



Global Soft Power Index 2024

*The world's most comprehensive research study
on perceptions of nation brands*



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About Brand Finance

Brand Finance is the world's leading brand evaluation and strategy consultancy.

Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

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We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

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Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

We advise governments on how to boost their nation brands

Brand Finance has been conducting an annual Nation Brands study on the world's most valuable and strongest nation brands for 20 years. It has provided key benchmarks for diplomats, tourism boards, trade agencies, nation brand consultants and managers.

The Global Soft Power Index expands on that methodology to provide an all-round view of perceptions of nation brands. Understanding those perceptions is key for national, regional, city, and corporate brands to achieve success internationally, allowing to identify strengths and weaknesses and to improve growth strategies going forward.

The stronger the nation's Soft Power, the greater its ability to attract investments, market its products and services, promote tourism, and invite talent. to attract investments and market its products and services.



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Global Soft Power Index 2024






The ranking of all 193 member states of the United Nations, scored out of 100, according to the results of a survey of 170,000+ respondents in 100+ markets






1 = 1  UNITED STATES Score 78.8 +4.0	2 = 2  UNITED KINGDOM Score 71.8 +4.5	3 ▲ 5  CHINA Score 71.2 +6.2	4 = 4  JAPAN Score 70.6 +5.4	5 ▼ 3  GERMANY Score 69.8 +4.0
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6 = 6  FRANCE Score 67.3 +4.9	7 = 7  CANADA Score 64.4 +3.7	8 = 8  SWITZERLAND Score 62.9 +4.4	9 = 9  ITALY Score 62.0 +5.4	10 = 10  UNITED ARAB EMIRATES Score 59.7 +4.5
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11 ▲ 12  SPAIN Score 59.2 +4.3	12 ▼ 11  SWEDEN Score 59.0 +3.9	13 ▲ 14  AUSTRALIA Score 58.6 +4.0	14 ▲ 16  NETHERLANDS Score 58.2 +4.5	15 = 15  SOUTH KOREA Score 58.0 +4.1
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16 ▼ 13  RUSSIA Score 57.7 +2.9	17 = 17  NORWAY Score 56.8 +4.2	18 ▲ 19  SAUDI ARABIA Score 56.0 +4.7	19 ▼ 18  DENMARK Score 55.5 +3.7	20 = 20  BELGIUM Score 55.2 +4.0
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21 ▲ 24  QATAR Score 54.5 +4.6	22 ▼ 21  SINGAPORE Score 54.4 +3.4	23 ▲ 25  AUSTRIA Score 54.2 +4.3	24 ▼ 22  FINLAND Score 53.9 +3.2	25 ▼ 23  TÜRKIYE Score 53.7 +3.3
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26 = 26  NEW ZEALAND Score 52.5 +2.7	27 ▲ 30  PORTUGAL Score 50.1 +3.5	28 ▲ 29  IRELAND Score 49.9 +3.2	29 ▼ 28  INDIA Score 49.8 +2.8	30 ▲ 32  LUXEMBOURG Score 49.0 +3.7
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31 = 31  BRAZIL Score 48.8 +2.6	32 ▼ 27  ISRAEL Score 48.7 +0.3	33 = 33  POLAND Score 48.6 +3.5	34 = 34  ICELAND Score 45.8 +1.1	35 ▲ 39  MALAYSIA Score 45.7 +3.1
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36 = 36  GREECE Score 45.6 +1.3	37 ▼ 35  KUWAIT Score 45.3 +1.0	38 ▲ 42  ARGENTINA Score 45.0 +2.8	39 ▼ 38  EGYPT Score 44.9 +1.9	40 ▲ 41  THAILAND Score 44.8 +2.4
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41 ▲ 44  MEXICO Score 44.0 +3.0	42 New New  MONACO Score 43.8 -	43 ▼ 40  SOUTH AFRICA Score 43.7 +1.2	44 ▼ 37  UKRAINE Score 43.0 -1.3	45 = 45  INDONESIA Score 42.6 +1.7
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46 ▼ 43  CZECH REPUBLIC Score 42.3 +0.3	47 = 47  CROATIA Score 41.8 +1.1	48 = 48  HUNGARY Score 41.4 +0.9	49 ▼ 46  OMAN Score 40.6 -0.1	50 ▲ 55  MOROCCO Score 40.6 +1.4
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* All data points have been rounded to the first decimal place.

51 50 BAHRAIN Score 40.0 +0.0	52 61 PHILIPPINES Score 39.8 +1.1	53 69 VIETNAM Score 39.6 +1.8	54 49 GEORGIA Score 39.3 -0.7	55 59 MALDIVES Score 39.2 +0.3
56 52 SLOVENIA Score 39.0 -0.6	57 51 ESTONIA Score 38.9 -1.1	58 64 ROMANIA Score 38.8 +0.4	59 54 CHILE Score 38.8 -0.7	60 62 SLOVAKIA Score 38.8 +0.1
61 60 LITHUANIA Score 38.6 -0.3	62 77 IRAN Score 38.5 +1.8	63 53 JORDAN Score 38.5 -1.0	64 56 BULGARIA Score 38.1 -1.1	65 68 CYPRUS Score 38.0 +0.2
66 63 URUGUAY Score 37.9 -0.5	67 70 PANAMA Score 37.9 +0.2	68 71 MALTA Score 37.9 +0.4	69 58 COLOMBIA Score 37.6 -1.4	70 72 COSTA RICA Score 37.5 +0.2
71 65 LATVIA Score 37.2 -1.2	72 76 PERU Score 37.0 +0.2	73 86 ALGERIA Score 36.8 +0.8	74 66 CUBA Score 36.8 -1.5	75 73 SERBIA Score 36.7 -0.2

76 New NORTH KOREA Score 36.7 -	77 83 TUNISIA Score 36.6 +0.2	78 75 PARAGUAY Score 36.3 -0.5	79 93 NIGERIA Score 36.3 +0.9	80 79 KAZAKHSTAN Score 35.9 -0.6
81 84 PAKISTAN Score 35.6 -0.8	82 New LIECHTENSTEIN Score 35.5 -	83 81 DOMINICAN REPUBLIC Score 35.5 -0.9	84 57 AZERBAIJAN Score 35.3 -3.8	85 92 GHANA Score 35.1 -0.4
86 90 ECUADOR Score 35.0 -0.7	87 New BELARUS Score 35.0 -	88 New BAHAMAS Score 34.9 -	89 106 VENEZUELA Score 34.9 +0.2	90 99 JAMAICA Score 34.8 -0.3
91 89 LEBANON Score 34.8 -1.0	92 108 ALBANIA Score 34.7 +0.3	93 98 TANZANIA Score 34.7 -0.4	94 103 SENEGAL Score 34.6 -0.3	95 100 KENYA Score 34.6 -0.4
96 97 BANGLADESH Score 34.6 -0.5	97 67 MAURITIUS Score 34.3 -3.7	98 115 SRI LANKA Score 34.3 +0.5	99 116 IRAQ Score 34.2 +0.5	100 82 BOLIVIA Score 34.2 -2.2

