

Brand Equity Global Benchmark

Q1-2025

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1. Substantiation of the benchmark

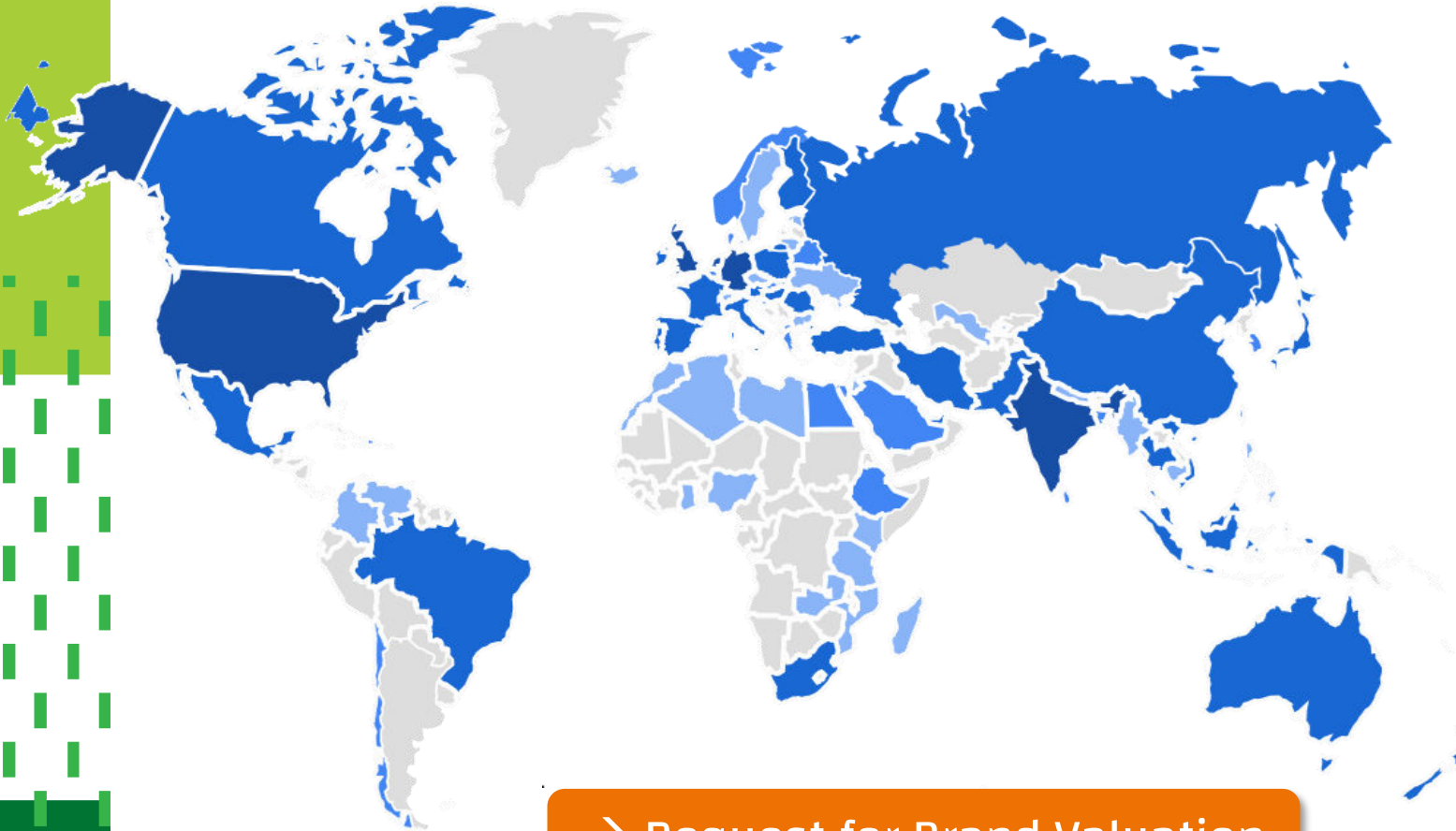
Since January 2024, visitors of [Brandequitycheck.com](https://brandequitycheck.com) have used this platform to value their brand equity. Their added data enables us to monitor the development of brand value throughout markets and economics globally. Brand value is measured with a fixed set of KPIs, such as:

- market share,
- growth ratio,
- brand and patent registrations,
- client satisfaction.

