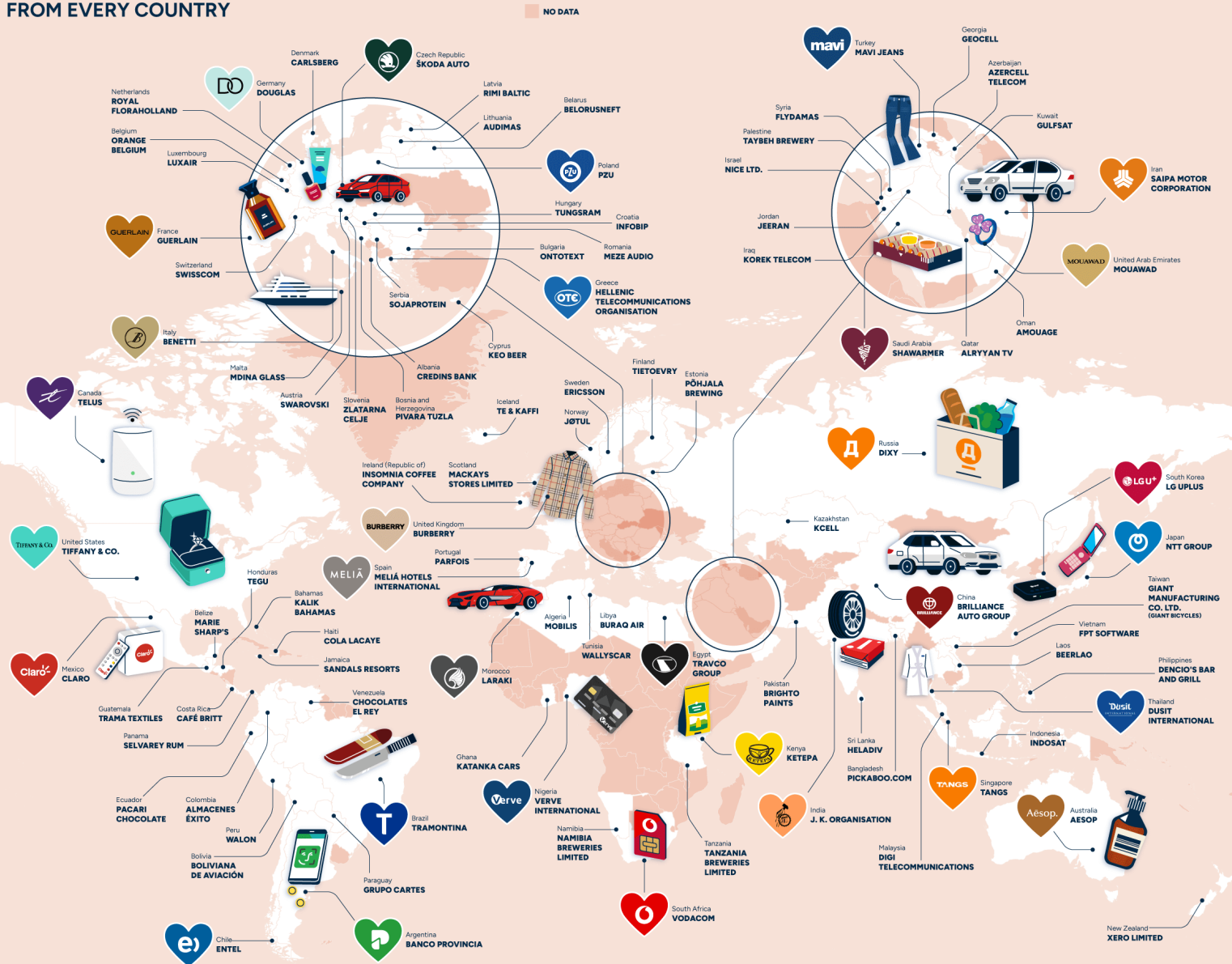


The Most Loved Major Brands

FROM EVERY COUNTRY

From high-quality products to exceptional customer service, some brands offer all the right things to win over customers. But which major local brands around the world are the most loved?

To find out, we searched for tweets about particular brands and analysed how positively each brand is talked about, mapping the most loved one in each country. Our analysis reveals that the most loved UK brand in the world is **Burberry**, the high-end fashion house worth \$5.9 billion (according to Statista).



Methodology: We collected tweets containing brand names and applied an AI sentiment analysis that calculates whether a piece of text is positive or negative in tone. A country's most loved brand is the local brand that received the highest proportion of positive tweets.

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