

MANGO

Mango increases its brand value by 26%, according to Kantar BrandZ 2025



- The global fashion brand consolidates itself as one of the most valuable brands in Spain, ranking 15th in the [Kantar BrandZ Top 30](#) report.
- Additionally, the organization has awarded Mango the MDS Excellence Award for being the brand with the most consistent growth in the three metrics Kantar identifies for healthy growth: differentiation, relevance, and awareness.

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Mango, one of the leading fashion groups in Europe, has consolidated itself as one of the most valuable brands in Spain, according to the [Kantar BrandZ Top 30](#) report. The company has increased its value by 26%, reaching 1.8 billion dollars, and ranks 15th in the list. This remarkable growth, 11 points above the average, highlights Mango's ongoing success in the fashion industry, solidifying it as a reference both nationally and internationally. The brand stands out not only for its growth capacity but also for its focus on sustainability, innovation, and the continuous evolution of its offering.

Moreover, in the 2025 edition, Mango has been awarded the MDS Excellence Award for being the brand that has grown most consistently in the three metrics Kantar identifies as essential for healthy growth: differentiation, relevance, and awareness. This recognition underscores Mango's success in offering a unique value proposition, based on its own distinctive, high-quality designs, which have effectively connected with consumers, helping strengthen its presence in global markets. The award reinforces the company's consolidation, which in 2024 celebrated its 40th anniversary with its best-ever results (a turnover of 3.1 billion euros) and international expansion, reaching 2,800 points of sale across 120 countries in 2024.

The study was presented today at an exclusive event held at Kantar's Madrid offices, where five leading brands shared their strategies for continuing to grow and strengthen their brand value. Mango, ranked 15th and winner of the MDS Excellence Award, participated through Anabel Rodríguez, Customer Experience Director, who shared how the company differentiates itself in a highly competitive and fragmented market like fashion. The company has consistently combined an inspiring brand vision with a well-defined strategic plan. The fashion sector remains one of the major contributors, accounting for 40% of the total value in the Top 30 ranking.

Overall, the total value of the 30 most valuable Spanish brands in the ranking has increased by 15% compared to last year, reaching 116 billion dollars. Moreover, the growth of Spain-based brands is significantly outpacing that of major brands in other European markets, including Italy and the UK, reflecting the dynamism seen in the Spanish economy. In fact, two-thirds of the brands in the Spanish ranking have increased their value over the past year.

The Kantar BrandZ Top 30 report of the most valuable Spanish brands of 2025 offers the most comprehensive and reliable ranking, supported by the opinions of over 85,000 respondents about 1,200 brands in 98 different categories. To be included in this ranking, brands must meet strict eligibility criteria: they must originate in Spain and be owned by a company listed on a reputable stock exchange or whose financial information is publicly available. This rigorous approach ensures that the ranking reflects the most prominent and relevant brands in the Spanish market.

Download the Kantar BrandZ Top 30 most valuable Spanish brands report [here](#).

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Mango, one of the leading international brands in the fashion industry, is a global company with design and creativity at the heart of its model and a strategy based on constant innovation, the pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2023 with a turnover of 3.1 billion euros, with 33% of its business coming from the online channel, and a presence in more than 115 markets. More information at mangofashiongroup.com.