Although the set of KPIs to determine a more precise brand value is much broader, through brandequitycheck.com submitters receive an initial indication of their brand's value. The large number of different currencies makes benchmarking somewhat difficult. That's why we converted the origin currencies to Euro's, using the 'live' currency exchanges given by Microsoft Excel.



1a. Used Data – Q1 2025



- **2,421 brand valuation submissions***
- **38 countries** (most used by India)
- **18 industries** (most used by Food & Beverage brands)
- Data from Mining and Telecommunication is not available/added yet
- **Average overall brand value in EUR: 9.8 million** (currency fluctuations have not been taken into account)

** Including brand equity assignments*

→ Request for Brand Valuation

1b. The values that drive brand equity and why?



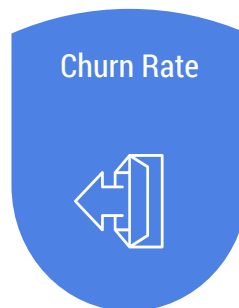
Market Share/
Penetration Rate

Market Share or Penetration Rate, because this says something about the (geographical) reach of the brand. A higher share or rate means a broader brand reach.



Growth Ratio

Growth Ratio, because the speed of sales growth says something about brand awareness. Faster growth means a rapid rise for the brand.



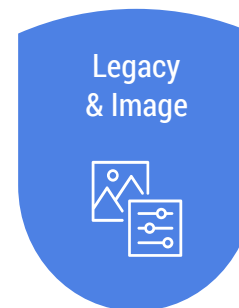
Churn Rate

Churn Rate, because the number of buyers who abandon or return to a brand says something about brand loyalty.



Property Rights

Property Rights to the brand, as well as patents registered under that brand. Because a patent gives the right to exclusive production, sales and distribution.



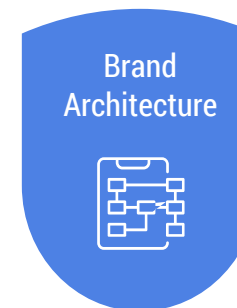
Legacy
& Image

Legacy & Image, because the age of a brand and its image says something about the ability to be present on the market for a certain time. A rating or score, based on client surveys or online reviews, tells us something about the image of the brand.



Customer/Client
Satisfaction

Client Satisfaction, because this says something about customer perception, customer experience and brand loyalty. A relationship with a loyal customer reduces customer acquisition costs and increases margins.



Brand
Architecture

Brand Architecture, as – if the brand in question is part of a brand architecture – the overarching brand's strength or weakness can directly affect the value of that brand.



Marketing
Efficiency Rate

Marketing Efficiency Rate (MER), because this says something about the performance of the marketing efforts made and the investments involved.

A relationship with a loyal customer reduces customer acquisition costs and increases margins.

1c. Were you aware of this?

Strong brands reduce perceived risks in decision making.



They can also reduce volatility and cash flow vulnerability.



A strong brand is trustworthy. It accelerates traction in the market.



Also: Having negative equity or net losses does not necessarily affect brand equity. Many start-ups and scale-ups manage to navigate these challenges while building a strong brand.

