

INTERBRAND

Press Release

April 15, 2026

Interbrand Japan Co., Ltd.

Interbrand “Best Japan Brands 2026”

Announcing the Top 100 Ranking of Japanese Brands by Brand Value



- The total brand value of Japan’s Top 100 brands grew by +1.5% year-on-year (compared to +7.7% last year), marking a slowdown in growth.
- Polarization in fortunes is intensifying, with 25 brands (up from 24 last year) achieving double-digit growth—including 12 brands (up from 8 last year) that saw growth of over +20% year-on-year—while 24 brands (up from 8 last year) experienced double-digit declines.
- Toyota ranked first in Best Japan Brands for the 18th consecutive year.
- SoftBank posted the highest growth rate at +36%.
- Four brands—NTT, Mitsubishi Heavy Industries, SEGA, and SQUARE ENIX—made their debut on the list.
- Key to brand value growth are: the shift in management approach from “Say” to “Act” regarding brand purpose, value expansion through “Arena Thinking”*, and deepening stakeholder relationships through the use of Japanese-style AI.

Interbrand Japan, Inc. (Chuo-ku, Tokyo; Chairman, President, and CEO: Gonzalo Brugo), one of Japan’s largest branding companies, has announced the **Best Japan Brands 2026** ranking, which evaluates the brand value of Japanese-origin brands using its Brand Valuation™ methodology to quantify brand value in monetary terms. Now in its 18th year, Best Japan Brands uses the same evaluation methodology as **Best Global Brands**, the global brand value ranking Interbrand has published annually since 2000. By comparing the value of leading global brands with that of Japanese brands using the same yardstick, it examines brand value as a business asset against global standards. In addition to the value that brands provide to customers, the ranking incorporates Environmental, Social, and Governance (ESG) perspectives to evaluate brands’ activities related to their roles and responsibilities toward society, both now and in the future.

Best Japan Brands 2026 is also available on our website below.

https://www.interbrandjapan.com/best_japan_brands/

*Arena Thinking: An approach advocated by Interbrand that views the market based on customer-perceived value rather than corporate-provided value.

Best Japan Brands 2026 Overview

The average year-on-year growth rate for all 100 brands ranked in Best Japan Brands 2026 was +1.0% (compared to +4.6% last year), and the total brand value of all 100 brands was \$318.9 billion (up +1.5% year-on-year, compared to +7.7% last year). This marks the first significant slowdown in brand growth, which had been expanding at a rate of +5–7% annually since the end of the COVID-19 pandemic. This overall trend represents a lower figure even when compared to the +4.4% growth rate reported in Best Global Brands 2025, which was announced in October 2025.

Amid a global landscape where the reorganization of global supply chains has accelerated due to increased tariffs under the Trump administration and rising geopolitical risks, Japanese companies find themselves caught between the need to strengthen their domestic demand base and the risks of over-reliance on overseas markets, resulting in greater fluctuations in brand value than in previous years. An unprecedented polarization in brand growth was observed, with 25 brands achieving double-digit growth and 24 brands experiencing double-digit declines. The following three factors can be cited as the key dividing lines driving this polarization:

1. The Evolving Role of Purpose: Declaration vs. Implementation

The turning point for growth was whether companies went beyond merely articulating their purpose and instead made it function as a mechanism for driving transformation. Specifically, the winners in this polarization were brands that structurally embedded their purpose into their value-creation narratives and business plans, translating it from “declaration (Say)” into “business transformation (Act),” and directly linking it to financial results. ASICS (35th, +32%), Hitachi (20th, +27%), and Ajinomoto (24th, +23%) demonstrated a clear business vision and its cross-organizational implementation. In contrast, brands that left an execution gap lacked a strategic compass in a volatile environment and fell into negative growth.

2. Accelerating Value Expansion: Can the Shift from “Value Offered” to “Value Experienced” (Arena) Be Achieved?

Brands in the entertainment industry, such as Nintendo (5th, +35%), KONAMI (55th, +30%), BANDAI NAMCO (34th, +21%), SEGA (98th, new entrant), and SQUARE ENIX (99th, new entrant), saw a significant increase in brand value. This surge stems from value expansion that transcends traditional categories.

