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Ranked: The World's Fastest Growing Brands 2021



Published 4 weeks ago on September 1, 2021

By **Carmen Ang**

VISUAL CAPITALIST DATASTREAM

THE FASTEST GROWING

Throughout the global pandemic, companies have had to get creative in order to stay afloat.

But some of this innovation has proven to be beneficial. In fact, some businesses have not just stayed alive, they've thrived.

BRANDS IN 2021

Here's a look at the top 10 fastest-growing brands in 2021 measured by their brand value.

Brand Value (\$) =  Brand's financial contribution to the value of its parent company (\$)  Brand's price-to-earnings ratio

% Growth
in brand value
(2020-2021)

300%

TESLA
 \$42.61B

Tesla had a widely successful year in 2020, making it the most valuable automaker in the world.
Source: Insider

200%

TikTok
 \$43.52B

- TikTok takes second place on the list because of its cutting-edge algorithm that prioritizes exploration over consistency.

100%

Total brand value (2020)



\$21.73B



meituan.com



\$109.33B



Instagram



\$82.90B



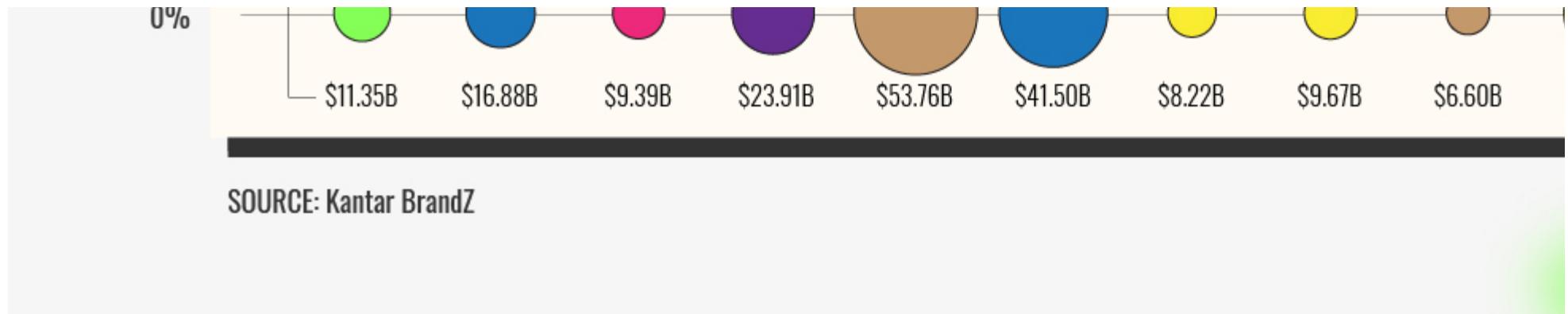
lululemon



\$12.0B



2/13



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The Briefing

- The fastest growing brand on the list is **Tesla**, which isn't surprising—the company's stock increased by almost **700%** in 2020.
- What happened for Tesla last year to warrant such a boost? The company entered the SUV market with its launch of the Model Y, and started production in China, which increased sales in the country by **90%** in the first 9 months of 2020.
- **TikTok**, which ranks 2nd on the list, was the world's **most downloaded app** in 2020.



The World's Fastest Growing Brands in 2021

2020 was a tough year for the U.S. economy.

In Q2 2020, the country reported its steepest drop in real GDP ever recorded. Because of COVID-19, companies were forced to adapt. But things weren't all bad—in fact, some companies even managed to prosper throughout the pandemic-induced madness.

Here's a look at the top 10 fastest growing brands of 2021, using data from Kantar BrandZ's Top 100 Global brands report:

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Rank	Brand	Brand Value % Growth	Category
1	Tesla	275%	Cars & Transportation
2	TikTok	158%	Media & Entertainment
3	Pinduoduo	131%	Consumer Goods & Retail
4	Meituan	119%	Technology
5	Moutai	103%	Food & Beverages
6	Instagram	100%	Media & Entertainment
7	Uniqlo	88%	Retail
8	Lululemon	85%	Retail
9	Chipotle	82%	Food & Beverages
10	JD.com	75%	Retail

Tesla takes the top spot, with an impressive **275%** boost in brand value compared to the year prior. A big part of Tesla's growth was its production expansion into China, which boosted sales in the country in early 2020.

It's worth noting that Tesla sales in China have slumped recently—in July 2021, Tesla made up merely 3.9% of battery electric vehicles sales in China, down from **12.6%** the month prior.

The good news? Tesla's investors don't seem too concerned—following the news of decreased sales in China, Tesla's stock prices dipped less than 1%.

Retail for the Win

When it comes to fastest growing brands in 2021, the most popular category is **retail**.

While many retailers took a hit in 2020, certain apparel brands with strong leisure offerings such as Lululemon and Uniqlo experienced growth as consumer demand for comfortable, stay-at-home clothing boomed.

For instance, throughout store closures and city-wide lockdowns, Lululemon still managed to increase its net revenue by 11% in 2020. Of course, this growth was strongly supported by a surge in eCommerce sales.

