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Petronas, Genting, Maybank among top 10 brands

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BRAND FINANCE'S ASEAN 500 2026 REPORT

Petronas, Genting, Maybank among top 10 brands

KUALA LUMPUR: Petroliam Nasiona Bhd (Petronas) remained Asean's second most valuable brand at US$13.8 billion this year, while Genting Bhd broke into the region's top 10 following a 23 per cent increase in its brand value.

Brand valuation consultancy Brand Finance's Asean 500 2026 report showed that Genting climbed two spots to ninth place, with its brand value reaching US$6 billion.

Malayan Banking Bhd (Maybank) also retained its position among the region's 10 most valuable brands, with its brand value rising four per cent to US$5.4 billion.

Petronas saw its brand value decline four per cent, which Brand Finance attributed to softer energy prices. The national oil company's reputation, reliability and customer engagement continued to improve in Malaysia, according to the consultancy.

Petronas also topped Asean in Sustainability Perceptions Value at US$1.3 billion, a measure of the financial value associated with perceptions of its sustainability efforts.

Brand Finance cited the group's energy transition strategy, net-zero carbon emissions commitment and nature-related initiatives, alongside efforts to support a just transition.

Genting's rise was driven by improved operating performance, higher business volumes across its leisure and hospitality operations, and stronger tourism demand in Malaysia and Singapore. Its Brand Strength Index score of 92.1 out of 100 also placed it among the region's strongest brands.

Maybank's ranking came as the banking group completes its M25+ strategy and prepares to embark on its next phase, ROAR30.

Brand Finance Asia Pacific managing director Alex Haigh said Malaysia's presence among Asean's 10 most valuable brands across energy, leisure and banking reflected the strength of its leading companies.

"Petronas' brand value this year reflects softer energy prices rather than weaker customer relationships, as perceptions of its reputation and reliability continue to strengthen at home."

Other Malaysian brands that recorded gains included CelcomDigi, AirAsia Group, Malaysia Airlines, Tenaga Nasional, KPJ Healthcare, Pantai and Takaful Malaysia.

Across Asean, the combined value of the 500 brands in the ranking rose eight per cent to US$315.6 billion this year.

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