101 = 101  UZBEKISTAN <hr/> Score 34.1 -0.9	102 ▼ 78  MONTENEGRO <hr/> Score 34.0 -2.5	103 ▼ 102  MADAGASCAR <hr/> Score 33.9 -1.0	104 ▼ 85  RWANDA <hr/> Score 33.9 -2.3	105 ▼ 91  NEPAL <hr/> Score 33.8 -1.8
106 New  ARMENIA <hr/> Score 33.5 -	107 New  BRUNEI DARUSSALAM <hr/> Score 33.3 -	108 ▼ 87  CÔTE D'IVOIRE <hr/> Score 33.2 -2.7	109 New  NORTH MACEDONIA <hr/> Score 33.2 -	110 ▼ 109  CAMEROON <hr/> Score 33.2 -1.2
111 ▼ 94  BOSNIA AND HERZEGOVINA <hr/> Score 33.1 -2.2	112 ▼ 105  CAMBODIA <hr/> Score 32.8 -2.0	113 ▼ 112  ZAMBIA <hr/> Score 32.8 -1.1	114 ▼ 107  DEMOCRATIC REPUBLIC OF THE CONGO <hr/> Score 32.8 -1.6	115 ▼ 110  ETHIOPIA <hr/> Score 32.7 -1.6
116 ▼ 111  ANGOLA <hr/> Score 32.7 -1.5	117 New  EL SALVADOR <hr/> Score 32.6 -	118 New  MOLDOVA <hr/> Score 32.4 -	119 New  CENTRAL AFRICAN REPUBLIC <hr/> Score 32.4 -	120 ▼ 104  HONDURAS <hr/> Score 32.2 -2.6
121 ▼ 119  UGANDA <hr/> Score 32.0 -1.4	122 New  MONGOLIA <hr/> Score 32.0 -	123 New  BHUTAN <hr/> Score 31.7 -	124 ▼ 95  SUDAN <hr/> Score 31.5 -3.8	125 New  SAN MARINO <hr/> Score 31.5 -

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126 ▼ 120  GUATEMALA <hr/> Score 31.5 -1.8	127 ▼ 121  ZIMBABWE <hr/> Score 31.5 -1.2	128 New  ANDORRA <hr/> Score 31.4 -	129 New  SYRIA <hr/> Score 31.2 -	130 New  DOMINICA <hr/> Score 31.1 -
131 New  LIBERIA <hr/> Score 30.8 -	132 ▼ 114  MOZAMBIQUE <hr/> Score 30.8 -3.1	133 New  NAMIBIA <hr/> Score 30.5 -	134 ▼ 117  LAOS <hr/> Score 30.5 -3.1	135 New  FIJI <hr/> Score 30.5 -
136 ▼ 113  MYANMAR <hr/> Score 30.3 -3.6	137 ▼ 80  BARBADOS <hr/> Score 30.2 -6.2	138 ▼ 88  TURKMENISTAN <hr/> Score 30.2 -5.6	139 New  LIBYA <hr/> Score 30.1 -	140 New  MALI <hr/> Score 30.0 -
141 New  BENIN <hr/> Score 29.9 -	142 New  GUINEA <hr/> Score 29.9 -	143 New  NIGER <hr/> Score 29.8 -	144 ▼ 74  SEYCHELLES <hr/> Score 29.5 -7.4	145 New  TAJIKISTAN <hr/> Score 29.4 -
146 New  CONGO <hr/> Score 29.2 -	147 ▼ 96  BOTSWANA <hr/> Score 29.0 -6.2	148 New  KYRGYZSTAN <hr/> Score 29.0 -	149 New  YEMEN <hr/> Score 28.8 -	150 New  CAPE VERDE <hr/> Score 28.6 -

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151 New  SOUTH SUDAN Score 28.6 -	152 New  AFGHANISTAN Score 28.6 -	153 New  MAURITANIA Score 28.5 -	154 118  TRINIDAD AND TOBAGO Score 28.1 -5.4	155 New  GUYANA Score 28.0 -
156 New  PAPUA NEW GUINEA Score 27.9 -	157 New  TOGO Score 27.7 -	158 New  GAMBIA Score 27.7 -	159 New  EQUATORIAL GUINEA Score 27.6 -	160 New  MALAWI Score 27.5 -
161 New  BURKINA FASO Score 27.5 -	162 New  NICARAGUA Score 27.3 -	163 New  GUINEA-BISSAU Score 27.1 -	164 New  COMOROS Score 27.0 -	165 New  SOLOMON ISLANDS Score 26.9 -
166 New  BELIZE Score 26.9 -	167 New  GRENADA Score 26.9 -	168 New  GABON Score 26.8 -	169 New  SIERRA LEONE Score 26.8 -	170 New  SAMOA Score 26.7 -
171 New  HAITI Score 26.6 -	172 New  SAINT LUCIA Score 26.3 -	173 New  BURUNDI Score 26.2 -	174 New  SÃO TOMÉ AND PRÍNCIPE Score 26.1 -	175 New  TIMOR-LESTE Score 25.7 -

176 New  CHAD Score 25.7 -	177 New  TONGA Score 25.5 -	178 New  ANTIGUA AND BARBUDA Score 25.5 -	179 New  SOMALIA Score 25.2 -	180 New  LESOTHO Score 25.0 -
181 New  SURINAME Score 24.8 -	182 New  MARSHALL ISLANDS Score 24.6 -	183 New  PALAU Score 24.3 -	184 New  ERITREA Score 24.2 -	185 New  ESWATINI Score 24.1 -
186 New  TUVALU Score 23.9 -	187 New  SAINT VINCENT AND THE GRENADINES Score 23.8 -	188 New  MICRONESIA Score 23.7 -	189 New  DJIBOUTI Score 23.7 -	190 New  SAINT KITTS AND NEVIS Score 23.3 -
191 New  VANUATU Score 23.2 -	192 New  NAURU Score 22.6 -	193 New  KIRIBATI Score 21.9 -	© Brand Finance Plc 2024	

Request your own Soft Power Report

Order your custom-prepared Soft Power Report where Brand Finance's place branding experts interpret your nation brand perceptions and performance over time, in comparison to peers, and across different markets of research.

Designed for the visionary – policymakers, strategists, marketing professionals, and diplomacy leaders – this report serves as your roadmap to navigate the worldwide nation branding landscape.

By integrating perception research with financial data, you gain the insight to get ahead of others in the global arena – grow Soft Power and devise successful strategies to attract investment, trade, talent, and tourism.

Insight

Identify strengths and weaknesses of your brand in specific markets

Benchmarking

Compare your brand to competitors and track year-on-year changes

Strategy

Adjust brand positioning and set long-term goals to maximise economic impact

Accountability

Measure ROI and modify marketing budgets to support your brand's strategic goals

Communication

Publicise strong results to reassure key stakeholders of your brand's strength

Education

Educate key stakeholders about the benefits of brand management

Introduction



David Haigh
Chairman and CEO,
Brand Finance

When countries and political groups increasingly wield Hard Power, a natural and common response should be for global leaders to turn to Soft Power to restore stability and cooperation.

However, we are living in uncommon times. The shifts in the current global landscape are deeper than simple conflicts across borders, and it is evident that we are experiencing fundamental, systemic challenges to traditional diplomacy. Multinational organisations are being weakened and the rules-based system established after World War II is eroding, with some countries neglecting established diplomatic frameworks, opting for unilateral approaches over collaborative efforts.

