

METHODOLOGY

# Most Loved Brands Asia-Pacific

statista



Newsweek



# Most Loved Brands Asia-Pacific – Management Summary

## Overview of methodology

- For the first time, Newsweek and Statista are awarding the **Most Loved Brands in Asia-Pacific**
- The ranking features the most loved **consumer brands** in **almost 60 categories** in five **countries Australia, China, India, Japan and South Korea**
- The Most Loved Brands were identified through an independent survey of over **9,000 consumers**, conducted in June 2024. **43,000 evaluations** from individuals aged 18 to 70 in Australia, China, India, Japan, and South Korea were collected via an online-access panel.
- In the survey, participants indicated whether they were **familiar with a brand (awareness)**, which brands they **preferred (likeability)**, had **used before (usage)** and **would use again (loyalty)**.
- An overall score based on brand awareness, likeability, usage and loyalty was calculated for each brand in each category and country. The top **5\* brands with the best scores** were awarded.

# The ranking is based on a consumer survey in Australia, China, India, Japan and South Korea

## Overview of process



An online-access panel is a **representative** sample of the population provided by a survey panel provider. People register with online-access panels and are invited to take part in their surveys.

In total, more than **43,000 evaluations** across Australia, China, India, Japan and South Korea were collected in **June 2024**.

- ✓ 9,000 consumers from five countries surveyed
- ✓ From 18 to 70 years old
- ✓ Anonymous and independent

The conducted study included surveys on brands in **almost 60 categories**. Participants indicated whether they were **familiar with a brand**, which ones they **preferred**, had **used before** and **would use again**, with no restrictions on the number of brands chosen.

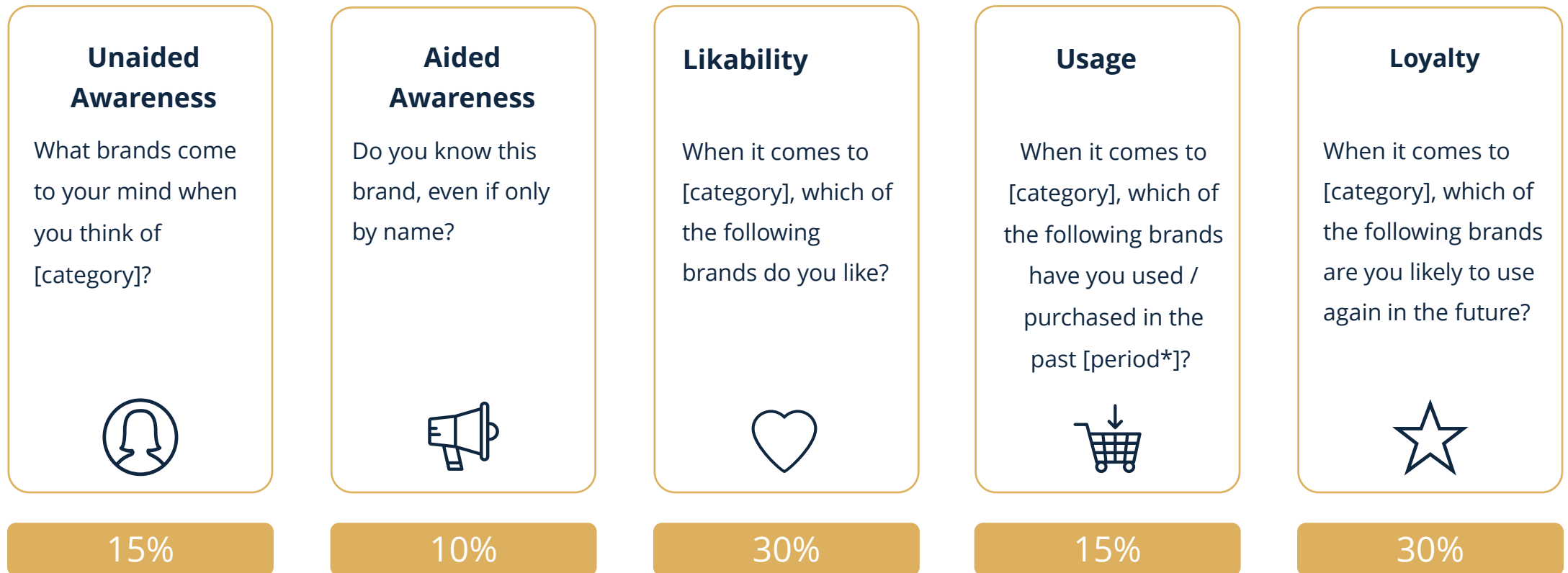
Based on the frequency in which a brand was selected in the respective questions, scores in the dimensions "**Unaided awareness**", "**Aided awareness**", "**Likability**", "**Usage**", and "**Loyalty**" were calculated.

The **top 5\*** brands with the highest overall score in each category were awarded as **Most Loved Brands** in each country.

