	25.8	21.7	4.1
6	Volkswagen Passat 上海大众帕萨特	8.5	5.7	2.9
7	HP computers 惠普电脑	16.8	14.5	2.3
8	Little Swan 小天鹅	9.9	7.6	2.3
9	Yunnan Baiyao 云南白药	44.9	42.7	2.2
10	Burger King 汉堡王	10.1	7.9	2.2

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Czech Republic

Rank	Brand name	Score	Previous Score	Change in Score
1	Uniqo	8.7	7.2	1.5
2	Česká podnikatelská pojišťovna	7.2	6.0	1.2
3	ČSOB pojišťovna	19.0	17.9	1.1
4	Partners	-0.8	-1.5	0.7
5	Pillow	1.1	0.6	0.5
6	ERGO	0.7	0.4	0.3
7	Hasicska vzajemna pojistovna/ HVP	0.6	0.4	0.2
8	Komerčni pojistovna / KB	4.4	4.2	0.2
9	BNP Paribas Cardif pojistovna	0.5	0.2	0.2
10	SLAVIA	0.0	-0.2	0.2

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Top 10 Improvers: Germany

Rank	Brand name	Score	Previous Score	Change in Score
1	Outlook	15.6	10.4	5.2
2	Booking.com	29.7	26.8	2.9
3	iPhone	16.4	13.8	2.7
4	WhatsApp	37.9	35.3	2.6
5	Disney+	13.4	10.8	2.6
6	Samsung	44.6	42.1	2.6
7	Shop Apotheke	18.6	16.2	2.4
8	HP	21.1	18.7	2.3
9	CHECK24 Reisen	13.2	10.9	2.3
10	De'Longhi	14.6	12.8	1.8

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Denmark

Rank	Brand name	Score	Previous Score	Change in Score
1	Danske Bank	-11.0	-17.4	6.4
2	Norlys	10.7	5.5	5.2
3	Elgiganten	20.2	16.0	4.2
4	Coop365 Discount	9.6	6.0	3.6
5	Ryanair	-11.1	-14.4	3.4
6	Nordea	2.8	-0.5	3.3
7	Pepsi	21.1	17.9	3.2
8	Disney+	20.4	18.0	2.8
9	Ekstra Bladet	-10.4	-12.7	2.4
10	Lunar	4.6	2.4	2.3

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Top 10 Improvers: Egypt

Rank	Brand name	Score	Previous Score	Change in Score
1	Amazon	30.5	20.0	10.5
2	Noon	19.8	13.9	5.9
3	Amazon Prime	16.5	10.9	5.6
4	Dina Farms	23.9	19.7	4.3
5	Sun Top	10.6	6.5	4.2
6	LinkedIn	20.0	16.6	4.1
7	L'Oréal Paris	17.4	13.9	3.5
8	Visa	18.5	15.2	3.5
9	Spotify	8.1	5.0	3.3
10	Sunny	6.3	3.2	3.1

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Top 10 Improvers: Finland

Rank	Brand name	Score	Previous Score	Change in Score
1	MobilePay	23.8	19.3	4.5
2	Norwegian	15.0	12.6	2.5
3	Polestar	4.2	1.9	2.3
4	TUI	13.2	10.9	2.3
5	Disney+	13.9	12.0	1.9
6	Samsung	39.1	37.3	1.8
7	MTV Katsomo	13.0	11.2	1.8
8	Kokkikartano	39.3	37.5	1.8
9	Kia	8.5	6.7	1.8
10	Aito Iskelmä	8.7	6.9	1.8

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: France

Rank	Brand name	Score	Previous Score	Change in Score
1	Samsung Galaxy Tab	20.3	11.8	8.5
2	Android	23.9	17.5	6.4
3	Orange	22.1	16.4	5.7
4	Histoire d'Or	22.8	17.2	5.6
5	iPhone	24.3	19.4	4.9
6	Krys	14.0	9.3	4.7
7	Free	16.2	11.7	4.5
8	Xiaomi	13.6	9.2	4.4
9	Pandora	15.9	11.7	4.2
10	Optic 2000	17.5	13.8	3.7