While globally-grown brands such as Netflix and Instagram are accelerating the deployment of algorithm-driven, wide-area infrastructure, Japanese brands are building ecosystems that actively amplify “deep and vibrant communities” based on their core values, revealing a difference in strategic approach. Entertainment is transcending the framework of mere content provision and transforming into a community space where people resonate with a brand’s core values and participate in co-creation.

This can also be attributed to the nature of value chains that transcend category boundaries—such as games expanding from PLAY (stress relief and self-expression) to CONNECT (connections with people and things), and movies expanding from LEARN (expanding knowledge) to THRIVE (living a better life)—which demonstrate optimal compatibility for deepening customer value (the Arena) and building ecosystems. Thus, brands that have succeeded in achieving “value expansion beyond what the company provides” through empathy → participation → co-creation are emerging as the winners.

3. Differentiation Through Technology Utilization: Efficiency Optimization or Relationship Deepening

While growing brands almost universally utilize and implement digital technologies and AI as a matter of course, there is clear differentiation in the essence of how they apply these technologies. Global brands use AI to maximize efficiency and scale, as well as to drive significant changes in business models and overhaul customer experiences. In contrast, Japanese brands appear to use AI to build and deepen relationships between the brand and customers, as well as among customers themselves, and to foster organic emergence.

For example, companies such as ZOZOTOWN (61st, +26%), UNIQLO (4th, +20%), and Matsumotokiyoshi (63rd, +20%) have expanded their communities not through a top-down “follow my lead” approach, but by fostering a bottom-up culture of shared values. It can be said that the turning point in achieving brand growth was a mindset that prioritized “deepening” over “scaling” and an LTV (Life Time Value) culture over short-term efficiency through the use of AI.

This shift toward deepening relationships—or “scalability of bonds”—is arguably the core strategy that will enable Japanese brands to demonstrate their uniqueness in global competition.