2. Conclusions / Summary

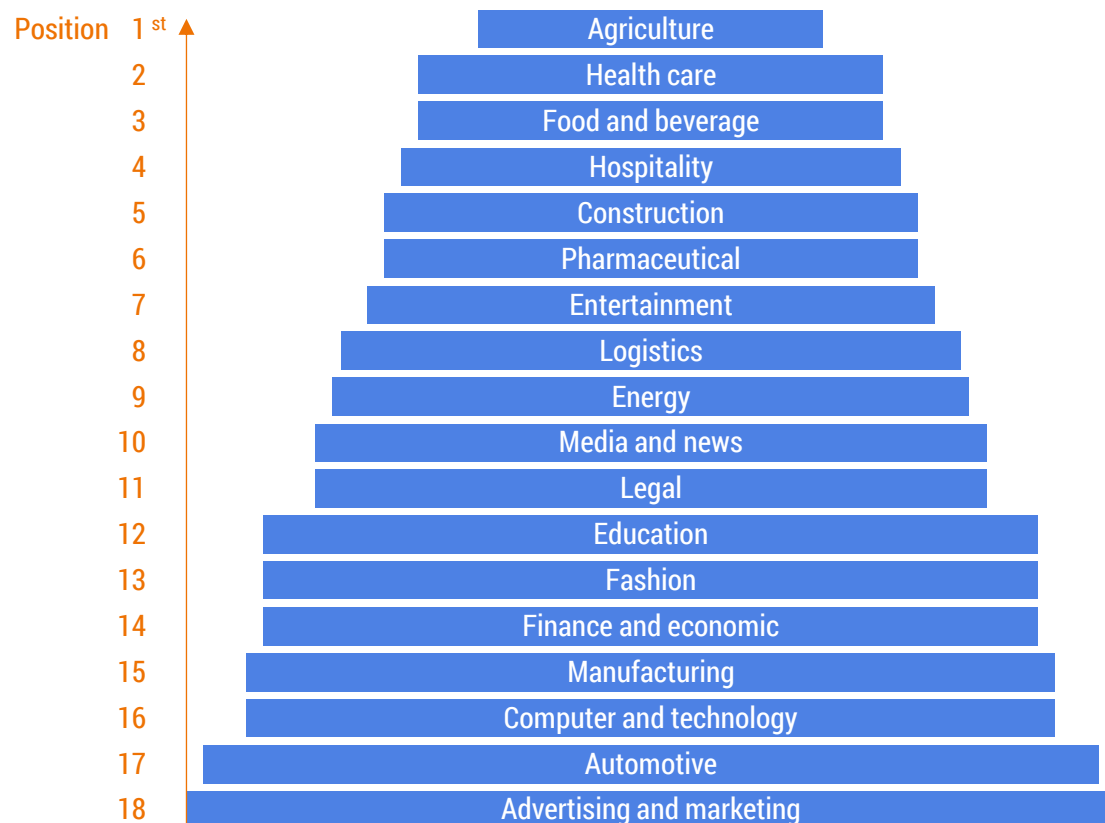
- Overall, the agriculture industry is a leader when it comes to brand equity. That is mainly due to a strong growth ratio (second place) and having multiple registered patents (1st position).
- A good second best is the health care industry. Health care scores low on Client Satisfaction (11th position), but pretty high on brand equity (4th position).
- Third comes food & beverage. This industry scores high on brand equity and on number of patent registrations (both 3rd position). Food and beverage has a poor score on client satisfaction (13th), so there's place for improvement.

So, what does this mean?

- Brands who have registered their brand name and added patents to it, have a significantly higher brand equity.
- Growth ratio isn't always the main driver of brand equity.
- A strong brand equity requires a right balance between the value drivers.

3a. Highest scores on brand value drivers (n=2,421)

We scored the positions of Brand Value Index (BVI), Growth Ratio, number of Registered Brands & Patents, Client Satisfaction rate, and Market Share/Penetration Rate.



1st Agriculture

Leading this pack, and that is mainly due to a strong growth ratio (second place) and having multiple patents registered (1st position). With a 10th position, Agriculture scores poor on brand equity.

