



JpBRAND 2012

TOP 100
JAPANESE BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – a Brand. So now from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of brand evaluation covered other countries. This ranking «JpBrand 2012» is the second ranking of the Japanese brands, compiled by our agency under the Top National Brands project.

* Value of brands in ranking indicated in millions \$US

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	Brand	Value	Industry
1	Toyota	21230	Automotive
2	Sony	15435	Electronics
3	Honda	15211	Automotive
4	Lexus	13042	Automotive
5	Canon	12388	Electronics
6	Panasonic	6720	Electronics
7	Fuji	5143	Electronics
8	Nintendo	4823	Electronics
9	Suntory	3568	Brewing
10	Nissan	3154	Automotive
11	Toshiba	3052	Electronics
12	NTT DoCoMo	2764	Telecommunication
13	Shiseido	2353	Cosmetics
14	Bridgestone	2231	Chemistry
15	Asahi	1994	Brewing
16	Nomura	1922	Financial services
17	JVC	1885	Electronics
18	Infiniti	1872	Automotive
19	PlayStation	1551	Electronics
20	Sharp	1496	Electronics
21	Mitsubishi	1488	Automotive
22	Lotte	1479	Confectionary
23	Nikon	1343	Electronics
24	Epson	1169	Electronics
25	Suzuki	1076	Automotive

	Brand	Value	Industry
26	Mazda	1007	Automotive
27	Olympus	998	Electronics
28	KDDI	991	Telecommunication
29	Acura	920	Automotive
30	Kikkoman	917	Foods
31	VAIO	895	Electronics
32	Subaru	879	Automotive
33	Hitachi	856	Diversified
34	Yamaha	845	Automotive
35	JUSCO	817	Retail
36	AEON	802	Retail
37	Megmilk	778	Foods
38	Kawasaki	772	Automotive
39	Konica Minolta	763	Electronics
40	NEC	760	Electronics
41	Ricoh	699	Electronics
42	Isuzu	685	Automotive
43	Fujiya	684	Confectionary
44	E Mobile	665	Telecommunication
45	Toyo	658	Chemistry
46	Pentax	633	Electronics
47	Au	626	Telecommunication
48	Seiko	622	Electronics
49	Matsuzakaya	605	Retail
50	SoftBank Mobile	579	Telecommunication

	Brand	Value	Industry
51	Kyocera	563	Electronics
52	Daikin	557	Electronics
53	Kenwood	553	Electronics
54	Komatsu	547	Machinery
55	Mizuno	505	Clothing & Fashion
56	Casio	502	Electronics
57	Pioneer	496	Electronics
58	Kenzo	491	Cosmetics
59	Daihatsu	483	Automotive
60	Shimano	474	Equipment
61	Nihon Shokken	471	Foods
62	MOS Burger	468	HoReCa
63	Hello Panda	445	Foods
64	Yokohama	436	Chemistry
65	Daimaru	429	Retail
66	Yan Yan	401	Foods
67	Sapporo	398	Brewing
68	Technics	394	Electronics
69	Nissui	376	Foods
70	Citizen	337	Electronics
71	Yamada	332	Retail
72	Hitachino Nest	316	Brewing
73	ANA	311	Transport
74	Kirin	303	Brewing
75	Deodeo	301	Retail

	Brand	Value	Industry
76	Asics	299	Clothing & Fashion
77	Scion	295	Automotive
78	Ajinomoto	286	Foods
79	ENEOS	277	Oil & Fuels
80	Dentsu	265	Advertising
81	OKI	244	Electronics
82	Hokka Hokka Tei	237	Retail
83	Denso	225	Electronics
84	YKK	219	Clothing & Fashion
85	TDK	213	Electronics
86	Akai	208	Electronics
87	JAL	205	Transport
88	JFR	197	Retail
89	Uniqlo	194	Clothing & Fashion
90	Pizza-La	193	HoReCa
91	Takeda	179	Pharmacy
92	Issey Miyake	173	Cosmetics
93	Mizkan	150	Foods
94	Saizeriya	149	HoReCa
95	Muji	144	Retail
96	Calbee	142	Foods
97	HKS	139	Automotive components
98	Yoshinoya	135	HoReCa
99	NGK	134	Automotive components
100	Pretz	133	Foods

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all 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 a factors of actual trends for 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

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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