

BRAND STRENGTH & ENERGY 2026

AS MARCAS COM MAIOR ÍNDICE DE FORÇA E ENERGIA POR SETOR DE ATIVIDADE EM PORTUGAL

| BANKING | 2025 | 2024 | VAR |
|-----------------|------|------|-----|
| SANTANDER TOTTA | 74,2 | 70,4 | 3,8 |

| PAYMENT SYSTEMS | 2025 | 2024 | VAR |
|-----------------|------|------|-----|
| MB WAY | 77,3 | 77,1 | 0,2 |

| CONSUMER ELECTRONICS | 2025 | 2024 | VAR |
|----------------------|------|------|-----|
| SAMSUNG | 77,5 | 76,1 | 1,4 |

| MEDIA PREMIUM | 2025 | 2024 | VAR |
|---------------|------|------|-----|
| SPORT TV | 74,5 | 70,8 | 3,7 |

| PET FOOD | 2025 | 2024 | VAR |
|----------|------|------|-----|
| PURINA | 72,2 | 71,8 | 0,4 |

| HOUSEHOLD HYGIENE | 2025 | 2024 | VAR |
|-------------------|------|------|------|
| FAIRY | 74,0 | 74,2 | -0,2 |

| RETAIL HOUSEHOLD & ELECTRONICS | 2025 | 2024 | VAR |
|--------------------------------|------|------|-----|
| WORTEN | 75,1 | 74,0 | 1,1 |

| RETAIL SPORTS | 2025 | 2024 | VAR |
|---------------|------|------|-----|
| DECATHLON | 72,7 | 69,2 | 3,5 |

| RETAIL CLOTHING / TEXTILE | 2025 | 2024 | VAR |
|---------------------------|------|------|-----|
| ZARA | 74,7 | 74,2 | 0,5 |

| ACCESSORIES | 2025 | 2024 | VAR |
|-------------|------|------|-----|
| HAVAIANAS | 74,5 | 74,3 | 0,2 |

| PHARMA PRODUCTS | 2025 | 2024 | VAR |
|-----------------|------|------|------|
| ASPIRINA | 75,1 | 76,6 | -1,5 |

| MOBILITY ACCESSORIES | 2025 | 2024 | VAR |
|----------------------|------|------|-----|
| CONTROLAUTO | 70,7 | 68,1 | 2,6 |

| LUXURY | 2025 | 2024 | VAR |
|--------------|------|------|-----|
| VISTA ALEGRE | 79,4 | 78,5 | 0,9 |

| REAL ESTATE | 2025 | 2024 | VAR |
|-------------|------|------|-----|
| REMAX | 70,3 | 70,2 | 0,1 |

| TOYS & HOBBIES | 2025 | 2024 | VAR |
|----------------|------|------|-----|
| LEGO | 80,0 | 77,2 | 2,8 |

| SOLIDARITY & CITIZENSHIP | 2025 | 2024 | VAR |
|--------------------------|------|------|-----|
| CAFÉ JOYEUX | 71,5 | 67,4 | 4,1 |

| SOCIAL LEADERS | 2025 | 2024 | VAR |
|-------------------------|------|------|-----|
| CRISTIANO RONALDO / CR7 | 78,3 | 77,5 | 0,8 |

| AUDIT & CONSULTING | 2025 | 2024 | VAR |
|--------------------|------|------|-----|
| DELOITTE | 74,5 | 73,5 | 1,0 |

| INSURANCE | 2025 | 2024 | VAR |
|------------|------|------|-----|
| FIDELIDADE | 67,3 | 65,5 | 1,8 |

| ENERGY | 2025 | 2024 | VAR |
|--------|------|------|-----|
| EDP | 71,8 | 71,4 | 0,4 |

| TELECOM | 2025 | 2024 | VAR |
|----------|------|------|-----|
| VODAFONE | 76,7 | 74,1 | 2,6 |

| FOOD | 2025 | 2024 | VAR |
|--------|------|------|-----|
| NESTLÉ | 80,1 | 79,0 | 1,1 |

| BEVERAGES NON ALCOHOL | 2025 | 2024 | VAR |
|-----------------------|------|------|------|
| DELTA | 78,0 | 78,2 | -0,2 |

| PERSONAL HYGIENE & BEAUTY | 2025 | 2024 | VAR |
|---------------------------|------|------|-----|
| L'OREAL | 76,6 | 75,8 | 0,8 |

| RETAIL TECHNOLOGY / DIGITAL | 2025 | 2024 | VAR |
|-----------------------------|------|------|-----|
| AMAZON | 75,8 | 73,5 | 2,3 |

| RETAIL HEALTH & WELLNESS | 2025 | 2024 | VAR |
|--------------------------|------|------|------|
| FARMACIAS PORTUGUESAS | 75,8 | 76,4 | -0,6 |