2nd Health care

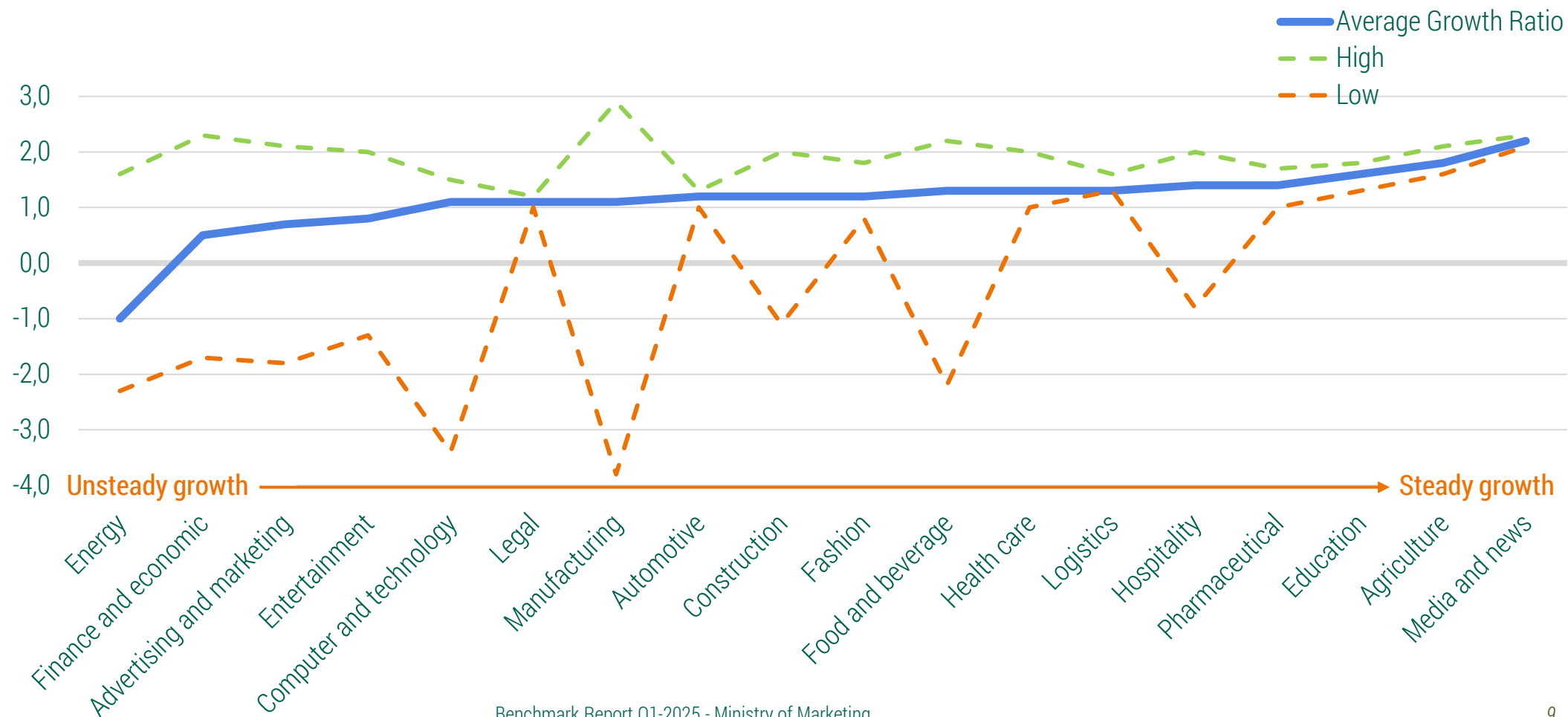
Health care scores low on Client Satisfaction (11th position), but pretty high on brand equity (4th position).

3rd Food & beverage

Scores high on brand equity and number of patent registrations (both 3rd position). Food and beverage has a poor score on client satisfaction (13th), so there's place for improvement.