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Greece

Rank	Brand name	Score	Previous Score	Change in Score
1	Jysk	15.4	12.4	3
2	Revolut	9.8	7.0	2.8
3	IKEA	29.6	28.3	1.4
4	Wind stores	1.3	1.0	0.3
5	Hellas Direct	4.9	4.7	0.3
6	Pancreta Bank	1.2	1.0	0.2
7	Meidanis	3.0	2.8	0.2
8	ERGO	4.8	4.8	0.1
9	Eurolife	3.1	3.2	0
10	Ydrogios Insurance	2.1	2.1	0

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Hong Kong

Rank	Brand name	Score	Previous Score	Change in Score
1	Yuu (Dairy Farm) Yuu (牛奶公司)	32.9	24.5	8.3
2	WhatsApp	29.1	23.0	7.7
3	YouTube	34.1	29.7	6.1
4	HSBC	18.0	13.6	4.4
5	Cathay Pacific	8.1	4.1	4.4
6	Instagram	17.9	14.0	4
7	Netflix	30.9	27.3	3.9
8	Facebook	15.0	11.5	3.6
9	Tudor	11.4	8.0	3.5
10	Calvin Klein	13.0	9.6	3.4

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Indonesia

Rank	Brand name	Score	Previous Score	Change in Score
1	ShopeeFood	26.3	9.2	17.1
2	TikTok	16.3	5.8	10.5
3	DANA	38.8	30.8	8
4	Disney+ Hotstar	20.8	13.9	6.9
5	Netflix	29.4	25.1	4.3
6	Tokopedia	55.4	51.7	3.7
7	Hyundai	11.9	8.3	3.7
8	Tolak Angin	48.9	45.3	3.6
9	Kopi Kenangan	12.9	9.5	3.5
10	Panadol	24.5	21.3	3.2

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Ireland

Rank	Brand name	Score	Previous Score	Change in Score
1	Screwfix	12.4	8.5	3.9
2	Booking.com	25.2	21.5	3.7
3	Dunnes Stores	43.0	39.5	3.5
4	Birra Moretti	14.0	10.9	3.1
5	WhatsApp	41.9	38.8	3
6	Amazon Prime Video	15.3	12.7	2.6
7	Homestore & More	26.0	23.6	2.4
8	Zurich	12.8	10.8	2.0
9	VHI	16.1	14.2	2.0
10	Penneys	29.5	27.7	1.8

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: India

Rank	Brand name	Score	Previous Score	Change in Score
1	Air India	36.9	29.8	7.1
2	Telegram	30.7	25.6	5.2
3	Realme	17.7	13.7	4.0
4	Instagram	38.8	35.3	3.9
5	WhatsApp	53.9	50.5	3.5
6	Apple	28.2	24.9	3.4
7	Myntra	24.5	21.5	3.3
8	Booking.com	11.9	9.2	3.0
9	Tata Motors	30.1	27.4	2.8
10	Flipkart	40.8	38.1	2.7

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Top 10 Improvers: Japan

Rank	Brand name	Score	Previous Score	Change in Score
1	PayPay	14.8	11.9	2.8
2	Rakuten Pay	8.4	7.3	1.2
3	LINE	20.6	19.5	1.1
4	Shimamura	9.4	8.3	1.1
5	Kate	8.2	7.2	1.0
6	Disney+	4.9	3.9	1.0
7	Legoland Japan Resort	1.0	0.1	0.9
8	niconico	1.1	0.2	0.9
9	American Airlines	2.4	1.6	0.8
10	Royal Park Hotel	5.9	5.2	0.8

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Top 10 Improvers: Malaysia

Rank	Brand name	Score	Previous Score	Change in Score
1	DuitNow	28.2	18.6	9.6
2	Touch 'N Go eWallet	35.3	29.2	6.1
3	Netflix	39.9	34.6	5.3
4	Apple	29.4	26.5	2.8
5	LG	2.6	0.2	2.4
6	Lotus	8.1	5.7	2.3
7	Watsons	28.2	25.9	2.3
8	Samyang	17.3	15.0	2.3
9	FPX	21.8	19.6	2.2
10	AIA	24.0	22.0	2.0