When established norms are rejected, it can make Soft Power feel powerless – after all, who has time for influence and persuasion while the rule book burns?

The truth is that uncommon times are when Soft Power has the most potential to bridge differences and build accord. Populations subject to the use of force are eager for peace and open to Soft Power as a pathway toward reconciliation. The ongoing conflict between Russia and Ukraine is a timely example: as tensions escalate and diplomatic channels are strained, Soft Power provides an escape for nations that feel hopelessly trapped in a struggle. When military might and geopolitical manoeuvring fail to reach a consensus, Soft Power is the answer, given its singular strength to de-escalate conflict and forge lasting peace agreements.

The 5th iteration of the Global Soft Power Index reveals intriguing insights into the dynamics of Soft Power in 2024. The growing significance of Business & Trade attributes amidst economic challenges and political instability underscores the role of economic strength in shaping a nation's Soft Power profile. The continued dominance of the US and UK in the Index, retaining 1st and 2nd position for the third year running, reaffirms their respective abilities to influence through a combination of familiarity, reputation, and clout.

This year, China records a rapid rise in Soft Power, overtaking Germany to claim third position, as the European powerhouse stagnates in the post-Merkel era. As large regional powers like India, Brazil, and South Africa strive to overcome challenges and realise their Soft Power potential, Middle Eastern nations emerge, rising in the ranking by leveraging strategic initiatives and major events to boost their nation brand perceptions.

As we delve deeper into the findings of the Global Soft Power Index 2024 and our new research on investment, trade, talent, and tourism attraction, we are presented with a unique opportunity to explore the potential of Soft Power in shaping a more peaceful and prosperous world.

In the face of mounting geopolitical tensions, let us not forget the transformative potential of Soft Power. The real power lies in dialogue and cooperation, rather than confrontation and coercion, to build and maintain a more stable and harmonious world for generations to come.



Foreword



Dr Paul Temporal

Associate Fellow,
Saïd Business School,
University of Oxford

The political scientist Joseph Nye, who popularised the term ‘Soft Power’, argued in his book *The Future of Power* (2011) that a nation’s Soft Power is derived from three principal resources: ‘its culture (in places where it is attractive to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when others see them as legitimate and having moral authority).’ These resources can make a nation more attractive to others and co-opt – rather than coerce – them into aligning with their interests.

Since the launch of the Global Soft Power Index in 2020 we have seen a more complex and dynamic picture emerge, particularly in the intersection of Soft Power and nation branding. While nation branding efforts are typically focused on improving performance of a country in attracting, for example, investment and tourists, metrics more usually associated with Soft Power are also being shown to be influential in these areas.

As a result, the overall theme of the Index report and Summit this year is precisely the role of Soft Power in inviting tomorrow’s investment, trade, talent, and tourism, and thus its influence on the global economy. Additional research in this year’s survey asked explicitly about the recommendation by respondents of different nation brands as places to invest in, trade with, work in, study in, and visit.

Sustainability is emerging as a particularly important issue in driving attractiveness of nations in these spaces. Brand attributes

reflecting attention to environmental concerns are valuable at a corporate and national level. Additionally, action on climate is a major political issue and global challenge that requires commitment and collaboration across the world to achieve. And the nations that can convince others to cooperate and sign up to global targets and action are those which have and are prepared to wield Soft Power.

This year’s survey also sees an increase in the database with the inclusion of 72 new nations, taking the total to 193, and ensuring that all member states of the United Nations are ranked for the first time. The total number of people interviewed is over 170,000.

As we have seen over the past five years, Soft Power is remarkably ‘sticky’: despite a number of tumultuous events in individual countries, the top of the table remains fundamentally stable. This is likely to be because of entrenched perceptions, and residual reputation and influence. These are properties of developed, larger, countries, although rankings can and do change – as we can see by tracking Germany and China, for example.

Many mid-ranked countries also seem to be holding their positions roughly year on year. However, while historic reputations may play a part in this, many are missing opportunities to increase their Soft Power by not developing comprehensive nation brand strategies and focusing only on a limited number of sectoral based pillars, such as tourism and trade. While it is true that few developed countries appear to



have single all-encompassing nation brand plans either, due to their size, state of development, and historic political and economic importance, they naturally cover more of the pillars with their activities than others. They are adept at assessing nation brand sector activities in terms of specific performance, but have not really focused on how powerful Soft Power strategies can also be strong drivers of performance, particularly brand strength and value.

In this, all countries could do well to take a leaf out of the book of countries in the Middle East, three of which – United Arab Emirates, Saudi Arabia, and Qatar – are fast increasing their Soft Power through solid, sustainable strategies. These countries have long been powerful despite their size for economic reasons. However, with deliberate strategies such as The Emirates hosting of EXPO 2020 and COP28, Qatar’s FIFA world cup,

and high-profile tourism and sporting campaigns developed under Vision 2030 in Saudi Arabia, they are becoming increasingly influential. They are seizing Soft Power opportunities to define national competitive advantages and change perceptions.

With each iteration of the Index, we can see how more aware of the drivers of Soft Power many nations have become, and how Soft Power delivers on brand strength and value. Perception studies also remind us that they can become entrenched – sticky. It takes deliberate and sustained comprehensive brand strategies, not on just a sector basis, to change them. Unlike in the private sector, there is still room for improvement in nation brand management structures to discover and realise the full potential of perceptions.

01 Methodology

How did we survey perceptions of nation brands?

- Defining Soft Power
- Consulting the experts
- The 8 Soft Power Pillars
- Constructing the Index
- Survey Coverage
- Conducting over 170,000 interviews across more than 100 markets

Definitions of Soft Power

What is Soft Power?

World leaders, global corporate brands, civil society, entrepreneurs, academics, journalists and thinkers are endlessly attempting to make sense of the concept of power. Is it a dominant force exerted upon smaller entities? Is it the art of coaxing another around to your way of thinking?

When we look at nations around the world and their leadership through the lens of power, there are a variety of terms that can be applied to government policies and overall national influence: Hard Power, Soft Power, sticky power, old power, and new power.

The concept of Soft Power was first introduced by Joseph Nye in 1990 who argued that there is an alternative method of foreign policy for states to win the support of others; rather than the traditional Hard Power method, which involves using military and economic means as the primary method of achieving its goals.

Power is not simply the “the ability or right to control people or things”, but crucially it is also the possession of influence over others and the “ability to act or produce an effect”.

Ultimately, Soft Power is the ability to convert states rather than coerce them, or simply “getting others to want what you want”, which is achieved by proving your shared values and norms.

This is because states, like humans, are more likely to trust those with whom they share common ideals.

It is with this in mind that we have carved our in-house definition of Soft Power.

Expert consultation

We started with a deep dive review of existing Soft Power surveys, indices, and frameworks, followed by a series of expert consultation interviews with Soft Power practitioners and researchers.

We have undertaken annual rounds of expert consultations over the last five years, conducting qualitative interviews with over 50 practitioners and researchers of Soft Power worldwide and across several categories: academics, think-tank analysts, journalists, diplomats, nation brand managers, consultants, business leaders, artists and sportspeople.