Best Japan Brands 2026

2026 Ranking	2025 Ranking	Brand	Brand Value (US m\$)	Change in Brand Value		2026 Ranking	2025 Ranking	Brand	Brand Value (US m\$)	Change in Brand Value
1	1	Toyota	74,226	2%	*1	51	52	Isuzu	1,041	4%
2	2	Honda	24,762	-7%	*1	52	58	Daiwa House	970	9%
3	3	Sony	22,291	7%	*1	53	54	Murata	964	2%
4	4	UNIQLO	17,668	20%	*1	54	56	SECOM	945	0%
5	6	Nintendo	15,438	35%	*1	55	67	KONAMI	939	30%
6	5	Nissan	9,375	-33%	*1	56	41	Mazda	934	-30%
7	10	SoftBank	8,161	36%		57	62	Chugai	897	15%
8	NEW	NTT	7,104	New	*2	58	50	OMRON	846	-22%
9	8	MUFG	6,561	5%		59	60	Mitsui Fudosan	845	4%
10	11	Suntory	6,466	9%	*3	60	55	Olympus	822	-13%
11	7	Panasonic	6,032	-6%		61	77	ZOZOTOWN	766	26%
12	13	Recruit	5,496	-3%		62	71	ORIX	758	18%
13	15	au	5,452	4%		63	73	Matsumotokiyoshi	752	20%
14	12	Canon	5,169	-9%		64	75	NRI	746	20%
15	14	Subaru	4,617	-14%		65	64	WORKMAN	743	1%
16	16	Asahi	4,248	3%		66	59	Nitori	742	-16%
17	17	Bridgestone	3,550	-9%		67	63	Meiji Yasuda	691	-10%
18	18	Daikin	3,289	-2%		68	70	Lawson	683	4%
19	19	SMBC	3,263	15%		69	74	Sompo	680	9%
20	26	Hitachi	3,215	27%		70	76	Nomura	678	9%
21	24	Suzuki	3,118	19%		71	66	Mitsubishi Motors	630	-14%
22	21	Kirin	2,886	3%		72	78	Mitsubishi Electric	629	11%
23	23	Tokio Marine	2,877	9%		73	61	Ricoh	619	-23%
24	31	Ajinomoto	2,425	23%		74	83	Dai-ichi Life	604	17%
25	25	Kao	2,414	-6%		75	65	KOSÉ	584	-20%
26	22	7-Eleven	2,246	-15%		76	72	Meiji	572	-9%
27	27	Yamaha	2,244	-10%	*4	77	68	Makita	570	-19%
28	28	Rakuten	2,240	0%		78	81	FamilyMart	559	6%
29	32	Komatsu	2,239	16%		79	79	Japan Airlines	529	-6%
30	20	Shiseido	1,999	-29%		80	85	Lion	500	-3%
31	29	Unicharm	1,975	-10%		81	69	Epson	492	-29%
32	34	Fujitsu	1,822	14%		82	82	Sagawa	474	-9%
33	35	MUJI	1,661	5%		83	90	Astellas	436	6%
34	42	BANDAI NAMCO	1,604	21%		84	84	Pigeon	434	-16%
35	46	ASICS	1,602	32%		85	88	Sekisui House	430	-5%
36	33	NISSIN	1,557	-13%		86	89	Resona	429	1%
37	30	Shimano	1,542	-24%		87	87	Brother	420	-13%
38	39	Mizuho	1,432	3%		88	80	Calbee	413	-22%
39	36	Kubota	1,422	-7%		89	91	Mercari	391	1%
40	43	HOYA	1,332	3%		90	92	MS&AD	390	7%
41	44	DENSO	1,298	1%		91	NEW	Mitsubishi Heavy Industries	384	New
42	45	Mitsubishi Estate	1,295	4%		92	86	Sumitomo Life	381	-23%
43	37	Fujifilm	1,288	-13%		93	95	SBI	380	18%
44	49	KEYENCE	1,262	7%		94	94	Don Quijote	374	16%
45	48	Kikkoman	1,160	-3%		95	93	ITOCHU	357	8%
46	47	Terumo	1,124	-6%		96	99	Marugame Seimen	337	11%
47	57	NEC	1,122	20%		97	100	Takeda	336	11%
48	53	Tokyo Electron	1,098	13%		98	NEW	SEGA	332	New
49	38	Yakult	1,096	-24%		99	NEW	SQUARE ENIX	325	New
50	51	Nissay	1,070	4%		100	98	ANA	311	2%

*1: Brands ranked in Best Global Brands 2025 are assigned their respective brand value figures.

*2: Starting this year, NTT has included the NTT Group in its evaluation to calculate brand value.

Consequently, NTT DOCOMO and NTT DATA have been excluded from the evaluation.

*3: Suntory's brand value is calculated based on figures for Suntory Holdings.

*4: The value is calculated by combining the values of the Yamaha brand operated by both Yamaha Motor Co., Ltd. and Yamaha Corporation.

Evaluation Methodology

Interbrand, a pioneer in brand valuation since 1988, possesses a deep understanding of the impact that strong brands have on key stakeholder groups that influence business growth—including current and prospective customers, employees, and investors. Strong brands influence customer choice, foster loyalty, attract, retain, and motivate talent, and reduce financing costs.

Interbrand’s brand valuation methodology is specifically designed to take all these factors into account. Interbrand was the first company to be certified that its methodology complies with the requirements of ISO 10668 (Requirements for monetary brand valuation) established by the International Organization for Standardization (ISO), and played a key role in the development of the standard itself.

Its brand valuation consists of three analyses: a financial analysis of the products, services, and businesses bearing the brand; an analysis of the brand’s role in purchasing decisions; and an analysis of brand strength.



1. Financial Analysis

This measures the organization’s overall financial return to investors, known as economic profit. Economic profit is calculated by subtracting the cost of capital used to generate the brand’s revenue from the brand’s after-tax operating profit.

The analysts’ earnings forecasts used in this evaluation are based on IFIS consensus data (using future projections provided by analysts from <https://www.ifis.co.jp/>). Forecasts are as of January 23, 2026.