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Top 10 Improvers: Mexico

Rank	Brand name	Score	Previous Score	Change in Score
1	HBO Go	21.2	15.5	5.7
2	Paramount+	12.9	7.5	5.4
3	Amazon Prime Video	36.1	31.2	4.9
4	Pepsi	15.2	11.2	4.0
5	Alpura Bebible	6.1	2.4	3.7
6	Electrolit	30.8	27.4	3.5
7	Takis	20.6	17.5	3.1
8	Powerade	21.3	18.6	2.7
9	STARZPLAY	4.6	1.9	2.7
10	Mercado Libre	30.7	28.1	2.6

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Top 10 Improvers: New Zealand

Rank	Brand name	Score	Previous Score	Change in Score
1	American Airlines	-0.4	-2.3	1.8
2	United Airlines	-1.3	-2.9	1.6
3	AMP	3.1	1.5	1.6
4	Air China	-2.6	-3.6	1.0
5	Philippine Airlines	0.1	-0.8	0.9
6	Malaysia Airlines	-1.0	-1.8	0.8
7	Virgin Australia	3.5	2.7	0.8
8	Hawaiian Airlines	3.9	3.2	0.7
9	AIG	2.2	1.7	0.5
10	Air Canada	4.3	3.8	0.4

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Top 10 Improvers: Norway

Rank	Brand name	Score	Previous Score	Change in Score
1	Hurtigruten	12.7	8.5	4.1
2	Norwegian	26.1	22.3	3.8
3	Klarna	23.6	19.9	3.7
4	Discovery+	10.7	7.5	3.2
5	Änglamark	21.5	18.7	2.8
6	Kid	22.8	20.5	2.3
7	Komplett	16.0	13.6	2.3
8	Skeidar	17.2	14.9	2.3
9	Kims	16.8	14.5	2.3
10	Fagmøbler	13.3	11.1	2.3

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Top 10 Improvers: Netherlands

Rank	Brand name	Score	Previous Score	Change in Score
1	Spotify	26.0	22.3	3.7
2	Lidl	39.2	35.7	3.5
3	JBL	22.6	19.7	2.9
4	Aldi	15.7	13.0	2.7
5	Bol	47.4	44.7	2.7
6	Anwb	22.0	19.6	2.4
7	Turkish Airlines	-0.9	-2.8	1.9
8	LinkedIn	14.0	12.1	1.9
9	Apple	26.7	25.0	1.8
10	YouTube	31.4	29.8	1.6

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Portugal

Rank	Brand name	Score	Previous Score	Change in Score
1	ACP/Automóvel Club de Portugal	12.5	11.6	0.9
2	Caravela/Caravela Seguros	2.4	1.8	0.6
3	Tranquilidade	23.7	23.1	0.6
4	Aegon	0.8	0.4	0.4
5	Lusitania	5.3	4.9	0.4
6	Bankinter	1.5	1.1	0.3
7	Real	1.3	1.1	0.2
8	N Seguros	1.7	1.5	0.2
9	AIG Europe S.A.	0.6	0.6	0
10	Chubb European Group	0.5	0.5	0

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Top 10 Improvers: Poland

Rank	Brand name	Score	Previous Score	Change in Score
1	Action	12.8	8.5	4.3
2	UNIQA	8.1	4.4	3.7
3	Rossmann	31.0	28.0	3.0
4	Sinsay	14.1	11.2	3.0
5	Glovo	8.0	5.2	2.8
6	Dino	13.3	10.6	2.8
7	Żabka Café	9.8	7.6	2.2
8	Nike	29.3	27.6	1.8
9	Dealz	7.9	6.2	1.7
10	TEDI	5.2	3.5	1.7

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Top 10 Improvers: Pakistan

Rank	Brand name	Score	Previous Score	Change in Score
1	Meezan Bank Limited	27.7	22.8	5.0
2	Kia	17.6	13.6	4.0
3	Vivo	16.2	12.8	3.3
4	L'Oréal	18.3	15.1	3.1
5	Dubai Islamic Bank	7.6	5.4	2.1
6	Mezan	15.9	13.9	2.0
7	Kashmir	15.5	13.7	1.8
8	Nurpur	13.1	11.3	1.8
9	Slice	13.9	12.1	1.8
10	Borjan	17.9	16.3	1.6