The purpose of the expert consultation and perception audit was to establish how Soft Power is viewed by its key stakeholders.

Following this Soft Power deep dive, we were able to build our own definition of Soft Power, carve out our 8 Soft Power Pillars and then form the building blocks of Soft Power and our ultimate Index structure.

Definitions, definitions

To date, the concept of Soft Power has undergone a critical analysis by a wide range of academics, journalists, think tanks, politicians, diplomats, and consultancies. By virtue of that, there are differing definitions of Soft Power and it is easy to fall into the trap of comparing apples with oranges. We started our analysis by clearly defining and conceptualising Soft Power to avoid any confusion and to ensure relevance of our study to a range of stakeholders.

Soft Power - a nation's ability to influence the preferences and behaviours of various actors in the international arena (states, corporations, communities, publics etc.) through attraction or persuasion rather than coercion.



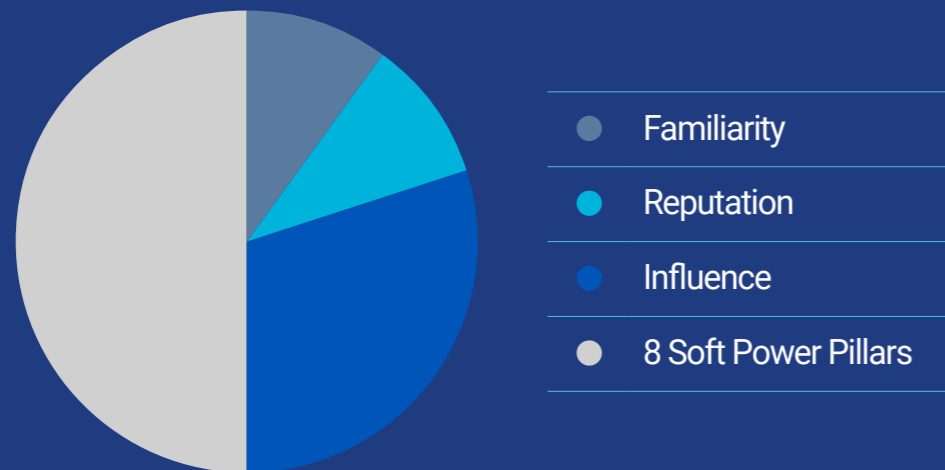
Definitions of Soft Power

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Global Soft Power Index Weightings

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Country? Nation? State?

Part of the confusion comes from using different terms for the actors that exercise Soft Power on the international stage. We have decided to refer to 'nations' rather than 'countries' (geographical term) or 'states' (political term). 'Nation' encompasses both the government and the population of a country.

Hard or Soft Power?

As part of our analysis, we conceptualised Hard Power alongside Soft Power. It is impossible to talk about one without touching on the other. Although building up Hard Power capabilities is inevitable, nations should pay more attention to Soft Power and make it their preferred tool of foreign policy.

The times they are a-changin'

Most research on Soft Power has centred on developed nations and almost equated Soft Power with liberal values. Such understanding of Soft Power leads to a very narrow account of what constitutes 'attraction', especially in times marked by change.

With our study being driven by an analysis of Soft Power of a broad range of nations, and conducting the survey in all corners of the world, we aimed to account for cultural differences and differing views.

Soft Power rests on several pillars

Soft Power is derived and exercised in a variety of ways. We have divided the building blocks of Soft Power into 8 key pillars: Business & Trade, International Relations, Education & Science, Culture & Heritage, Governance, Media & Communication, Sustainable Future, and People & Values.

Enhanced measurement of sustainability perceptions

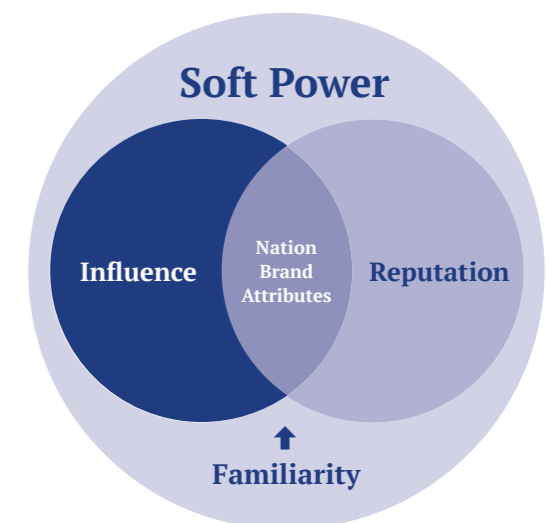
The past few years were like no other, putting the nations of the world to the test as they fought to negotiate the fallout and devastating repercussions of the COVID-19 pandemic. No nation was free from the turmoil.

Therefore, at the time, we included a special metric in the Global Soft Power Index measuring the perceptions of the COVID-19 Response of nations, which as the pandemic has largely passed, has now been discontinued.

As the climate emergency takes centre stage as the next global challenge, we have enhanced our measurement of environmental sustainability in the Sustainable Future pillar.

Perceptions of nation brands

In measuring Soft Power, we survey perceptions of nation brands by the global general public across 35 attributes grouped under the 8 pillars. These nation brand attributes drive the Reputation and Influence of nations, which are key to developing Soft Power, which in turn allows to change preferences and behaviour of international stakeholders to bring economic benefits. The third KPI measured in the Index – Familiarity – enables stakeholders to form their perceptions in the first place.



Methodology



Carine Guillou

Research Director,
Brand Finance

How the Index is constructed

The Global Soft Power Index is based on the most comprehensive and wide-ranging research programme of its kind, with responses gathered from over 170,000 people across more than 100 countries, surveying perceptions of 193 nation brands from around the world.

In the first two waves in 2020 and 2021, two surveys were conducted:

- + **General Public:** a survey of public opinion covering residents of over 100 countries representing all continents and regions of the world
- + **Specialist Audiences:** the views of global decision-makers and influencers – representing categories identified as likely targets and conduits for Soft Power: business leaders, market analysts, politicians, academics, think-tanks and NGOs, and journalists

With both surveys yielding similar results, it was decided to focus on the General Public sample going forward from 2022, enabling us to increase the sample size significantly, and in particular the robustness of results within individual fieldwork markets. Thus, the 2024 Index is based solely on perceptions among the General Public.

The Global Soft Power Index incorporates a broad range of measures, which in combination provide a balanced and holistic assessment of nations' presence,

reputation, and impact on the world stage. These include:

- + **Familiarity:** nation brands which people know, and have mental availability of, have greater Soft Power
- + **Influence:** the degree to which a nation is seen to have influence in the respondent's country as well as on the world stage
- + **Reputation:** is this country deemed to have a strong and positive reputation globally?
- + **Perceptions** across the core 8 Soft Power Pillars (Business & Trade, International Relations, Education & Science, Culture & Heritage, Governance, Media & Communication, Sustainable Future, and People & Values)

The weightings given to each measure within the Index were based on statistical drivers analysis assessing the degree to which pillar performance impacts Reputation and Influence. This was determined through regression analysis on respondent-level data from all countries.