<sup>3</sup> \* Depending on the availability of variety of brands in each category, in some categories only two or three brands were awarded.

# The overall score is based on 5 different dimensions

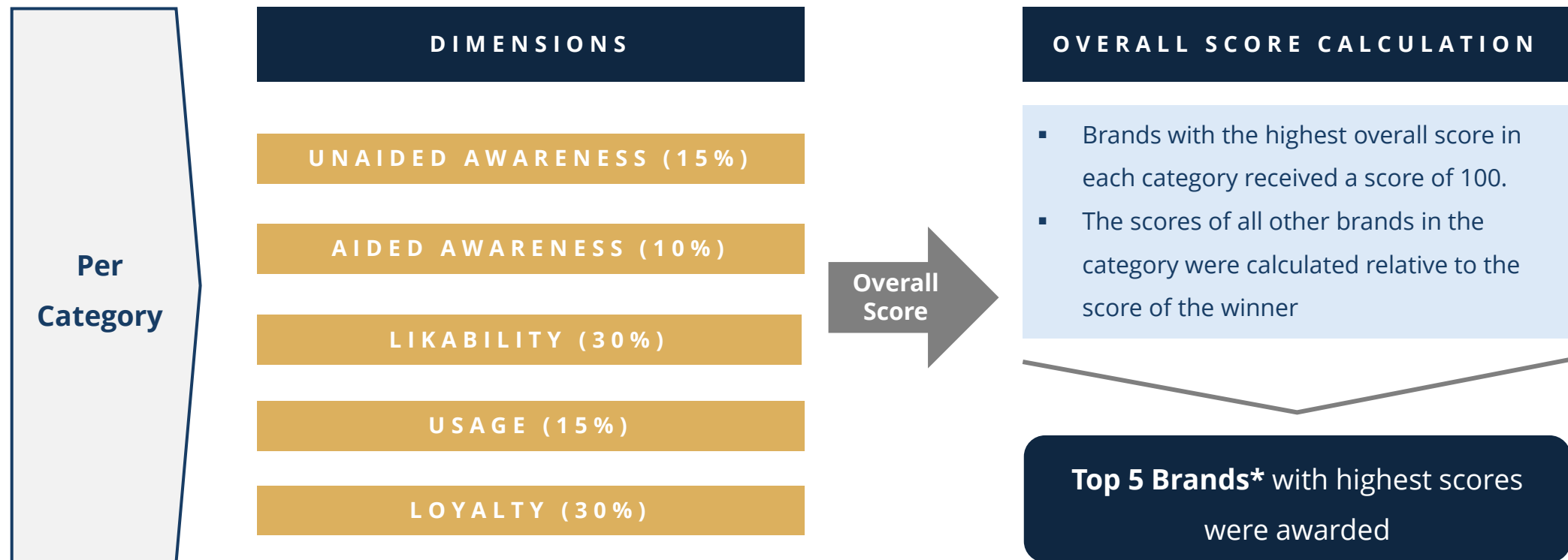
## Overview of dimensions



4 | \* Depending on category the purchase/usage periods varied between 4 weeks and 3 years

# The top 5 brands\* with the highest overall scores per category were awarded as Most Loved Brands in each country

Overall score calculation



# Top brands in 59 categories were awarded

Overview of categories (1/2)

## Apparel & Shoes

Jewelry  
Luxury fashion  
Outdoor fashion  
Sneakers  
Sportswear  
Watches

## Cosmetics & Personal Care

Clean beauty  
Cosmetics & make-up  
Deodorant  
Face care  
Hair care  
Male cosmetics  
Shavers & razor  
Toothpaste

## Digital Media & Social Media

Digital music  
Video game subscriptions  
Video-on-demand

## E-commerce

Beauty & health online shops  
Beverage online shops  
Car & motorcycle online shops  
Consumer electronics online shops  
Fashion online shops  
Furniture online shops  
Sports & outdoor online shops

# Top brands in 59 categories were awarded

Overview of categories (2/2)

## Electronics

Coffee machines & coffee makers  
Food processors  
Gaming hardware & peripherals  
Headphones  
Refrigerators  
Smart home  
Smart speakers  
Smartphones  
Vacuum cleaners  
Washing machines  
Wearables

## Eservices & Services

Event tickets  
Online education services  
Online grocery delivery

## Finance & Insurance

Buy now, pay later (BNPL)  
Digital payment

## Food & Beverages

Bottled water  
Breakfast cereal  
Chocolate & candy bars  
Energy drinks  
Frozen pizza  
Ice cream  
Juice  
Meat substitutes  
Milk alternatives  
Organic food  
Soft drinks

## Mobility & Travel

Airlines  
Car rental  
Car makers  
Mobility services  
Travel portals

## Retail & Hospitality

Fashion stores  
Grocery stores  
Restaurant chains



# Disclaimer

The rankings are comprised exclusively of brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on consumer evaluations collected in June 2024. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about brands. The quality of brands that are not included in the rankings is not disputed.