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Top 10 Improvers: Philippines

Rank	Brand name	Score	Previous Score	Change in Score
1	Palmolive	27.5	20.5	6.9
2	Sun Life	26.8	21.9	4.8
3	Land Bank of the Philippines (Landbank)	29.1	24.6	4.5
4	Nissin	44.6	40.2	4.4
5	Bank of the Philippine Islands (BPI)	33.5	30.0	3.5
6	Manulife	18.6	15.2	3.5
7	Johnson's Baby Shampoo	25.4	22.1	3.3
8	Oral-B (Mouthwash)	20.0	16.8	3.2
9	Quick Chow	10.5	7.7	2.9
10	Johnson's Baby Powder	35.0	32.1	2.8

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Top 10 Improvers: Saudi Arabia

Rank	Brand name	Score	Previous Score	Change in Score
1	TikTok	14.6	7.2	7.5
2	stc pay	25.1	19.2	5.9
3	Qatar Airways	21.0	15.5	5.4
4	KFC	18.2	12.9	5.3
5	Kiri	24.5	19.5	5.0
6	Amazon	24.4	20.0	4.4
7	Noon	23.5	19.4	4.1
8	Amazon Prime	15.9	11.8	4.1
9	Apple Pay	23.4	19.4	4.0
10	STC Saudi Telecom	36.0	32.2	3.8

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Top 10 Improvers: Singapore

Rank	Brand name	Score	Previous Score	Change in Score
1	Go-Jek	11.9	6.2	5.7
2	Disney+	20.3	16.0	4.3
3	Samyang	12.9	10.1	2.7
4	TikTok	9.0	6.6	2.4
5	Scoot	15.0	12.6	2.4
6	Singapore Post	21.1	18.9	2.2
7	DON DON DONKI	29.5	27.4	2.1
8	iPhone	34.7	32.6	2.1
9	Pocky	20.3	18.3	2.0
10	SIMBA	4.4	2.4	2.0

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Top 10 Improvers: South Africa

Rank	Brand name	Score	Previous Score	Change in Score
1	Clicks	45.2	41.2	4.0
2	FNB	22.2	18.2	4.0
3	Discovery	26.6	22.9	3.7
4	H&M	25.2	22.3	3.3
5	Momentum	15.9	13.0	2.9
6	Cotton On	24.9	22.1	2.8
7	Food Lovers Market	37.7	35.0	2.7
8	Edgars	28.2	25.7	2.7
9	Cape Union Mart	21.2	18.7	2.5
10	Sportscene	33.4	30.9	2.5

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Top 10 Improvers: South Korea

Rank	Brand name	Score	Previous Score	Change in Score
1	Nike 나이키	34.1	21.9	12.2
2	Adidas 아디다스	24.0	15.9	8.1
3	Tylenol 타이레놀	44.2	37.8	6.3
4	Good Choice (GR) 여기어때	9.2	5.5	3.7
5	Apple 애플	22.8	19.3	3.5
6	Lotte 롯데푸드(LOTTE FOODS)	2.9	-0.4	3.3
7	yanolja 야놀자	13.8	10.6	3.2
8	Lotte 롯데	1.0	-2.2	3.2
9	Korean Air 대한항공	4.6	1.8	2.9
10	Ralph Lauren 랄프로렌	7.1	4.3	2.8

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Top 10 Improvers: Sweden

Rank	Brand name	Score	Previous Score	Change in Score
1	FUN Light	5.5	1.8	3.7
2	MQ	10.9	7.3	3.5
3	HBO Max	13.4	10.7	2.7
4	Rocker	0.9	-1.5	2.4
5	Frankful	4.8	2.9	1.9
6	Kia	11.6	10.0	1.6
7	Ryanair	-11.4	-13.0	1.5
8	Tulip	8.4	7.0	1.4
9	Polestar	5.8	4.5	1.3
10	Swedbank	8.3	7.0	1.3

