

# Decision Lab Best Brand Rankings 2023

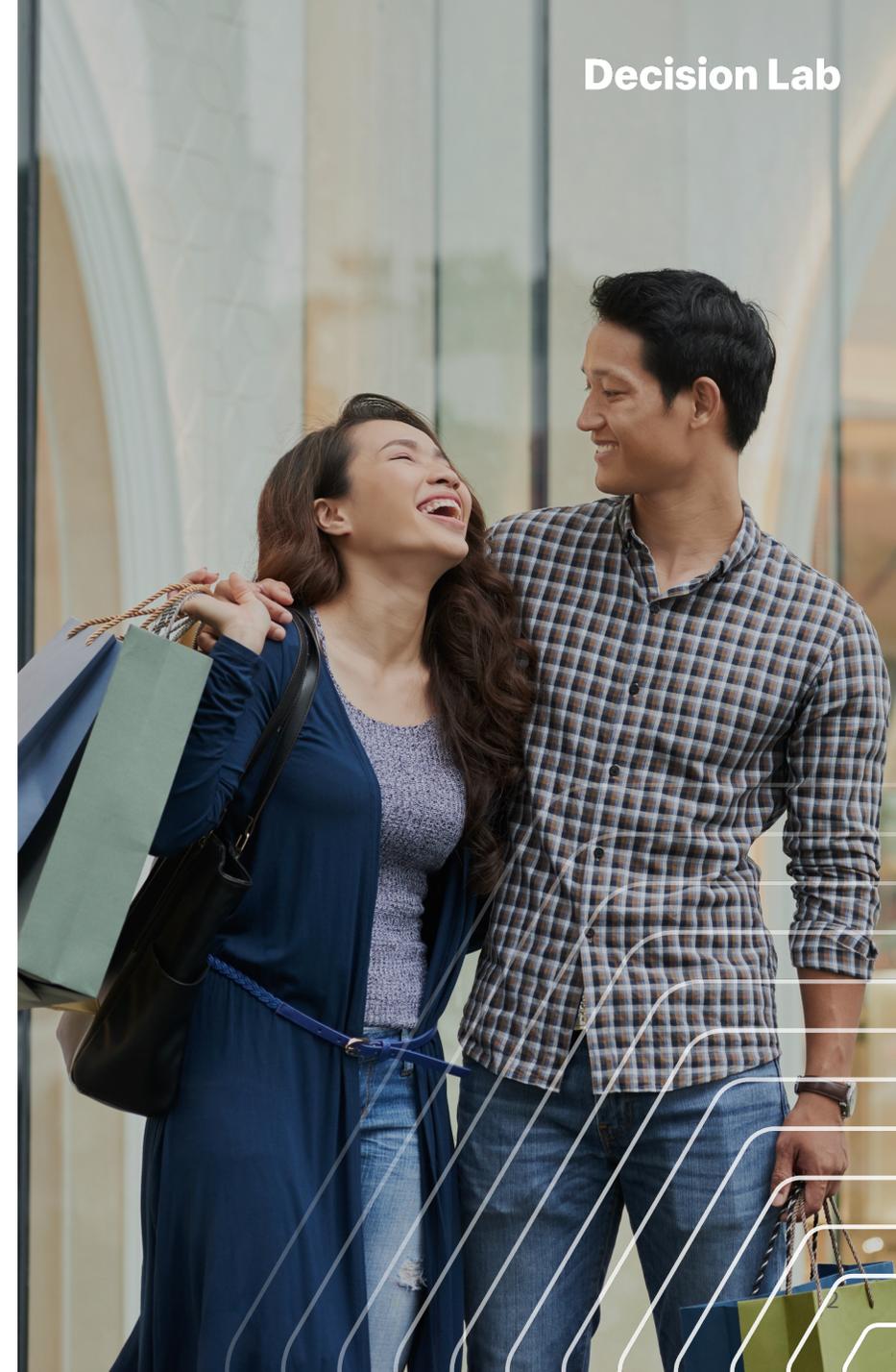


# About Decision Lab Best Brand Rankings 2023

Introducing the highly-anticipated Decision Lab Best Brand Rankings 2023, showcasing Vietnam's esteemed top 20 brands, using the YouGov BrandIndex proprietary Index score. The Index score reflects a brand's overall health by calculating the average of Impression, Quality, Value, Satisfaction, Recommend and Reputation. The rankings represent the 12-month average of those scores.

