

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 UNIQLO 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 TOKIOMARINE 1,808 \$m +19%	16 SHISEIDO 1,639 \$m +1%
17 KOMATSU 1,496 \$m -16%	18 DAIKIN 1,340 \$m +18%	19 MUJI 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 NTT 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 1,123 \$m +5%	15 SECOM 1,017 \$m -6%	16 三菱地所 922 \$m +5%
17 かんぽ生命 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 SOMPO 424 \$m +3%	32 SEKISUI HOUSE 414 \$m -2%
33 ABC MART 405 \$m -3%	34 RESONA 390 \$m 0%	35 SOMPO 370 \$m New	36 SUMITOMO MITSUI TRUST GROUP 345 \$m -9%	37 ガスト 289 \$m New	38 ミツイ・フドウサン 282 \$m +28%	39 ニトリ 260 \$m New	40 住友不動産 251 \$m -4%