































BELGIUM MEANINGFUL BRANDS 2024

DECEMBER, 2024


MEANINGFUL
BRANDS

The Most MEANINGFUL BRANDS™ 2024 BELGIUM Ranking

The 30 brands that have topped the Meaningful Brands™ list in our study this year

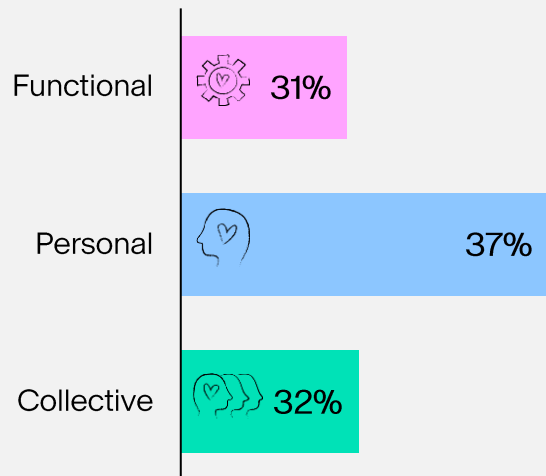
1  76.7	2  75.6	3  75.5	4  72.8	5  72.3	6  71.9	7  71.7	8  71.4	9  71.2	10  70.2
11  70.2	12  70	13  69.6	14  69	15  68.8	16  68.8	17  68.7	18  68.7	19  68.6	20  68.6
21  68.4	22  68.4	23  68.4	24  68.4	25  68	26  67.8	27  67.7	28  67.7	29  67.6	30  Belgische Rode Kruis 67.2

In a perma-crisis context, **QUALITY OF LIFE** is becoming an objective in the broadest sense for brands

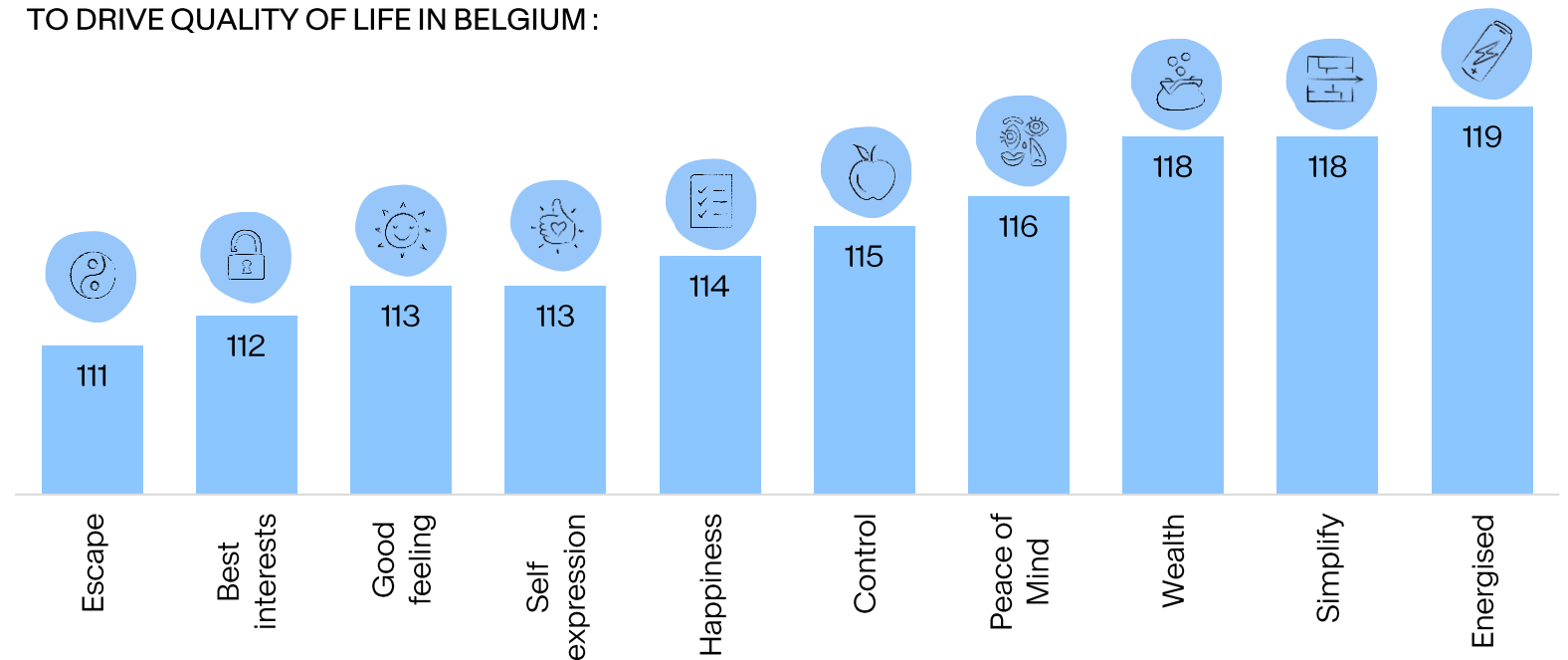
% of respondents who think that the brand contributes to improve their quality of life



PILLAR IMPORTANCE IN DRIVING QUALITY OF LIFE:



TOP ATTRIBUTES TO DRIVE QUALITY OF LIFE IN BELGIUM :



The convergence of the importance of functional, personal and collective pillars over the years