Businesses that understand their overall brand health can use this knowledge to improve their rankings, stand out in a crowded marketplace, establish a loyal customer base, increase brand awareness, and drive business growth.

Contact us to discover more about your brand's insights



# Methodology

The Decision Lab Best Brand Rankings 2023 are calculated using data collected from YouGov's online panel in Vietnam daily, from the flagship YouGov BrandIndex solution.

The brands were ranked based on YouGov BrandIndex's Index score, which measures overall brand health calculated by taking the average of Impression, Quality, Value, Satisfaction, Recommend and Reputation. Duplicate brands within markets have been removed, with the highest rank retained.

**The Index Rankings** chart shows the brands with the highest Index scores between 1 November 2022 and 31 October 2023.

**The Index Improvers** chart ranks the brands with the highest increase in Index scores, comparing period from 1 November 2022 to 31 October 2023 with the previous 12 months.

Both scores are representative of the online population of adults 18+.

All brands have been tracked for at least 6 months to be included in the rankings and have been tracked for at least 18 months (as well as being currently tracked) to appear in the Improvers tables.

## Brand Perception Metrics

- **General Impression:** Whether a consumer has a positive or negative impression of a brand.
- **Value:** Whether a consumer considers a brand to represent good or poor value for money.
- **Reputation:** Whether a consumer would be proud or embarrassed to work for a particular brand.
- **Customer Satisfaction:** Whether a consumer is currently a satisfied or dissatisfied customer of a particular brand.
- **Recommendation:** Whether a consumer would recommend a brand to a friend or colleague or not.
- **Quality:** Whether a consumer considers a brand to represent good or poor quality.

# Top 20 Ranked

Decision Lab Best Brand Rankings 2023

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Rank 2023	Rank 2022	Rank Change	Brand name	Score 2023	Score 2022	Score Change
1	1	-	Samsung	47.5	48.6	-1.1
2	2	-	Vietnam Airlines	46.0	44.6	1.4
3	3	-	Shopee	45.7	43.2	2.5
4	-	(New)	Honda (motorcycle)	38.5	-	-
5	4	-1	Panasonic	38.2	37.2	1.1
6	5	-1	MoMo	33.6	32.7	0.9
7	7	-	Thế giới di động	32.8	31.8	1.0
8	17	+9	Hảo Hảo	32.0	27.4	4.6
9	12	+3	Vietcombank	31.9	29.1	2.7
10	6	-4	Kinh Đô	31.5	31.9	-0.4

# Top 20 Ranked

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Rank 2023	Rank 2022	Rank Change	Brand name	Score 2023	Score 2022	Score Change
11	8	-3	Omachi	🔒	🔒	🔒
12	9	-3	KFC	🔒	🔒	🔒
13	10	-3	Biti's	🔒	🔒	🔒
14	16	2	Điện máy xanh	🔒	🔒	🔒
15	19	4	LG	🔒	🔒	🔒
16	33	17	MB	🔒	🔒	🔒
17	13	-4	Lifebuoy	🔒	🔒	🔒
18	15	-3	Viettien	🔒	🔒	🔒
19	14	-5	Lazada	🔒	🔒	🔒
20	18	-2	Nutifood	🔒	🔒	🔒

Source: YouGov BrandIndex  
Data collection period: 1/11/2022 - 31/10/2023 compared with 1/11/2021 - 31/10/2022.

Annual total of interviews: 32,937

# Top 10 Improver

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Rank	Brand name	Current Score	Previous Score	Change in Score
1	TikTok	19.4	10.0	9.4
2	MB	27.7	22.2	5.5
3	Hào Hào	32.0	27.4	4.6
4	Bách Hóa Xanh	17.7	13.1	4.6
5	Trung Nguyên Legend	21.3	17.9	3.4
6	Jollibee	14.9	11.8	3.1
7	Vietcombank	31.9	29.1	2.7
8	Traveloka	18.3	15.6	2.7
9	Shopee	45.7	43.2	2.5
10	Highlands Coffee	25.9	23.5	2.4



# Track your brand performance



Measure brand health, monitor growth, and track advertising to create an unbeatable strategy.