>>*Like this? Then check out this full-length article The Reputation of 100 Major Brands in the U.S.*

Where does this data come from?

Source: Kantar BrandZ 2021 Top 100 Global Brands report.

Details: Fastest-growing brands are ranked by their “brand value,” which Kantar Brandz measures by multiplying a brand’s **total financial value** (\$) with its **proportional impact** (%) on its parent company’s sales. For more information on methodology, check out the full report.

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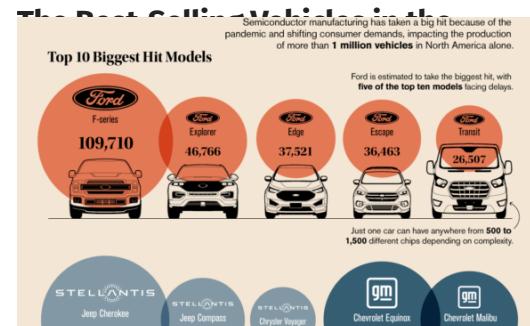
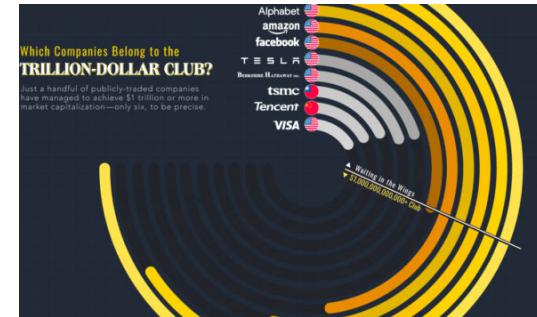
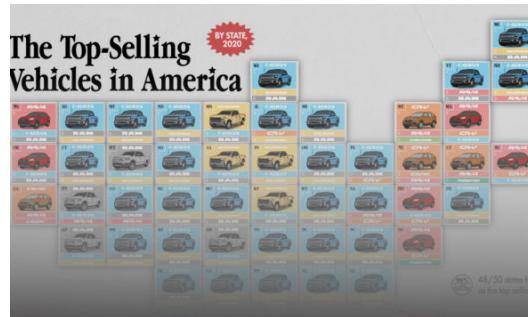
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Ranked: The Top 10 Richest People on the Planet

Who are the world's richest people, and just how much money do they have? From Elon Musk to Bernard Arnault, here are the top 10 richest.



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By **Carmen Ang**

The \$100-Billion Club

10 Richest People on the Planet*

\$100B \$200B

Rank	Name	Total Net Worth	Country	Industry	Source of Wealth
1	Elon Musk	\$198B		Technology	
2	Jeff Bezos	\$194B		Technology	
3	Bernard Arnault	\$157B		Consumer	
4	Bill Gates	\$149B		Technology	
5	Mark Zuckerberg	\$132B		Technology	
6	Larry Page	\$124B		Technology	
7	Sergey Brin	\$119B		Technology	
8	Steve Ballmer	\$105B		Technology	

9		Larry Ellison	\$100B		Technology	ORACLE
10		Warren Buffett	\$100B		Diversified	BERKSHIRE HATHAWAY INC.

*As of September 21st, 2021 Source: Bloomberg Billionaires Index



The Briefing

- Elon Musk is currently the richest person in the world, with a total net worth of **\$198 billion** as of Sept 21, 2021
- Jeff Bezos comes in second place, with a net worth of **\$194 billion**

Ranked: The Top 10 Richest People on the Planet

The top 10 richest people on the planet have a combined net worth of **\$1.4 trillion**. For some context, that's roughly the same size as [Australia's GDP](#).

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Chart: 30 Years of Wildfires in America