This year, we have introduced new Recommendation survey questions that measure willingness of respondents to recommend countries as a place to invest in, buy products and services from, work and study in, as well as visit. This is an efficient way to evaluate the potential of nation brands across the key areas of investment, trade, talent, and tourism.

Understanding to what extent a country would be recommended complements the Global Soft Power Index metrics for a more granular diagnosis on these aspects and a comprehensive statistical drivers analysis allows to identify nation brand attributes that are key in developing that potential and how that differs between different markets worldwide.

The introduction of these new Recommendation metrics has not affected year-on-year comparability of the Global Soft Power Index given that the data captured

via these new questions has not been included in the calculation of the Index score.

We are however using them to recognise nation brands for their work in building attractiveness across investment, trade, talent, and tourism through our Global Soft Power Awards.

Nation brands ranked in the Index

193 nation brands were included in the research programme, including 72 new brands in 2024. Key nations whose global reputations are of greatest interest to Index users and subscribers (e.g. China, US, Brazil) were prioritised as 'Tier 1' (see map). These 45 Tier 1 countries have larger sample sizes rating them.

Fieldwork and sampling

An online survey was conducted between 18th September and 8th November 2023 among a sample of 172,133 adults aged 18-75, across 101 countries. Our sample is representative of the online population of each country. In developing markets with relatively low internet access (below 85% across all age groups), this skews the sample somewhat towards younger people with higher education, income, and connectivity – but we deem this acceptable, as it is these groups in the population who are most likely to be affected by Soft Power and have some familiarity with other nations.

Fieldwork Method

Two fieldwork approaches were employed. Both have been shown to provide good representations of public opinion. In more developed markets, established online research panels were used. Panel selection and management was conducted by Savanta.

Where online panel coverage is weak, we partnered with Bolt Insight, adopting a relatively new and cutting-edge approach based on buying advertising space via digital marketing exchanges. Such an approach

can be applied even to very challenging markets like Iraq and Venezuela.

Quotas were applied by age, gender, and (in panel markets) region – in line with the online population profiles of each country.

Note that no fieldwork was conducted in Russia for the 2023 and 2024 Global Soft Power Index surveys, as in our view a reliable survey of Russian public opinion on these topics cannot be undertaken.

Instead the results from 2022 were used in our model for all measures in 2023 and for Familiarity, Reputation, and Influence only in 2024.

Regional and global total scores were calculated by combining country results using the following weights:

- + 50% – the 'one country one vote' rule, accounting for the sovereignty and differences between the multitude of nations around the world
- + 50% – the size of the online population aged 18-75, with in effect the opinions of the residents of large countries, e.g. China, receiving a much greater weight than those of smaller countries, e.g. Estonia

Questionnaire

Each respondent was shown a random sub-set of nation brands – drawn from the 193 included in the Index – and asked about their Familiarity.

For countries about which the respondent had some knowledge, we obtained a detailed assessment of Reputation, Influence, and perceptions across 35 nation brand attributes representing the core 8 Soft Power Pillars.

Across each market sample, the 193 nation brands were randomised to ensure that all nations were assessed globally. Surveys were conducted in the major languages of each country, totaling 54 languages globally.

Survey Coverage

- Nation Brand and Market of Research
- Nation Brand Only - No Fieldwork

Over 170,000 interviews were conducted across the 101 countries surveyed. This extensive fieldwork coverage included most of the major countries among the 193 nations included for assessment in the Global Soft Power Index study, with the exception of countries which are either very small (e.g. Luxembourg, Iceland) or where online surveys are challenging (e.g. Cuba, Iran).

The sample size in each country was a minimum of 770 in all markets, and above 1000 except in the case of:

Country	No.
Trinidad and Tobago	900
Croatia	834
Colombia	832
Estonia	813
Chile	812
Mozambique	807
Slovakia	805
Czech Republic	804
Nepal	802
Cambodia	800
Rwanda	800
Tanzania	800
Democratic Republic of the Congo	800
Serbia	799
Latvia	796
Hungary	795
Ecuador	792
Romania	790
Lithuania	789
Bulgaria	788
Slovenia	784
Bolivia	784
Belgium	780
Portugal	779
Uruguay	778
Paraguay	778
Peru	777

In key markets much larger samples were obtained – above 3,000 in each of: India (6,149), United Kingdom (5,956), United States (5,791), France (4,983), Japan (4,922), China (4,903), Germany (4,894), Kenya (3,470), Nigeria (3,145).

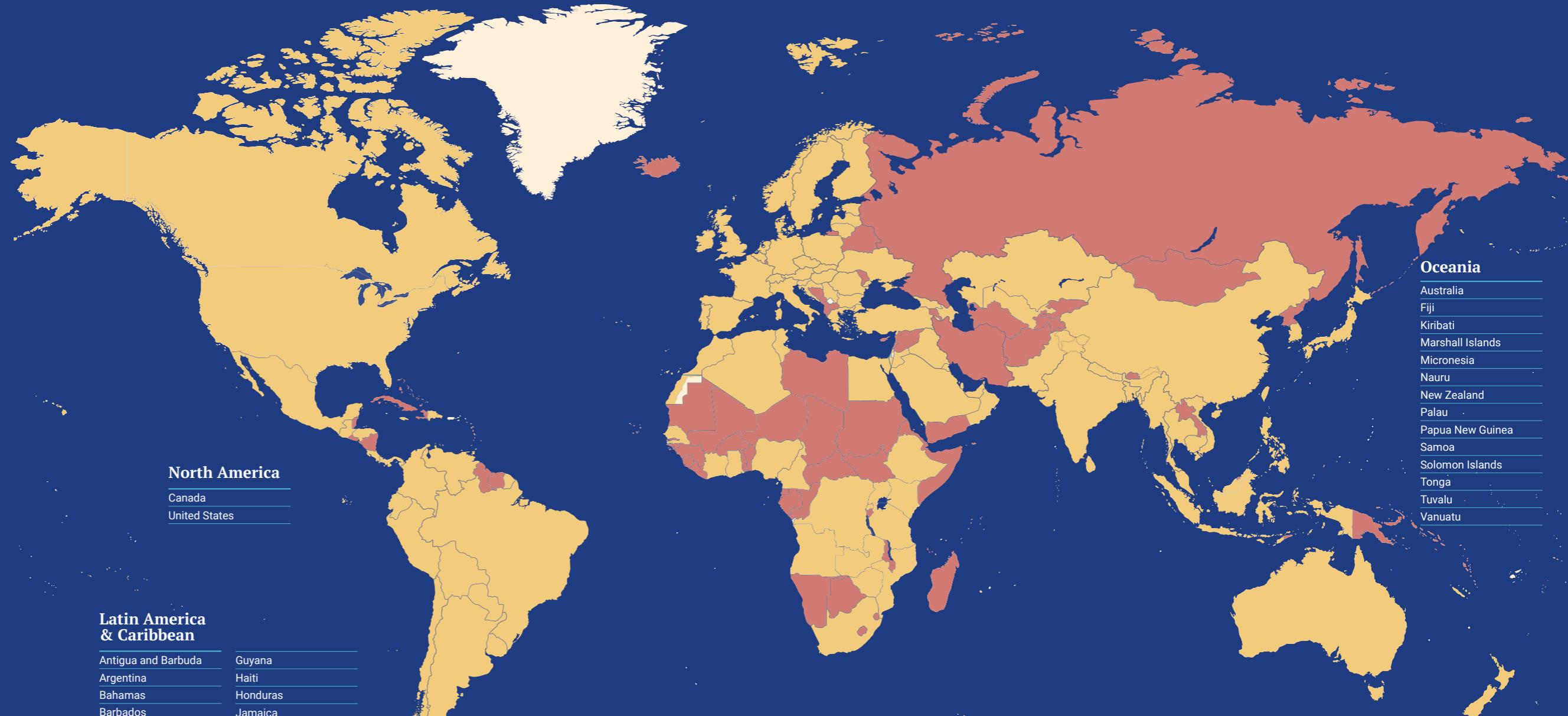
Europe

Albania	Cyprus
Andorra	Czech Republic
Armenia	Denmark
Austria	Estonia
Azerbaijan	Finland
Belarus	France
Belgium	Georgia
Bosnia and Herzegovina	Germany
Bulgaria	Greece
Croatia	Hungary