# YouGov® BrandIndex

## Powerful, daily brand and competitor tracking

**YouGov BrandIndex** is an industry-leading brand health tracker. Use daily data from thousands of consumer interviews every day across 55+ markets, giving your business the edge, it needs to succeed.

Get 6+ years of historical brand data to chart brand trajectories, right up to the present day. Strategize growth by analyzing and benchmarking your success against your goals, your competitors, and your entire market, with **16 vital brand health metrics**.



**365 brands**

Regularly updated  
and growing



**10 sectors**

Covering all major  
industries



**Daily data**

Collected daily,  
always relevant

YOUNGOV BRANDINDEX

# 16 metrics to cover your marketing funnel

**BI-WEEKLY**

Frequency of the update

**18+ NATIONWIDE**

Online representative

**450 - 900**

Interviews per brand per month

**SINCE 2016**

8 years historical data

**7- 10 MINUTES**

Questionnaire length

**100%**

Connected to other variables

**Media & comms**

What are people hearing and saying about a brand?

- Attention
- Buzz
- Overall Ad Awareness
- Word of Mouth

**Funnel**

What brands are people planning to use or using currently?

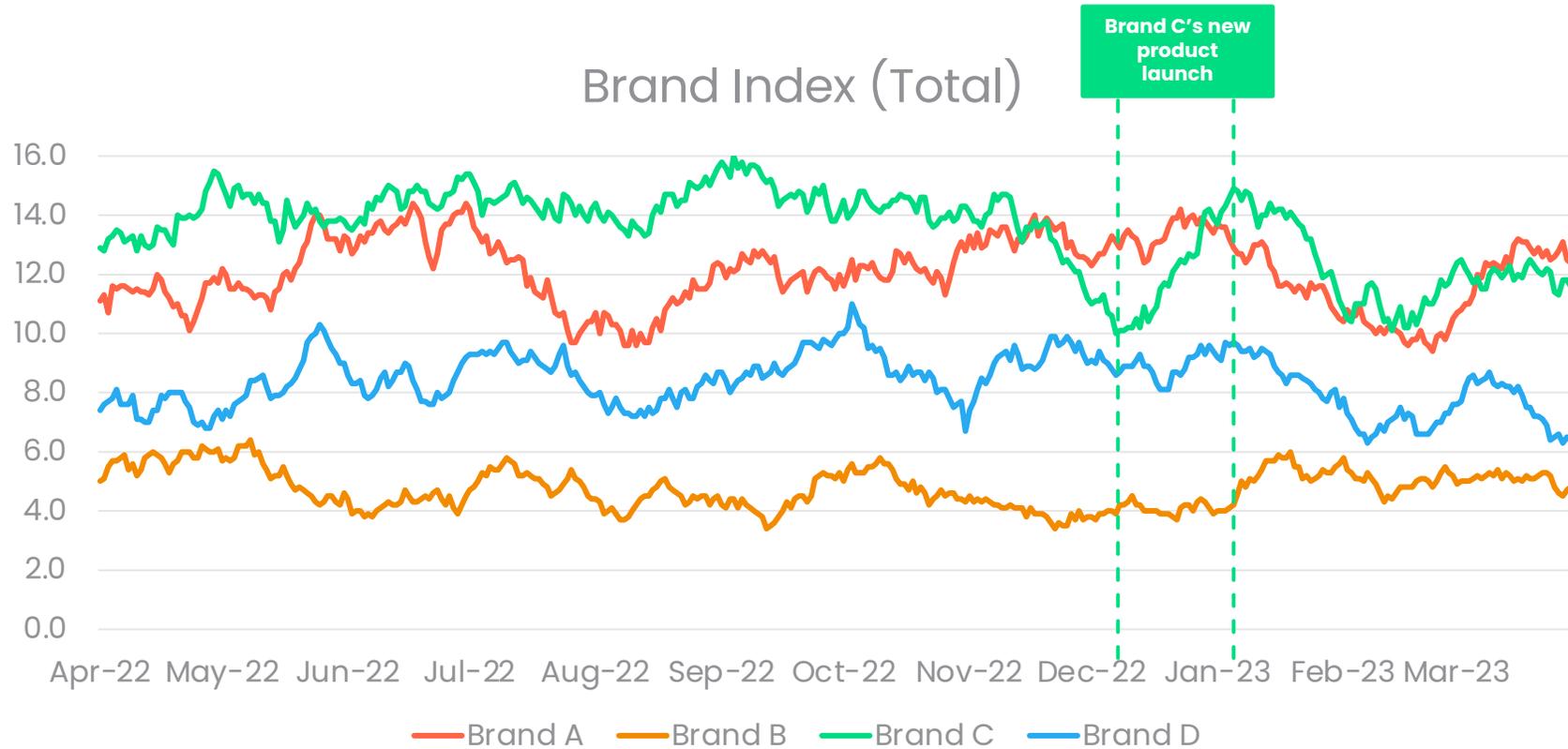
- Aided Awareness
- Consideration
- Current Customer
- Purchase Intent
- Former Customer