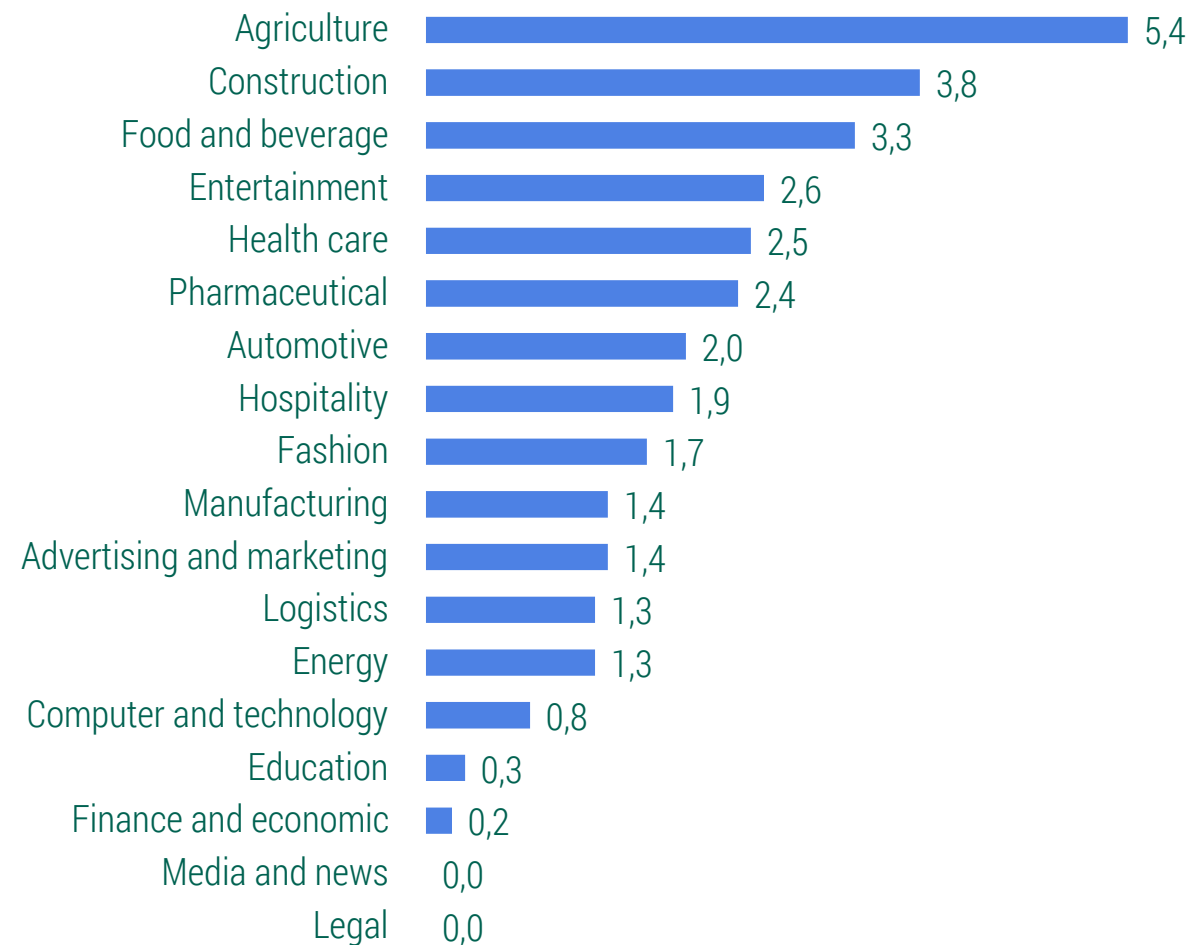
3b. The effect of Growth Ratio (n=2,421)

When it comes to growth ratio, based on YoY turnover, the most stable growth industries were Legal (0.2), Logistics (0.3), and Media & News (0.2). The manufacturing industry has the most volatile growth (6.7), followed by Computer and technology (4.9) and F&B (4.4)



