

2026 MOST VALUABLE SPANISH BRANDS

Rank	Brand	Brand Value (US\$M)	% Brand Value change vs 2025	Category	Rank change vs 2025
1	ZARA	38,029	12%	Apparel	0
2	BBVA	18,269	61%	Financial Services	1
3	SANTANDER	16,598	80%	Financial Services	1
4	IBERDROLA	12,149	39%	Utilities	1
5	MOVISTAR	9,932	-21%	Telecom Providers	-3
6	ENDESA	7,605	41%	Utilities	0
7	CAIXABANK	6,669	94%	Financial Services	1
8	NATURGY	4,951	24%	Utilities	-1
9	MERCADONA	3,909	30%	Retail	0
10	BERSHKA	3,042	14%	Apparel	2
11	PULL&BEAR	2,752	0%	Apparel	0
12	REPSOL	2,694	17%	Energy	1
13	MASSIMO DUTTI	2,673	-6%	Apparel	-3
14	STRADIVARIUS	2,432	16%	Apparel	0
15	MANGO	2,113	15%	Apparel	0

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16	LA LIGA	1,615	5%	Media and Entertainment	0
17	EL CORTE INGLÉS	1,326	11%	Retail	0
18	MAPFRE	1,234	69%	Financial Services	0
19	BANCO SABADELL	1,164	77%	Financial Services	1
20	LOEWE	1,077	N/A	Luxury	N/A
21	MUTUA MADRILEÑA	1,009	54%	Financial Services	0
22	BANKINTER	974	107%	Financial Services	2
23	IBERIA	957	106%	Travel Services	2
24	ABANCA	830	N/A	Financial Services	N/A
25	MAHOU	635	-11%	Alcohol	-6
26	OCCIDENT	609	43%	Financial Services	0
27	CUPRA	604	N/A	Automotive	N/A
28	DIA	447	N/A	Retail	N/A
29	SEAT	428	15%	Automotive	-1
30	CRUZCAMPO	414	-26%	Alcohol	-7