**Perception**

What do people think and feel about a brand?

- Impression
- Quality
- Value
- Reputation
- Satisfaction
- Recommend
- Index**

# Monitor brands' performance against the market over time



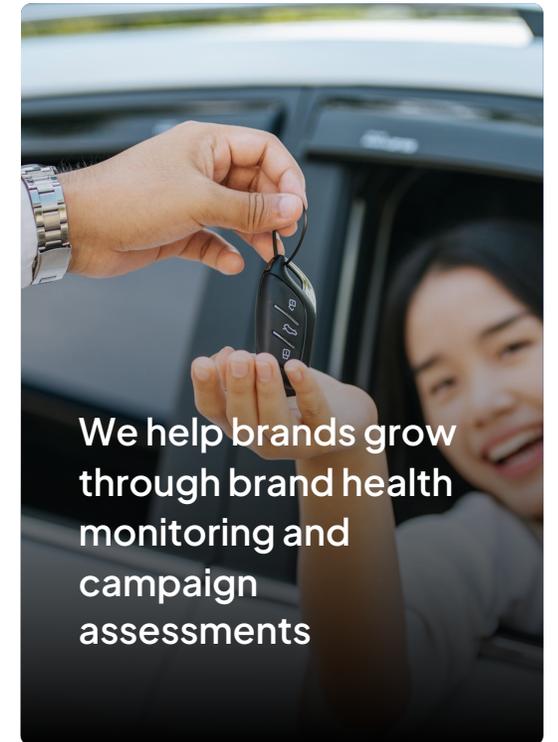
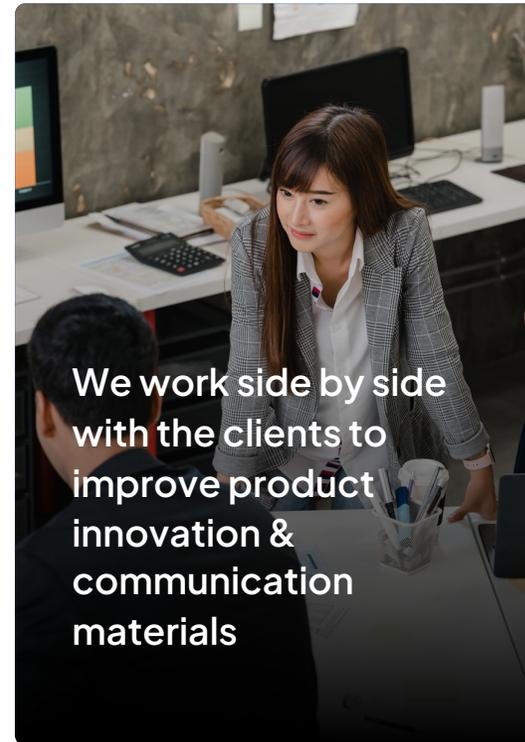
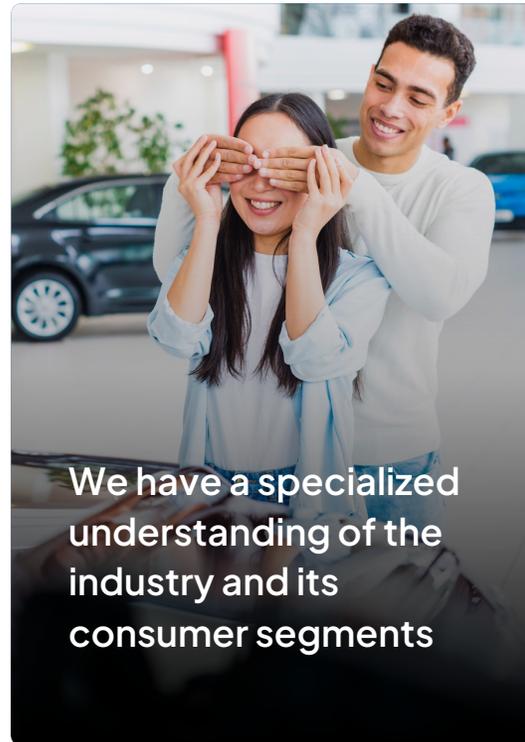
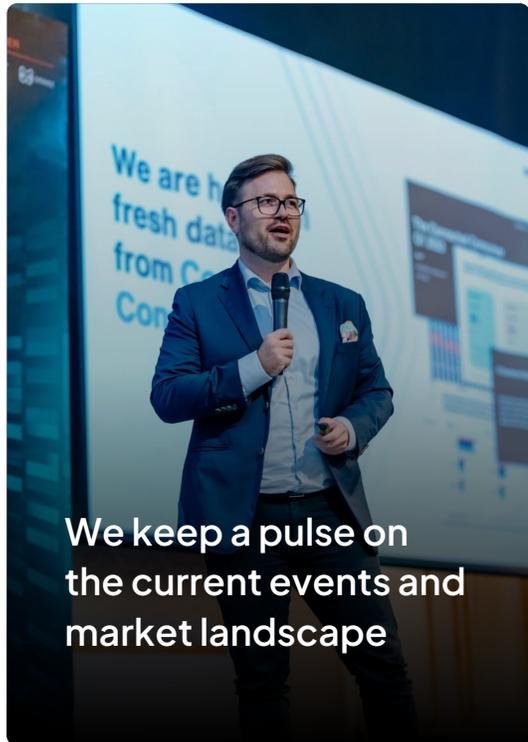
TOP Brands by Brand Index			
Rank	Brand Name	Current Score	Rank ▲▼
1	Brand A	6.7	-
2	Brand B	5.5	-
3	Brand C	5.3	▲2
4	Brand D	4.9	▼1
5	Brand E	4.0	▼1
6	Brand F	3.0	▲1