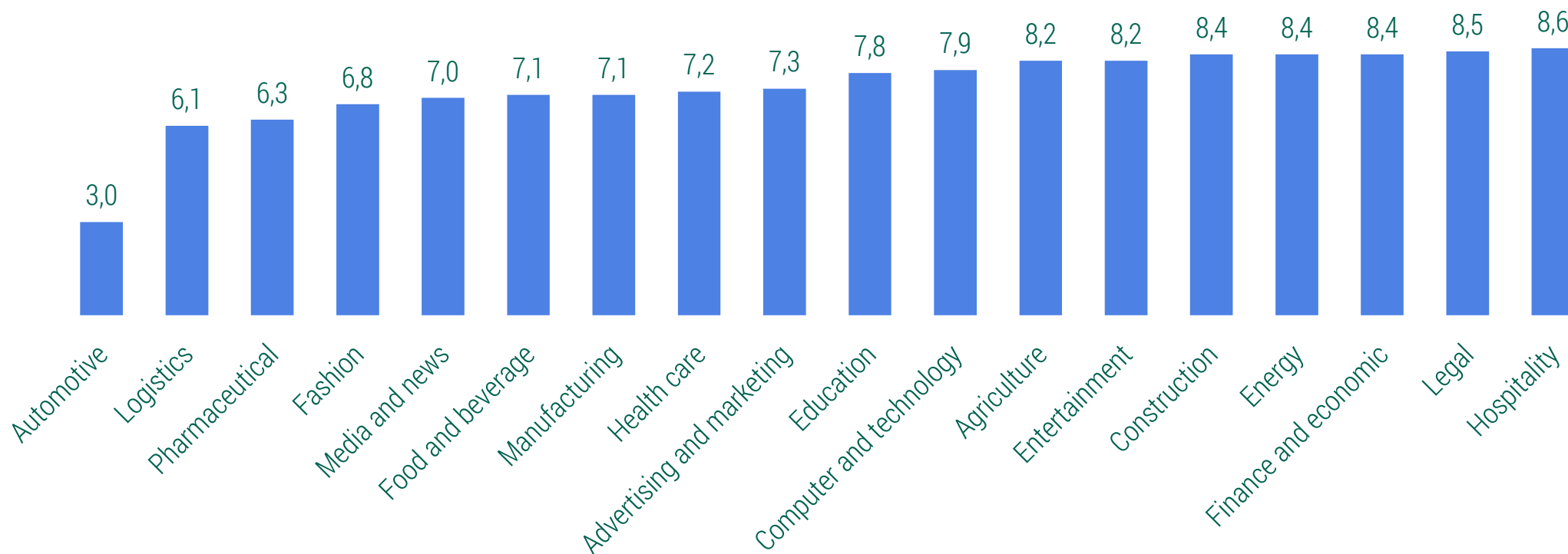
3c. The effect of brand and patents registered (n=2,421)

Having multiple patents registered, that are directly related to the brand, pushes the value of a brand tremendously. This gives a brand viability and provides certainty, even in uncertain markets.



