

Best Japan Brands 2017

Japan's Best Global Brands

1  TOYOTA 53,580 \$m +9%	2  HONDA 22,106 \$m -4%	3  Canon 11,081 \$m -2%	4  NISSAN 11,066 \$m +22%	5  SONY 8,315 \$m +8%	6  MUFG 7,435 \$m +7%	7  Panasonic 6,365 \$m -1%	8  UNI QLO 5,356 \$m -2%
9  LEXUS 3,690 \$m +10%	10  SUBARU 3,566 \$m +28%	11  Nintendo 3,250 \$m +9%	12  BRIDGESTONE 2,997 \$m +6%	13  mazda 2,072 \$m +9%	14  SUZUKI 1,893 \$m +1%	15  TOKIO MARINE 1,808 \$m +19%	16  SHISEIDO 1,639 \$m +1%
17  KOMATSU 1,496 \$m -16%	18  DAIKIN 1,340 \$m +18%	19  MUJI 無印良品 1,275 \$m +20%	20  asics 1,246 \$m -1%	21  unicharm 1,205 \$m +3%	22  SHIMANO 1,190 \$m +20%	23  RICOH 1,146 \$m -7%	24  HITACHI 1,105 \$m +2%
25  Nikon 1,017 \$m -7%	26  MITSUBISHI ELECTRIC 970 \$m -6%	27  DENSO 946 \$m +2%	28  Yakult 931 \$m +2%	29  YAMAHA 900 \$m +9%	30  OLYMPUS 825 \$m +15%	31  NOMURA 789 \$m -6%	32  FUJITSU 779 \$m -2%
33  EPSON 732 \$m -2%	34  ISUZU 723 \$m 0%	35  kikkoman 714 \$m 0%	36  AJINOMOTO 711 \$m +9%	37  KONICA MINOLTA 702 \$m +3%	38  Kubota 690 \$m -2%	39  FUJIFILM 657 \$m +3%	40  MITSUBISHI MOTORS 655 \$m -7%

Japan's Best Domestic Brands

1  docomo 9,543 \$m +4%	2  SoftBank 6,397 \$m +5%	3  au 4,718 \$m +5%	4  SMFG 4,031 \$m -9%	5  RECRUIT 3,232 \$m -5%	6  Rakuten 2,968 \$m +7%	7  MIZUHO 2,929 \$m +1%	8  kao 2,247 \$m +11%
9  SUNTORY 2,201 \$m +2%	10  KIRIN 1,666 \$m +4%	11  Asahi 1,516 \$m -3%	12  LAWSON 1,297 \$m +1%	13  NISSIN 1,208 \$m +7%	14  JAL JAPAN AIRLINES 1,123 \$m +5%	15  SECOM 1,017 \$m -6%	16  三菱地所 922 \$m +5%
17  かんぼ生命 795 \$m New	18  FamilyMart 740 \$m -1%	19  Calbee 685 \$m +17%	20  三井不動産 675 \$m -10%	21  meiji 616 \$m +9%	22  NEC 616 \$m +5%	23  LINE 612 \$m New	24  KOSÉ 586 \$m +27%
25  Daiwa House Group 563 \$m +6%	26  NTT DATA 556 \$m -1%	27  第一生命 548 \$m +1%	28  ORIX 476 \$m +9%	29  TOTO 442 \$m 0%	30  BANDAI NAMCO 438 \$m +2%	31  424 \$m +3%	32  SEKISUI HOUSE 414 \$m -2%
33  ABC MART 405 \$m -3%	34  RESONA 390 \$m 0%	35  SOMPO 損害保険 370 \$m New	36  SUMITOMO MITSUI TRUST GROUP 345 \$m -9%	37  Café Gusto 289 \$m New	38  282 \$m +28%	39  260 \$m New	40  住友不動産 251 \$m -4%

Interbrand