# How does Decision Lab help brands to navigate the market?

We give brands deep insight into consumer behavior and market trends, helping them make the right decisions.

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## About Decision Lab

Decision Lab is a company committed to driving new thinking and technology in marketing with Vietnam's most modern market research offering. Combining Decision Lab's thought leadership and problem-crunching capability with the industry's strongest data solutions provides a best-in-class offering for leading innovative brands that are ready to transform with changing market conditions.

Decision Lab is well-known for its thought leadership in digital media and the understanding of a new generation of consumers. It works with some of the most forward-thinking multinational and global brands and leading global tech giants.

Decision Lab is the exclusive partner of YouGov in Vietnam.

[Learn more about Decision Lab](#)

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Click the images to go to the reports.



EuroCham Business Climate Index  
(Quarterly report)



The Connected Consumer  
(Quarterly report)



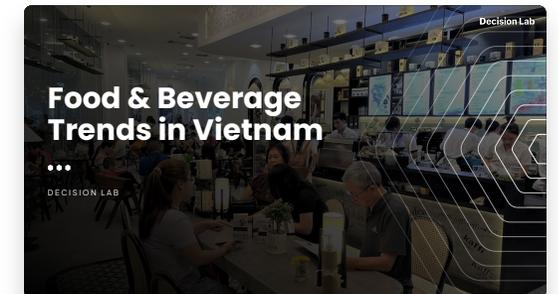
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BrandIndex Brand Rankings



The rise of e-wallets in Vietnam



F&B Trends in Vietnam

# Reach out to us



2nd Floor – Sonatus Building,  
15 Le Thanh Ton, District 1,  
Ho Chi Minh City, Vietnam

+84 28 7101 0199

[decision@decisionlab.co](mailto:decision@decisionlab.co)

[www.decisionlab.co](http://www.decisionlab.co)