2. Brand Role Analysis

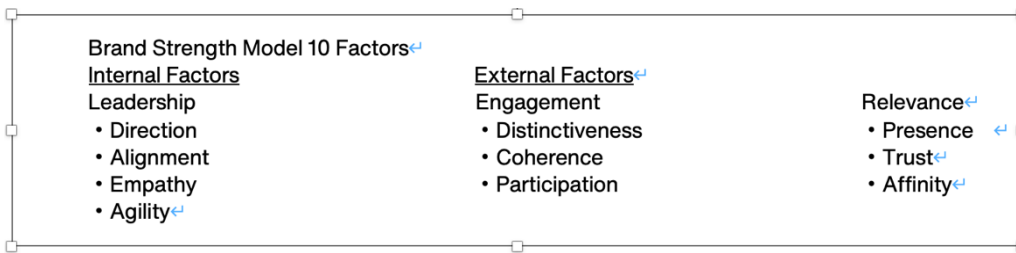
This measures the portion of the purchasing decision attributable to the brand (excluding purchasing factors such as price, convenience, and product features). The Role of Brand Index (RBI) quantifies this as a percentage.

For Best Japan Brands, we utilize Interbrand’s database of over 10,000 brand valuation studies conducted over the past 20 years to establish industry benchmarks. Based on these industry benchmarks, we then calculate a score for each brand’s “brand contribution” through our proprietary research and analysis.

3. Brand Strength Analysis

Brand strength measures a brand’s ability to generate loyalty and, through that, create sustainable demand and profits into the future. Our analysis of brand strength is based on an evaluation of the 10 elements that Interbrand considers to constitute a strong brand. Performance in these areas is assessed through a relative comparison with other brands within the industry. The brand strength analysis provides an insightful snapshot of a brand’s strengths and weaknesses and is used to create a roadmap of activities to enhance the brand’s strength and value for the future.

Starting this year, the ranking calculation utilizes “Omni AI,” proprietary AI software developed by Omnicom Group—the same software used in the Best Global Brands 2025 analysis—ensuring a more reliable analysis through a unified global approach.



Best Japan Brands Selection Criteria

To be eligible for Best Japan Brands, a brand must meet the following criteria:

- The brand must originate in Japan: it must be a corporate or business brand created by a Japanese company.
- Financial information must be publicly disclosed, or audited financial information must be available.
- The brand must be widely recognized in Japan.
- Economic profit, factoring in the cost of capital, must be positive over the long term.
- Brands ranked in Best Global Brands 2025 will have their 2025 brand value figures applied.

Due to these requirements (high brand profitability, high brand awareness, and relatively transparent financial results), some well-known brands that would otherwise be expected to appear in the ranking may be excluded. As a leader in the field of brand measurement and evaluation, Interbrand regularly reviews its framework and methodology to ensure it continues to reflect best practices in building and managing valuable brands.

About Interbrand

Since our founding in London in 1974, Interbrand has served as a world-leading brand consultancy for nearly 50 years, helping clients drive growth in both their brands and businesses through a combination of strategy, creativity, and technology.

In an era of increasing social and environmental uncertainty, where choices are more abundant than ever and the pace of innovation continues to accelerate, customer expectations are evolving faster than business can keep up, and values are shifting and diversifying. Exploring the truths hidden within the insights of an ever-changing public, swiftly capturing their sentiments and expectations, and deciding to deliver experiences that exceed those expectations—Interbrand believes that such decisions and actions (Iconic Moves™) are essential.

Interbrand is the first in the world to be certified for compliance with the ISO (International Organization for Standardization) requirements for “Monetary Brand Valuation (ISO 10668)” through its methodology “Brand Valuation™”.

Our strategy unit, along with a creative unit boasting numerous awards, and an experience activation unit that brings brands to life in society, come together as a single team. As a Growth Partner for our clients, we support projects centered on reimagining the business from the client’s desired future state (Envision), create demand (Innovation), and drive behavioral change among stakeholders (Transformation).

About Interbrand Japan

Interbrand Japan was established in Tokyo in 1983 as Interbrand's third global office, following London and New York. We provide branding services that transcend traditional boundaries, incorporating global best practices and insights to help a wide range of organizations—including Japanese and foreign companies, as well as government agencies—integrate a customer-centric perspective into their management through co-creation workshops with customers.

For more information about Interbrand Japan, visit <https://www.interbrandjapan.com>.

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