Iceland	Montenegro	Slovakia
Ireland	Netherlands	Slovenia
Italy	North Macedonia	Spain
Latvia	Norway	Sweden
Liechtenstein	Poland	Switzerland
Lithuania	Portugal	Turkey
Luxembourg	Romania	Ukraine
Malta	Russia	United Kingdom
Moldova	San Marino	
Monaco	Serbia	

Asia

Afghanistan	Kyrgyzstan	Singapore
Bangladesh	Laos	South Korea
Bhutan	Malaysia	Sri Lanka
Brunei Darussalam	Maldives	Tajikistan
Cambodia	Mongolia	Thailand
China	Myanmar	Timor-Leste
India	Nepal	Turkmenistan
Indonesia	North Korea	Uzbekistan
Japan	Pakistan	Vietnam
Kazakhstan	Philippines	



North America

Canada
United States

Latin America & Caribbean

Antigua and Barbuda	Guyana
Argentina	Haiti
Bahamas	Honduras
Barbados	Jamaica
Belize	Mexico
Bolivia	Nicaragua
Brazil	Panama
Chile	Paraguay
Colombia	Peru
Costa Rica	Saint Kitts and Nevis
Cuba	Saint Lucia
Dominica	Saint Vincent and the Grenadines
Dominican Republic	Suriname
Ecuador	Trinidad and Tobago
El Salvador	Uruguay
Grenada	Venezuela
Guatemala	

Middle East & North Africa

Algeria
Bahrain
Egypt
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Libya

Sub-Saharan Africa

Morocco	Angola	Congo	Gambia	Mauritania	Sierra Leone
Oman	Benin	Côte d'Ivoire	Ghana	Mauritius	Somalia
Qatar	Botswana	Democratic Republic of the Congo	Guinea	Mozambique	South Africa
Saudi Arabia	Burkina Faso	Djibouti	Guinea-Bissau	Namibia	South Sudan
Syria	Burundi	Equatorial Guinea	Kenya	Niger	Sudan
Tunisia	Cape Verde	Eritrea	Lesotho	Nigeria	Tanzania
United Arab Emirates	Cameroon	Eswatini	Liberia	Rwanda	Togo
Yemen	Central African Republic	Ethiopia	Madagascar	São Tomé and Príncipe	Uganda
	Chad	Gabon	Malawi	Senegal	Zambia
	Comoros		Mali	Seychelles	Zimbabwe

Oceania

Australia
Fiji
Kiribati
Marshall Islands
Micronesia
Nauru
New Zealand
Palau
Papua New Guinea
Samoa
Solomon Islands
Tonga
Tuvalu
Vanuatu

02

Executive Summary

What are the highlights from this year's Index?

- The USA and UK are ranked top nation brands yet again
- China is the fastest-growing this year, rising in the ranking from 5th to 3rd
- The United Arab Emirates, Saudi Arabia, Qatar, and Türkiye see greatest improvement since inception of the Global Soft Power Index in 2020
- Military conflict harms Soft Power, with Russia, Ukraine, and Israel falling down the ranking
- The 5th annual global survey from Brand Finance ranks all 193 member states of the United Nations for the first time

Executive Summary



Konrad Jagodzinski
Place Branding Director,
Brand Finance

A world in flux

In 2023, Soft Power faced substantial challenges marked by events like the Israeli–Palestinian conflict, the escalation of the Ukrainian–Russian war, tensions between the United States and China, global warming and natural disasters. These events not only shaped international perceptions but also tested nations’ Soft Power capabilities.

The economic landscape witnessed significant transformations too, with high inflation and slow growth on one end and the launch of new AI initiatives on the other. AI is now shaping the trajectory of industries and influences business dynamics on a global scale. It may also fundamentally change how nations are perceived as they strategically navigate the opportunities and challenges presented by this new technology.

The continued growth of social media and the democratisation of news creation while stimulating

for the public debate, have also raised critical questions about disinformation and interference in news feeds. As individuals become more cautious about their information consumption, the interplay between scepticism and the surge in content accessibility provoke new questions for the global community.

These developments set the contextual backdrop as Brand Finance conducted the research for this latest report.

“It’s the economy, stupid”

In this global Soft Power landscape, Business & Trade perceptions are experiencing a growing significance amid economic challenges and political instability. ‘Strong and stable economy’ emerged as the leading driver of both Reputation and Influence, with ‘products and brands the world loves’ and ‘easy to do business in and with’ also counting among the top 5 nation brand attributes in terms of their importance for shaping the Soft Power of nations this year.

This trend explains the continued dominance of the world’s largest economies like the USA and China as well as smaller developed economies like Switzerland and the United Arab Emirates at the top of the ranking. Dominant nation brands are recording faster Soft Power growth (average +3.1 points in the top 50) than the rest of the ranking (average -1.3 for those ranked 51-193).

The Global Soft Power Index, now in its fifth iteration with the 2024 edition, examines the perceptions of all 193 member states of the United Nations for the first time, realising the ambition we set ourselves when the study started. It is based on the most comprehensive and wide-ranging fieldwork of its kind, with responses gathered from over 170,000 people across more than 100 markets.

The Soft Power Super Power

The United States leads the rankings with an all-time highest Global Soft Power Index score of 78.8, an increase from 74.8 in 2023. It earns the top spot for Familiarity and Influence, four out of the eight Soft Power pillars, and nine out of the 35 nation brand attributes, including ‘leader in science’, ‘influential in arts and entertainment’, ‘internationally admired leaders’, ‘helpful to countries in need’, and ‘supports global efforts to counter climate change’.

However, despite these strengths, internal security challenges around gun violence and police brutality as well as involvement in international conflicts seem to be undermining some of its nation brand perceptions, as evidenced by continued rank declines on ‘great place to visit’, ‘good relations with other countries’, ‘safe and secure’, and ‘friendly’ where the USA has dropped a further 9 places to 112th.

