

Yili retains position as world's most valuable dairy brand at \$11.6 billion

23 August 2024 | News

Yili's dual-engine strategy of innovation and digitisation drives its top-ranking

Top 10 Most Valuable Dairy Brands 2024



Yili's dual-engine strategy of innovation and digitisation drives its top-ranking

Yili (brand value down 6 per cent to \$11.6 billion) continues to hold the title of the world's most valuable dairy brand for the fifth consecutive year, according to a new report from leading brand valuation consultancy, Brand Finance.

Yili operates 15 global R&D centres and has developed a comprehensive three-tiered innovation platform, fostering advancements from raw materials to final products. In December 2023, Yili introduced groundbreaking health-oriented products and revolutionised its supply chain through digital transformation.

The brand's commitment to sustainability and global health, along with its strategic restructuring of liquid milk channels and expansion into growth sectors, has ensured its continued leadership in the dairy industry.

Despite a challenging year for the dairy industry, with the total value of the top 10 dairy brands ranked experiencing a decrease by 6 per cent from \$46.7 billion in 2023 to \$43.8 billion now, Yili's performance highlights its enduring strength and resilience.

The overall decline in the dairy sector is driven by a sharp drop in prices, despite stable product volumes. This price drop has significantly impacted the revenues of many prominent dairy companies, resulting in lower overall revenues.

The valuation data underscores the difficulties faced by the dairy sector in maintaining profitability amidst price pressures, even as brands succeed in strengthening their brand equity. This trend highlights the need for strategic adaptations within the industry to navigate economic challenges effectively.