

SPAIN



Best brand improvers

Living Consumer Intelligence | yougov.com/business



Methodology

Metric	The brands in YouGov Best brand improvers are ranked based on their Index score
Score type	Average net score over time frame
Base size	For a brand to qualify in ranking, minimum base size of 300 is selected
Minimum time tracked	For a brand to qualify for top rankers, it has to be tracked with non 0 base volumes for at least 6 months (183 days) For a brand to qualify in improvers rankings, it has to be tracked with non 0 base volumes for at least 18 months (548 days)
Timeframe proposed	1st January 2023 to 31st December 2023 (vs previous year)
Markets available	28
Sectors excluded	These sectors are not included in the rankings Destination Index, Sports Index, Sports Index: Football, Charity Index, Culture Index

Top improvers

Rank	Brand	Score	Previous score	Change in score
1	Wallapop	24.9	19.4	5.5
2	PcComponentes	24.9	19.7	5.2
3	Iberdrola	7.7	3.3	4.4
4	Apple	25.7	21.9	3.8
5	Endesa	4.1	0.9	3.3
6	Isdin	28.8	25.8	3.0
7	Naturgy	6.8	4.0	2.8
8	Skechers	16.8	14.1	2.7
9	Espididol	9.4	6.8	2.6
10	Idealista	10.9	8.3	2.6

[Explore YouGov BrandIndex >](#)[Get in touch >](#)

Thank you

Living Consumer Intelligence | yougov.com/business

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.