



# JpBRAND 2011

## TOP 100 JAPANESE BRANDS



## About the JpBrand

In every country the different brands become popular in different ways. And no matter how well global brands known in this country, national brands have the greatest impact on consumers. Today the brand becomes a major and very valuable assets, because a strong brand regardless of its scale allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop and promote its products at the foreign markets.

Also, today the business are increasingly confronted with a situation where the brand has become one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the most attention is paid to the brand value in mergers and acquisitions, as well as in public offerings of shares on stock markets or placing other types of securities in order to attract investment. And it is here necessary to solve the puzzle, when the company realizes the full value of their brand, but can not express it in concrete figures.

After much research, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of the evaluation of national brands and in 2011 created the rating of the most expensive brands of Japan.

The main task of the rating "JpBrand 2011" was to determine the 100 most expensive Japanese brands, as well as their current real market value, based on the financial performance of companies using such brands (trademarks), as well as the positions of each company in the market and prospects for development both companies and their brands.

It is worth noting that the ranking only includes brands created in Japan or for Japanese goods (services), although how much later they became known to the domestic or world markets. The geographical origin of brands from the Japan was the main criterion for selection of brands (trademarks), assessed in rating.

\* All rights to brands and trademarks mentioned or referred to in the ranting belong to their respective owners.



The methodology of the brand evaluation based on the evaluation of activity of companies brand-owners, and also takes into account several factors showing the market conditions that influence the brands, possible threats and perspectives for industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as factors actual trends for the company and its brand.

Brand value calculation formula:

$$V = Fc * (Iq * Gq * Tq * Cq) * Uid$$

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

It is worth noting that the brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.

\* Value of Brands in rating indicated in millions \$

# TOP 100 1 - 20

	Brand	Value, mln.\$	Logo	Industry
1	Toyota	17 982		Automotive
2	Honda	15 904		Automotive
3	Sony	14 875		Electronics
4	Lexus	12 550		Automotive
5	Canon	11 477		Electronics
6	Nintendo	6 344		Electronics
7	Panasonic	5 611		Electronics
8	Fuji	4 822		Electronics
9	Suntory	3 848		Beer
10	NTT DoCoMo	3 210		Telecommunication
11	Nissan	3 012		Automotive
12	Toshiba	2 840		Electronics
13	Bridgestone	2 557		Chemistry
14	Shiseido	2 441		Cosmetics
15	Asahi	2 314		Beer
16	JVC	2 271		Electronics
17	Sharp	1 934		Electronics
18	Nomura	1 827		Financial services
19	PlayStation	1 733		Electronics
20	Mitsubishi	1 597		Automotive

# TOP 100 21 - 40

	Brand	Value, mln.\$	Logo	Industry
21	Infiniti	1 531		Automotive
22	Epson	1 382		Electronics
23	Lotte	1 380		Confectionary
24	Olympus	1 227		Electronics
25	Suzuki	1 186		Automotive
26	Nikon	1 140		Electronics
27	Mazda	1 064		Automotive
28	KDDI	1 027		Telecommunication
29	Acura	992		Automotive
30	Subaru	925		Automotive
31	Konica Minolta	922		Electronics
32	Kawasaki	906		Automotive
33	Yamaha	887		Automotive
34	NEC	882		Electronics
35	Ricoh	879		Electronics
36	Isuzu	872		Automotive
37	JUSCO	792		Retail
38	Hitachi	787		Electronics
39	AEON	776		Retail
40	Daikin	755		Electronics

# TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Fujiya	748		Confectionary
42 Kikkoman	724		Foods
43 Toyo	714		Chemistry
44 Megmilk	695		Foods
45 Pioneer	692		Electronics
46 Seiko	685		Electronics
47 Matsuzakaya	647		Retail
48 Pentax	618		Electronics
49 Komatsu	613		Machinery
50 Technics	604		Electronics
51 E Mobile	602		Telecommunication
52 Kyocera	599		Electronics
53 Shimano	581		Equipment
54 Kenwood	569		Electronics
55 Au	562		Telecommunication
56 Mizuno	558		Clothing & Fashion
57 SoftBank Mobile	533		Telecommunication
58 Daihatsu	526		Automotive
59 Nihon Shokken	493		Foods
60 Casio	486		Electronics

# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 MOS Burger	476		HoReCa
62 Sapporo	406		Beer
63 Hello Panda	397		Foods
64 Yan Yan	393		Foods
65 Daimaru	379		Retail
66 ANA	373		Transport
67 Akai	367		Electronics
68 Hitachino Nest	339		Beer
69 Scion	337		Automotive
70 Nissui	320		Foods
71 Yokohama	303		Chemistry
72 Yamada	301		Retail
73 Dentsu	300		Advertising
74 Citizen	298		Electronics
75 TDK	294		Electronics
76 Kirin	284		Beer
77 OKI	281		Electronics
78 Asics	275		Clothing & Fashion
79 Denso	273		Electronics
80 Deodeo	266		Retail

# TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 ENEOS	254		Oil & Fuels
82 Hokka Hokka Tei	249		Retail
83 Ajinomoto	241		Foods
84 YKK	233		Clothing & Fashion
85 JAL	221		Transport
86 TEAC	217		Electronics
87 Takara Tomy	206		Toys
88 Hino	197		Automotive
89 JFR	190		Retail
90 Pizza-La	188		HoReCa
91 Sumitomo	179		Machinery
92 Tohato	173		Foods
93 Uniqlo	166		Clothing & Fashion
94 Takeda	162		Pharmacy
95 NGK	151		Automotive components
96 Mizkan	145		Foods
97 Saizeriya	139		HoReCa
98 Roland	136		Electronics
99 Yoshinoya	132		HoReCa
100 Muji	131		Retail



## Conclusions

The rating JpBrand 2011 is the 7th rating in 2011 published under the project TOP National Brands.

The issue of defining the most expensive national brands is not new, and consist not only in the complexity of the assessment, but in the presence of a single methodology that would unify the approach to this process regardless of the regional characteristics of individual countries.

That is why our agency is primarily goal was to create a single universal methodology to assess the brands that can be used to determine the real market value of any brand in any market.

Process of developing the methodology was started in 2006 and only four years later she was finally worked out in practice and has shown its real effectiveness. Thus, the use of this rating method of estimating the brands most accurately reflects options, forming the current market value of each brand, and allows us to create the rating of the most expensive national brands in a single country.

We hope that this rating, as well as an evaluation technique will be in demand by companies and investors, and help more accurately and quickly determine the current real market value of each brand.

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