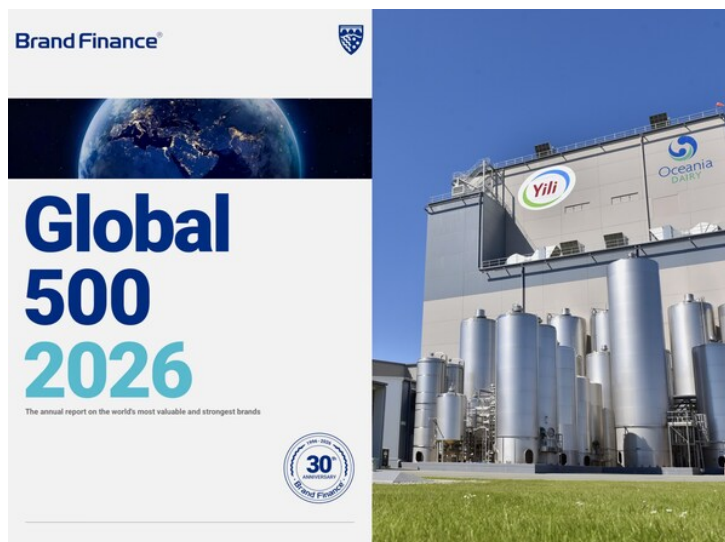


Yili Group ranks third among global food brands in Brand Finance Global 500 2026

28 January 2026 | News

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Yili Group, Asia's leading dairy producer, has secured the third position among global food brands in the Brand Finance Global 500 2026, with a brand value of \$14.5 billion. The rankings were released during the World Economic Forum Annual Meeting in Davos.

According to Brand Finance, Yili recorded a 29.2 per cent year-on-year increase in brand value, the fastest growth rate in the global food sector. The surge was driven by the company's continued focus on optimising supply chain management, expanding and diversifying its product portfolio, and strengthening collaborations with micro, small, and medium-sized enterprises (MSMEs), which together helped attract a large base of new consumers worldwide.

In recent years, Yili has accelerated its international expansion by adhering to its strategy of "global mindsets, local operations." The company has been steadily optimising global production capacity and supply chain deployment, while sourcing premium raw materials worldwide to ensure consistent product quality. On the innovation front, Yili leverages cutting-edge global R&D resources to translate technological advancements into sustained product competitiveness.

Market expansion remains a key pillar of Yili's growth strategy. Through localised operations and coordinated global distribution channels, the company has enhanced overseas market penetration and brand recognition, enabling it to respond swiftly to diverse consumer preferences across regions.

Currently, Yili operates 15 R&D and innovation centres and 81 production bases globally. Its product portfolio, spanning liquid milk, milk powder, yoghurt, cheese, and ice cream, is available in more than 60 countries and regions, underscoring the brand's growing global footprint.

Brand Finance, a world-renowned independent consultancy specialising in brand valuation and strategy, publishes the Global 500 ranking annually. The 2026 report is based on comprehensive research across 193 countries and regions and is widely recognised for its international credibility and influence.