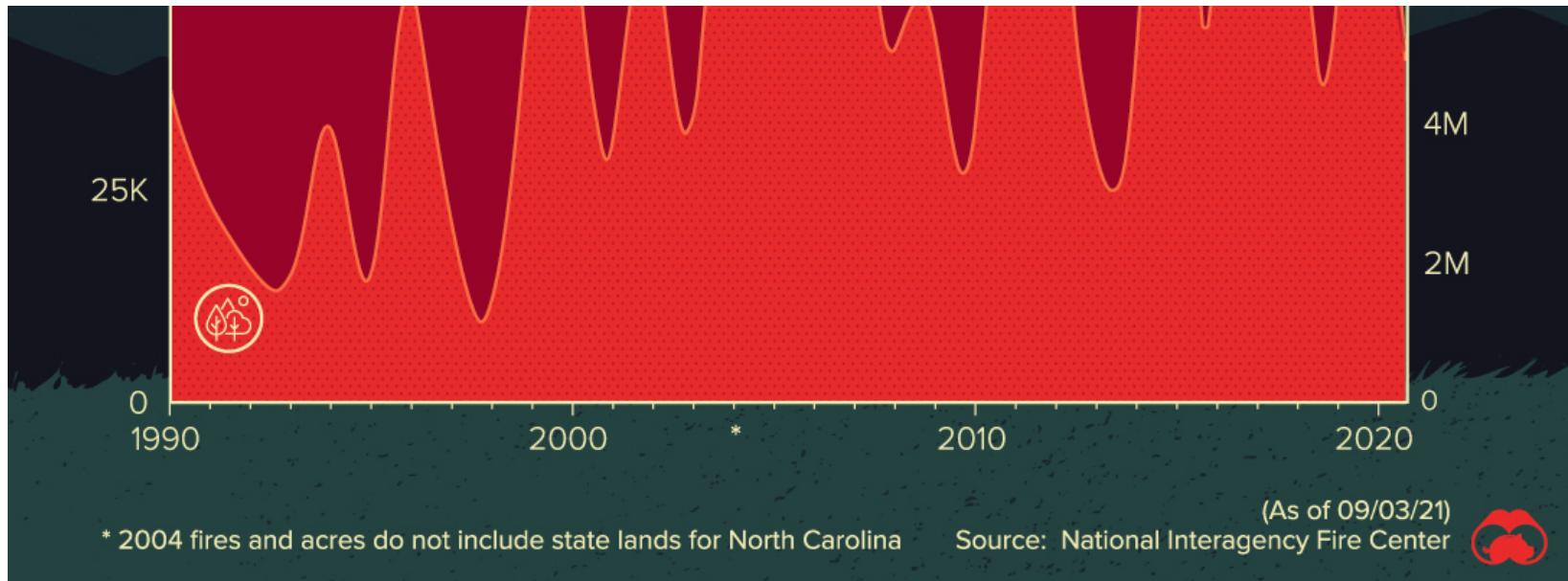
Here's a look at the number of wildfires in America that have occurred each year since 1990, and the acres of forest land scorched during that period.



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By Carmen Ang 





The Briefing

- An average of **70,000** wildfires blaze through the U.S. each year
- These fires destroy approximately **5.8 million** acres of land on a yearly basis
- Over **43,000** fires have started across the U.S., burning **5 million** acres of land as of Sept 3, 2021

30 Years of Wildfires in America

This summer, record-breaking droughts and relentless heat waves have fueled disastrous wildfires across the United States. Below are ranked the state of

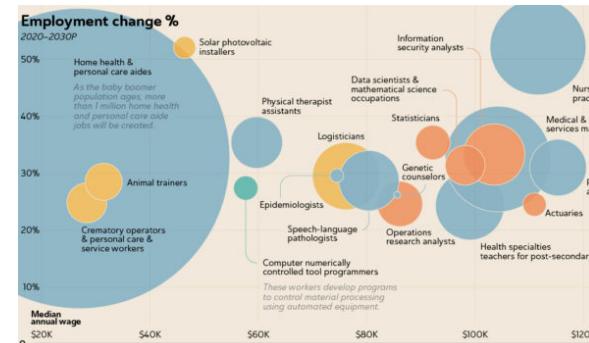
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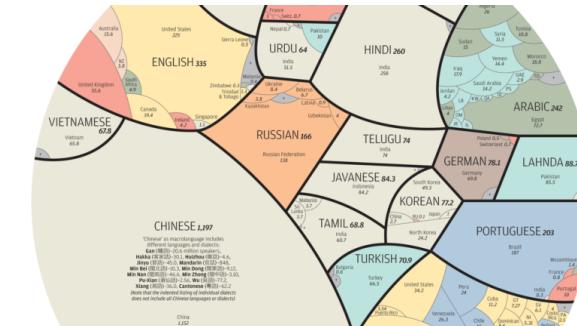
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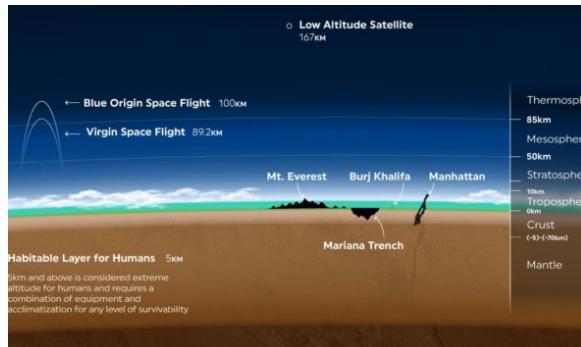
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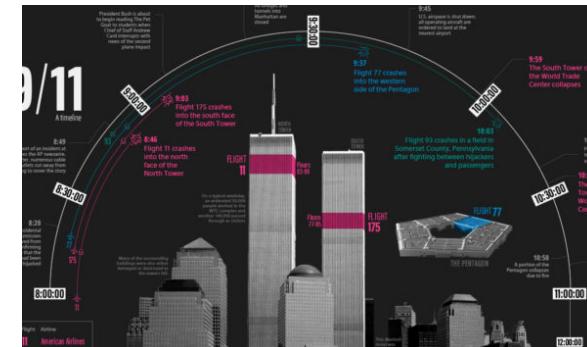
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