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## Petronas remains Malaysia's most valuable brand



The Sun, Malaysia

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**PETALING JAYA:** Malaysia's top 100 brands increased in value by 5% year on year to US\$62.2 billion (RM252.5 billion) in 2026, reflecting the resilience of the country's leading corporates despite a more uncertain global operating environment, according to the Malaysia 100 2026 report from Brand Finance, the world's leading brand valuation consultancy.

Leading the rankings once again is Petronas (brand value down 4% to US\$13.8 billion), which retains its position as Malaysia's most valuable brand for the 16th consecutive year.

Despite softer global energy prices, the brand continues to demonstrate resilience through stable operating fundamentals, upstream expansion, and continued investment in long-term energy transition initiatives.

Genting (brand value up 23% to US\$6 billion) rises to second position, recording one of the strongest performances among Malaysia's leading brands. Growth has been driven by improving operating performance, stronger business volumes across its leisure and hospitality segments, and continued recovery in regional tourism demand across key markets including Malaysia and Singapore.

Maybank (brand value up 4% to US\$5.4 billion) retains third position, supported by steady income growth, disciplined cost management, and improving asset quality across its core Asean markets. The bank continues to benefit from resilient operating conditions and stable profitability, reinforcing investor confidence.

100PLUS (brand value up 166% to US\$190 million) emerges as the fastest-growing brand in Malaysia this year, reflecting the brand's strengthening position across Southeast Asia's isotonic sports drink market closely linked to hydration and sporting performance.

Brand Finance Asia Pacific managing director Alex Haigh said, "National champions such as Petronas, Maybank, Tenaga Nasional (TNB) and Proton in energy, banking, infrastructure, and consumer sectors remain the foundation of the country's brand landscape, while we are also seeing stronger momentum from emerging brands tied to logistics, connectivity, digitalisation, and lifestyle consumption.

"As Malaysia accelerates investment into technology, energy transition, and regional trade integration, the conditions are increasingly in place for Malaysian brands to strengthen their competitiveness both regionally and globally."

Westports and MISC are this year's brands to watch in the country ranking, reflecting the growing strategic importance of Malaysia's logistics, maritime, and energy infrastructure sectors. Westports' brand value increased 21% to US\$149 million, driven by higher container throughput and ongoing capacity expansion plans that reinforce its position as a key regional trade gateway.

Meanwhile, MISC's brand value rose to US\$678 million, supported by stronger profitability, and its expanding role in energy-related maritime solutions and lower-carbon shipping initiatives.

In the brand strength section, Genting

retains its position as Malaysia's strongest brand, achieving a Brand Strength Index (BSI) score of 92.1/100 and an AAA+ rating, the highest accolade awarded by Brand Finance. TNB follows closely in second place with a BSI score of 91.5/100 and an AAA+ rating, reflecting strong levels of trust, reliability, and nationwide service delivery.

Proton (brand value down 17% to US\$260 million) ranks third with a BSI score of 90.7/100 and an AAA+ rating, supported by strong domestic recognition and enduring customer loyalty despite intensifying competition in the automotive sector.

Among Malaysian brands, Petronas leads in sustainability perceptions, recording the highest Sustainability Perceptions Value at US\$1.3 billion. The brand's strong performance reflects its ongoing investments in lower-carbon energy solutions, including carbon capture and storage, hydrogen, and renewable energy projects, supporting its Net Zero Carbon Emissions by 2050 ambition. Petronas also records the highest positive Gap Value at US\$156 million, indicating significant potential to unlock further value through greater communication of its sustainability achievements.

Across the sustainability pillars, TNB stands out for its environmental initiatives through renewable energy expansion and grid modernisation, Maybank is recognised for its social impact through financial inclusion and community development programmes, while Dutch Lady Milk Industries demonstrates strong governance perceptions through its commitment to stakeholder engagement, transparency, and long-term community partnerships.