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Top 10 Improvers: Taiwan

Rank	Brand name	Score	Previous Score	Change in Score
1	LINE Pay	29.4	26.5	2.8
2	McDonald's Membership card 點點卡 (麥當勞)	20.6	18.2	2.4
3	Taiwan Pay 台灣Pay	10.0	7.9	2.1
4	LINE Points	29.7	27.8	2.0
5	PayPal	20.5	18.8	1.7
6	CeraVe (Lotion) 適樂膚 (乳液)	6.7	5.4	1.4
7	Shallop (Mouthwash) 刷樂	8.0	6.7	1.3
8	Open Point (7-11/iCash)	22.0	20.8	1.2
9	Olay (Anti-Aging) Olay (多元修護系列)	9.2	8.1	1.1
10	Korean Air 大韓航空	3.4	2.4	1.0

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Top 10 Improvers: Thailand

Rank	Brand name	Score	Previous Score	Change in Score
1	Dutchmill	40.3	32.5	7.7
2	TikTok	37.4	29.9	7.5
3	Line Man	22.3	16.0	6.3
4	Thai Airways	26.0	20.1	5.9
5	dtac (Postpaid)	12.1	9.2	2.9
6	Tivoli	16.6	13.8	2.8
7	Oral-B	23.9	21.2	2.7
8	iPhone	40.7	38.0	2.7
9	Xiaomi	19.3	16.8	2.5
10	Mini Big C	21.8	19.3	2.5

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Top 10 Improvers: United Arab Emirates

Rank	Brand name	Score	Previous Score	Change in Score
1	TikTok	17.0	9.5	7.4
2	Amazon	33.4	28.6	4.8
3	HP	22.2	18.2	4.0
4	Amazon Prime	23.4	19.5	3.9
5	Apple Pay	22.3	18.5	3.7
6	Qatar Airways	23.5	19.8	3.7
7	WhatsApp	48.8	45.1	3.6
8	Bluewaters	18.8	15.2	3.6
9	Domino's	20.2	16.7	3.6
10	Share	24.3	21.0	3.2

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: UK

Rank	Brand name	Score	Previous Score	Change in Score
1	Disney+	21.3	17.3	4.0
2	Tesco Clubcard	28.6	25.6	3.0
3	BBC	24.9	22.2	2.7
4	Vue	14.7	12.2	2.5
5	Odeon	14.3	12.4	1.9
6	MoneySavingExpert	34.3	32.5	1.8
7	Booking.com	22.6	20.7	1.8
8	All 4	20.6	18.9	1.7
9	Shark	16.7	15.0	1.7
10	Habitat	15.4	13.9	1.6

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

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YouGov Global Best Brand Rankings 2022

Top 10 Improvers: US

Rank	Brand name	Score	Previous Score	Change in Score
1	HBO Max	18.0	14.4	3.5
2	Nature Made	29.5	26.2	3.2
3	CeraVe	19.0	16.4	2.6
4	Nature's Bounty	24.4	21.9	2.6
5	GoodRx	20.9	18.6	2.3
6	SKECHERS	31.9	29.6	2.3
7	DICK'S Sporting Goods	21.5	19.3	2.2
8	Vaseline	39.6	37.7	2.0
9	Lipton	37.2	35.3	1.8
10	Google	36.6	34.9	1.7

Scores show average data from 28 Sep 2021 - 27 Sep 2022
vs 28 Sep 2020 - 27 Sep 2021

YouGov Global Best Brand Rankings 2022

Top 10 Improvers: Vietnam

Rank	Brand name	Score	Previous Score	Change in Score
1	MB	21.9	14.9	7.0
2	ShopeeFood	11.9	8.4	3.5
3	ZaloPay	23.6	20.2	3.4
4	ShopeePay	17.0	13.8	3.2
5	VNPay	9.2	6.5	2.7
6	Midea	3.5	0.9	2.6
7	Pharmacy	17.4	14.8	2.6
8	FE Credit	-7.5	-10.0	2.5
9	Lazada	27.5	25.1	2.4
10	Kangaroo	10.2	7.8	2.4

Scores show average data from 28 Sep 2021 - 27 Sep 2022
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