Global Soft Power Index Top 20

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	1 =	United States		11 ▲	Spain
	78.8	74.8	+4.0	59.2	55.1
				+4.3	
	2 =	United Kingdom		12 ▼	Sweden
	71.8	67.3	+4.5	59.0	54.9
				+3.9	
	3 ▲	China		13 ▲	Australia
	71.2	65.8	+6.2	58.6	54.8
				+4.0	
	4 =	Japan		14 ▲	Netherlands
	70.6	65.2	+5.4	58.2	54.6
				+4.5	
	5 ▼	Germany		15 =	South Korea
	69.8	65.0	+4.0	58.0	53.9
				+4.1	
	6 =	France		16 ▼	Russia
	67.3	62.4	+4.9	57.7	53.7
				+2.9	
	7 =	Canada		17 =	Norway
	64.4	60.7	+3.7	56.8	52.6
				+4.2	
	8 =	Switzerland		18 ▲	Saudi Arabia
	62.9	58.5	+4.4	56.0	51.8
				+4.7	
	9 =	Italy		19 ▼	Denmark
	62.0	56.6	+5.4	55.5	51.3
				+3.7	
	10 =	United Arab Emirates		20 =	Belgium
	59.7	55.2	+4.5	55.2	51.2
				+4.0	



The upcoming presidential election in November 2024 will be momentous in terms of future direction for the USA and how the nation is perceived globally. Donald Trump's confrontational politics – both domestically and internationally – caused a serious erosion of the nation's Soft Power in his final year in office, reflected in the United States temporarily losing its 1st rank in the 2021 Index, since recovered under the Biden administration.

Britannia back on course

The United Kingdom defends 2nd position with a Global Soft Power Index score of 71.8, improving on 67.3 in the previous year.

Maintaining its standing in the top 3 for Familiarity and Influence, and this year also achieving an all-time high of 4th rank in Reputation, the United Kingdom consistently demonstrates a round profile.

It also continues to dominate in 'strong educational system' and 'respects law and human rights' and ascends to the top in 'easy to communicate with' and 'trustworthy media' attributes, proving an edge in specific perceptions around its universities, constitution, and journalism. For more than a decade, the UK's strengths have been successfully promoted by the GREAT Britain and Northern Ireland Campaign – one of the world's longest running and most impactful nation branding and marketing initiatives.

This year, the UK has also overcome a Soft Power risk from temporary instability in late 2022, resulting from tumultuous government changes and the passing of Queen Elizabeth II. This year, the UK ranks 7th in 'strong and stable economy' compared to last year's 12th and improves on 'politically stable and well governed' up to 12th from last year's 16th. Like the USA, as the UK is set for a general election this year, it will be interesting to see how the results impact its Soft Power.

The Year of the Dragon

China solidifies its global standing, replacing Germany at the 3rd position in the Global Soft Power Index, having achieved the most substantial improvement in the overall Soft Power score this year (+6.2 points) among all nation brands in the ranking. The marked progress across nearly all pillars reflects China's rising global reach.

China's particularly strong and improving perceptions across key drivers of Soft Power in the Business & Trade (3rd) and Education & Science (3rd) pillars are the main factors behind the scale of the nation's rise this year.

Despite these achievements, there is a need to urgently focus on enhancing likeability, as China scores disproportionately low on People & Values attributes such as 'friendly'

and 'fun,' ranking 122nd in both categories. This signals potential areas for improvement in the realm of cultural perceptions and social appeal, as these attributes, though not key drivers of Influence, are crucial for building Reputation—an essential component of Soft Power.

Replaced by China and overtaken by Japan too, Germany fell to 5th position in the Global Soft Power Index, after earning top ranking in 2021, and 3rd place in both 2022 and 2023.

Germany has experienced stagnation and in many cases erosion in perceptions across the board this year, with a substantial drop of 14 positions in 'good relations with other countries' compared to 2023, along with decreases in 'helpful to countries in need' and measures of trustworthiness.

Nevertheless, Germany achieved the top rank in Governance and, despite some score declines, remains among the leaders in the pursuit of a Sustainable Future.

An intentional approach strengthens Soft Power

While China makes significant growth in Soft Power this year, the greatest improvements in the ranking over the past five iterations of the Global Soft Power Index have been recorded by the United Arab Emirates (+13.8 points

and 8 ranks to 10th), Saudi Arabia (+14.1 and 8 ranks to 18th), Qatar (+16.0 and 10 ranks to 21st), and Türkiye (+14.3 and 5 ranks to 25th).

All four are characterised by conscious efforts to grow their Soft Power through nation branding projects, diplomatic initiatives, and by hosting major events.

The Gulf nations especially, are seeing enhanced Influence and Reputation as well as strengthening International Relations and Business & Trade credentials, with the United Arab Emirates receiving 10/10 marks and top position globally on the key 'strong and stable economy' attribute this year.

The United Arab Emirates has successfully staged the high-profile EXPO 2020 and COP28. Qatar's improvement follows the 2022 football world cup, which FIFA president Gianni Infantino called the best in history.

Similarly, Saudi Arabia is seeing stronger perceptions following significant investments in tourism and football which have earned global media attention. Türkiye has during the same time officially changed its name and took on the role of a mediator leveraging Soft Power to facilitate diplomatic dialogue from Eastern Europe to the Middle East.

The top 5s for score and rank improvement are rounded off by Italy gaining a +12.7 score increase and Spain climbing

5 ranks since 2020. Both nations effectively balance tourism attraction and economic strength, and successfully rebounded from COVID-19 over the past few years. Italy in particular, secures 2nd position in 'great place to visit' and 3rd in 'products and brands the world loves', demonstrating that positive perceptions in culture and business can go hand in hand.

Regional leaders

Large regional powers India, Brazil, and South Africa are struggling with the challenge of fully realising their Soft Power potential. While all three exhibit high levels of Familiarity and Influence, particularly within their home regions, they face difficulties in building a truly global Reputation. All three are often scored high for their Culture & Heritage yet encounter limitations in crucial metrics such as Business & Trade.

The observed increase in Soft Power scores this year has not translated into significant advancements in rankings for India, Brazil, and South Africa. While strengthening economic perceptions would be the quickest way to enhance their Soft Power, these nations might also benefit from focusing their efforts on International Relations and Culture & Heritage, drawing inspiration from Türkiye's successful strategy.

India, despite fast economic growth, has seen its rank drop one spot to 29th.

However, its more active position on the international stage, evident by its hosting of the G20 Summit, economic progress, investment in space, and sports initiatives like the launch of the Indian Women's Premier League in cricket, signals a shift towards a less Western-dominated world order.

This is reflected in the enhancement of some Soft Power scores, gaining 34 positions in the Media & Communication pillar and improving on a number of key attributes in Education & Science.

Brazil, the highest-ranked Latin American nation brand, stagnates at 31st place. The country faced political instability in January-February 2023, suggesting a potential focus on political polarisation that may have impacted its Soft Power standing.

Despite recent achievements such as the Rugby World Cup victory and hosting the 2023 BRICS summit, South Africa, leading in the Sub-Saharan Africa ranking, reaches an all-time lowest spot at 43rd.

However, a significant 20-position rebound in Reputation signals a transformative 2023, marked by the G21 integration of the African Union and important diplomatic interventions in both the Russia/Ukraine and Israel/Palestine conflicts.