| RETAIL SHOPPING MALLS | 2025 | 2024 | VAR |
|-----------------------|------|------|-----|
| COLOMBO SHOPPING | 72,5 | 72,4 | 0,1 |

| HEALTHCARE | 2025 | 2024 | VAR |
|-----------------------|------|------|-----|
| FUNDAÇÃO CHAMPALIMAUD | 77,8 | 74,5 | 3,3 |

| AUTOMOBILE & MOTORCYCLES | 2025 | 2024 | VAR |
|--------------------------|------|------|-----|
| MERCEDES | 76,3 | 75,9 | 0,4 |

| TRAVEL & LEISURE | 2025 | 2024 | VAR |
|------------------|------|------|-----|
| PESTANA | 72,9 | 71,9 | 1,0 |

| INDUSTRIAL PRODUCTS | 2025 | 2024 | VAR |
|---------------------|------|------|-----|
| BOSCH | 74,2 | 73,7 | 0,5 |

| PROFESSIONAL SERVICES | 2025 | 2024 | VAR |
|-----------------------|------|------|-----|
| CTT | 76,0 | 75,2 | 0,8 |

| CULTURE & ENTERTAINMENT | 2025 | 2024 | VAR |
|------------------------------|------|------|-----|
| FUNDAÇÃO CALOUSTE GULBENKIAN | 74,1 | 74,0 | 0,1 |

| BETTING | 2025 | 2024 | VAR |
|-------------|------|------|-----|
| EUROMILHOES | 73,2 | 73,0 | 0,2 |

| HOLDINGS | 2025 | 2024 | VAR |
|----------|------|------|-----|
| SONAE | 75,1 | 73,5 | 1,6 |

| LEGAL / LAW | 2025 | 2024 | VAR |
|-----------------------|------|------|-----|
| VDA VIEIRA DE ALMEIDA | 72,1 | 70,5 | 1,6 |

| CONSUMER CREDIT | 2025 | 2024 | VAR |
|-----------------|------|------|-----|
| CETELEM | 62,5 | 61,7 | 0,8 |

| TECHNOLOGY | 2025 | 2024 | VAR |
|------------|------|------|-----|
| GOOGLE | 81,2 | 78,0 | 3,2 |

| MEDIA TRADITIONAL | 2025 | 2024 | VAR |
|-------------------|------|------|-----|
| SIC | 71,2 | 70,6 | 0,6 |

| BABY FOOD | 2025 | 2024 | VAR |
|-----------|------|------|------|
| CERELAC | 78,2 | 78,3 | -0,1 |

| BEVERAGES ALCOHOL | 2025 | 2024 | VAR |
|-------------------|------|------|-----|
| SUPER BOCK | 78,1 | 77,8 | 0,3 |

| RETAIL GROCERY | 2025 | 2024 | VAR |
|----------------|------|------|-----|
| CONTINENTE | 76,9 | 76,6 | 0,3 |

| RETAIL HOME & OFFICE | 2025 | 2024 | VAR |
|----------------------|------|------|-----|
| IKEA | 80,8 | 79,0 | 1,8 |

| RETAIL RESTAURANTS | 2025 | 2024 | VAR |
|--------------------|------|------|-----|
| MC DONALDS | 80,4 | 78,7 | 1,7 |

| RETAIL OTHERS | 2025 | 2024 | VAR |
|----------------------|------|------|------|
| PERFUMES & COMPANHIA | 72,5 | 72,7 | -0,2 |

| PHARMACEUTICALS | 2025 | 2024 | VAR |
|-----------------|------|------|-----|
| PFIZER | 74,1 | 73,6 | 0,5 |

| MOBILITY GENERAL | 2025 | 2024 | VAR |
|------------------|------|------|-----|
| VIA VERDE | 74,1 | 72,3 | 1,8 |

| AIRLINES | 2025 | 2024 | VAR |
|----------|------|------|------|
| EMIRATES | 76,5 | 77,8 | -1,3 |

| ENGINEERING & CONSTRUCTION | 2025 | 2024 | VAR |
|----------------------------|------|------|-----|
| MOTA ENGL | 71,4 | 71,1 | 0,3 |

| SPORTS | 2025 | 2024 | VAR |
|--------|------|------|-----|
| ADIDAS | 76,4 | 75,3 | 1,1 |

| SCHOOLS & UNIVERSITIES | 2025 | 2024 | VAR |
|------------------------|------|------|-----|
| UNIVERSIDADE NOVA SBE | 75,9 | 74,9 | 1,0 |

| EVENTS | 2025 | 2024 | VAR |
|-------------|------|------|-----|
| ROCK IN RIO | 75,3 | 75,1 | 0,2 |

| PSI 20 | 2025 | 2024 | VAR |
|--------|------|------|-----|
| CTT | 76,0 | 75,2 | 0,8 |