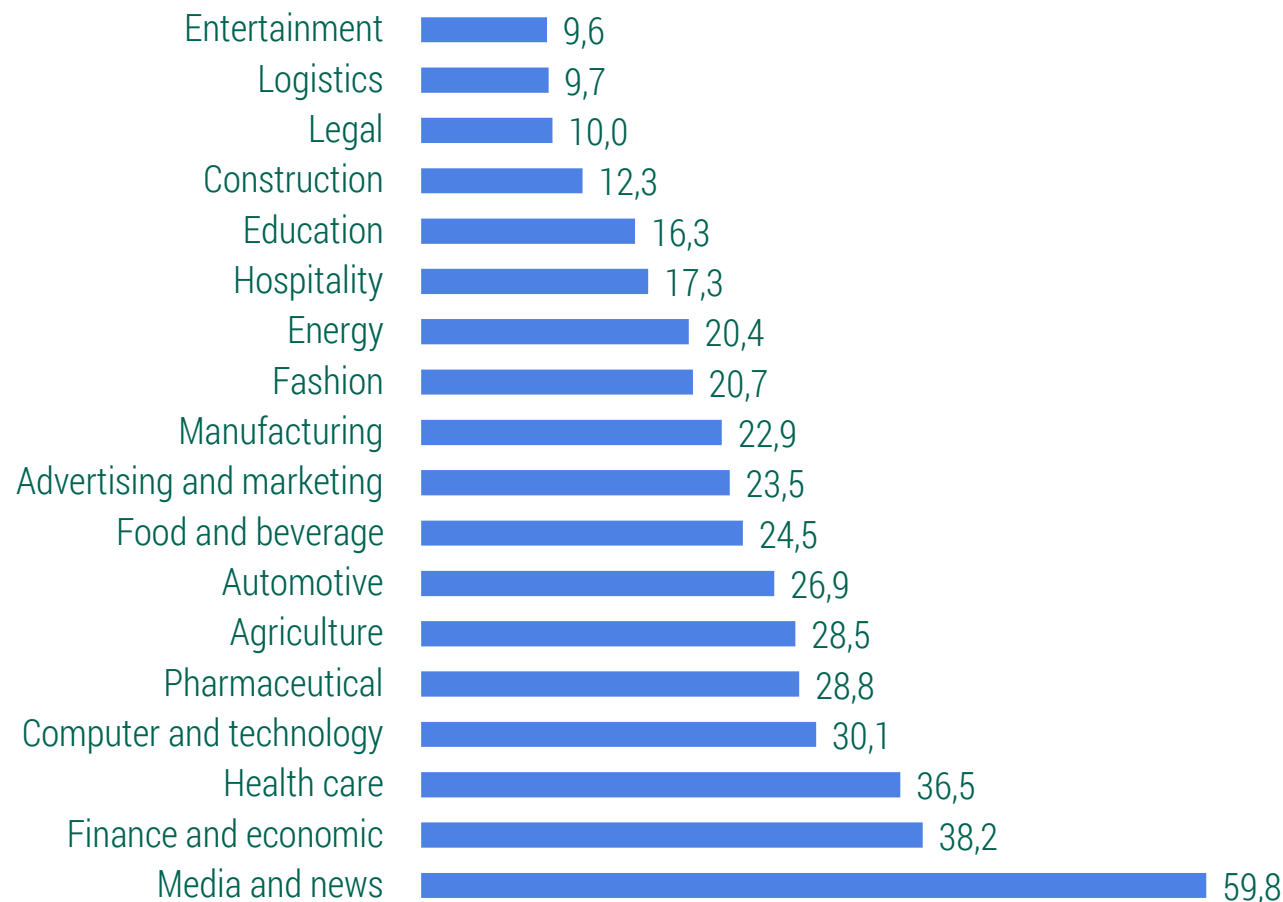
3d. The effect of Client Satisfaction

The score on client satisfaction says something about the level of advocacy and loyalty. Obviously, a high score makes a brand more reliable and thus more stable.



3e. The effect of market share or penetration rate

It is no surprise that a higher market share or penetration rate drives the value of a brand, because this says something about the (geographical) reach of the brand.



4. Our Isolated Brand Valuation[®] method v. others

	Discount Cash Flow	Relief from Royalty	Premium Pricing	Isolated Brand Valuation [®]
Base	From a finance perspective, based on Forecasting Cash Flow (estimation)	From a finance perspective, based on Hypothetical Royalty Payments (estimation)	From a finance perspective: Comparison with unbranded products (estimation)	From a marketing perspective, based on evidence and estimation
Purpose	Widely used for valuing businesses, projects, or assets by estimating their future cash flows and discounting them to their present value.	Commonly used for valuing intellectual property or intangible assets by estimating the cost savings attributed to owning the asset rather than licensing it.	Focuses on determining the premium or price increase that a buyer might be willing to pay for a product or service due to specific characteristics, advantages, or synergies.	Created to compute the value of a single brand, based on thorough research. To make the most important intangible asset of a company tangible.
Process	Forecasted cash flows are determined, and a discount rate (usually based on the cost of capital) is applied to reflect the time value of money. The present value of these future cash flows represents the estimated value.	Involves determining the hypothetical royalty payments that would be saved by owning the asset internally instead of licensing it. The present value of these cost savings represents the estimated value.	Involves identifying and quantifying the premium associated with unique features, market position, or strategic advantages of the asset. The premium is then added to the baseline market price or value.	Uses up to 12 metrics, all directly related to one brand, and divided into 3 categories: 1. Marketing effectivity and loyalty 2. Legacy, propriety, and image 3. Financial input and share. The outcome is a substantiated value.
Applicability	DCF is versatile and can be applied to a wide range of assets, including businesses and intellectual property.	This method is particularly relevant when valuing patents, trademarks, or other intellectual property where licensing is a common practice.	It is often used when valuing unique products or services that have a competitive edge, brand recognition, or other differentiating factors.	Used for valuating brands solely, and in cases of M&As, claims, bankruptcies, and marketing depts. monitoring brand value growth.

Would you like to know more? Contact Hans!



>30 years of international experience as a senior marketing professional and consultant at B2B M&A, tech scale-ups and S/M/L Enterprises.

McKinsey, KPMG, and ING Bank alumnus, amongst others.

'Getting the job done' is his natural attitude and behavior.

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