Hard Power undermines Soft Power

Countries engaged in armed conflict experience declines in their Soft Power this year. Down 3 ranks, Russia reaches an unprecedented low at 16th place, primarily due to negative perceptions surrounding its aggression against Ukraine.

Despite this, it records a minor Reputation recovery as the war is becoming increasingly normalised, marked by a change of +0.3 and a 30-rank advancement to 75th place.

Striving to maintain international support, Ukraine experiences a 7-rank decline to 44th place, although remaining higher in the ranking than pre-invasion.

Despite retaining significant Familiarity gained from its heroic defence against Russian aggression since 2022, Ukraine loses 4 ranks in Influence due to slower improvement compared to other nations.

This calls for the development of innovative routes to achieve strategic goals in both Hard Power and Soft Power battlefields. Positioned at 76th in Reputation, Ukraine's spot just below Russia reveals the deep-seated differences in global perspectives on the conflict.

Israel's Soft Power has declined significantly, down 5 ranks to an all-time low of 32nd following its invasion of Gaza.

Despite initial widespread international support after terrorist attacks by Hamas, the Global Soft Power Index survey results show that the decision to retaliate with full force has negatively impacted Israel's global perceptions.

Its Reputation saw a decrease of -0.3, causing a drop of 18 ranks to 79th, with a negative knock-on effect on the nation brand more broadly, as Israel's scores decline in 34 out of 35 attributes.

All 193 United Nations member states ranked

This year's inclusion of 72 new entrants marks a significant development of the Brand Finance research as all 193 member states of the United Nations are ranked for the first time.

Monaco enters the Global Soft Power Index strongly, claiming 42nd position. Ranked among the top 20 in attributes like 'appealing lifestyle', 'politically stable and well-governed', and 'safe and secure', Monaco punches much above its tiny weight. While ranking lower on Familiarity (73rd) and understandably Influence (104th), Monaco's Reputation (28th) places it within the global top 30, making this Soft Power debut hopeful for next year's rankings.

Most other new entrants find themselves towards the bottom of the table, with small Pacific island nations Vanuatu (191st), Nauru (192nd)

and Kiribati (193rd) closing the ranking - each limited in influence by population, geography, and economic factors.

03

Insight & Analysis

What do the experts say?

- **Global Soft Power Awards: Identifying top nation brands across all metrics**
by Artur Bryzghalov, Place Branding Manager, Brand Finance
- **Nation Brand Value: Growth has slowed, but not stalled**
by Dhanushika Shanmuganathan, Place Branding Manager, Brand Finance
- **The Relationship between Sustainability and Soft Power**
by Robert Haigh, Strategy & Sustainability Director, Brand Finance and Sofia Liszka, Strategy & Sustainability Consultant, Brand Finance
- **Developing an Edge as a Nation Brand**
by Andrew Neil, Publisher, Editor, Company Chairman & Broadcaster
- **Why Soft Power Matters to Trade and Investment Promotion**
by Courtney Fingar, Leading Expert on Foreign Direct Investment & Business Editor
- **Tourism's Sunny Side: Gaining Soft Power through Regeneration**
by Florian Kaefer, Founder & Editor, The Place Brand Observer

Global Soft Power Awards: Identifying top nation brands across all metrics



Artur Bryzghalov
Place Branding Manager,
Brand Finance

In this year's Global Soft Power Index survey, we have included a new measurement: Recommendation, for the first time. This measurement offers a new approach to evaluating Soft Power and assesses the willingness of respondents to recommend a country as a place to 'invest in', 'buy products and services from', 'work' and 'study in', as well as 'visit'.

Assessing the extent to which respondents recommend a country provides valuable insights into a nation brand's potential across the crucial areas of investment, trade, talent, and tourism. Additionally, understanding variations in perceptions across target regions and markets as well as identifying the key drivers behind respondents' recommendations is essential to developing this potential and ultimately boosting the economy.

The debut Global Soft Power Awards

Building on the findings from the new Recommendation measurement, we are thrilled to introduce the inaugural Global Soft Power Awards. These accolades celebrate nations that have excelled in each Recommendation category, shedding light on their potential to attract globally.

From analysing the survey data, we uncover valuable insights into the primary drivers behind Recommendation. Across all Recommendation dimensions, aside from the

'Recommendation to visit', the Business & Trade pillar is identified as the most important driver. For the tourism industry, perhaps unsurprisingly, the Culture & Heritage pillar is the most significant. Interestingly, Sustainable Future emerges as a key driver across all the dimensions too, evidencing the growing importance of engaging and communicating on environmental issues.

Switzerland has secured the title of the 'best country to work in' as well as the 'best country to invest in'. Across these two metrics, being perceived to have strong Business & Trade is the most important factor for the survey's respondents to recommend a country. Unsurprisingly, Switzerland records a stellar performance across this pillar, scoring particularly well for having a 'strong and stable economy', for which it gains 10/10 marks.

The United Kingdom earns the title of the 'best country to study in', underscoring its academic excellence and welcoming atmosphere for international students. Once again, the Business & Trade pillar is deemed most important for someone to 'recommend a country to study in', and the UK consistently scores among the top 10 globally across the attributes in this pillar. Perceptions across the Education & Science pillar, naturally, play a key role too. Perhaps most tellingly, the UK also comes out first globally for having a 'strong educational system'.

Italy earns the title of the 'best country to visit' globally, corroborated by its rich cultural heritage, renowned cuisine, and picturesque landscapes. The only Recommendation measurement in which Culture & Heritage is the most important driver – Italy tops the leaderboard globally in that pillar. Notably, Italy is perceived as having the best food in the world.

Germany's appeal as the preferred place of origin for products and services is bolstered by its strong economy and reputation for high-quality manufacturing. Germany sits 4th in the Business & Trade pillar, scoring 10/10 marks for the 'strong and stable economy' metric, just like Switzerland.

Soft Power Medal Winners

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Pillars	🏆	🥈	🥉	Metrics
📊	🇺🇸	🇬🇧	🇨🇦	Global Soft Power Index
	🇨🇦	🇺🇸	🇯🇵	Awareness
	🇺🇸	🇫🇷	🇬🇧	Familiarity
	🇨🇦	🇨🇦	🇯🇵	Reputation
	🇺🇸	🇨🇦	🇬🇧	Influence
	🇨🇦	🇨🇦	🇩🇰	Net Positive/Negative Impact
💰	🇺🇸	🇯🇵	🇨🇦	Business & Trade
	🇮🇳	🇩🇪	🇨🇦	Strong and stable economy
	🇯🇵	🇺🇸	🇮🇹	Products and brands the world loves
	🇨🇦	🇨🇦	🇺🇸	Easy to do business in and with
🌐	🇨🇦	🇯🇵	🇮🇳	Future growth potential
	🇺🇸	🇬🇧	🇩🇪	International Relations
	🇺🇸	🇬🇧	🇩🇪	Influential in diplomatic circles
	🇺🇸	🇨🇦	🇩🇪	Helpful to countries in need
🔬	🇨🇦	🇨🇦	🇨🇦	Good relations with other countries
	🇺🇸	🇯🇵	🇨🇦	Education & Science
	🇯🇵	🇨🇦	🇺🇸	Leader in technology and innovation
	🇺🇸	🇯🇵	🇨🇦	Leader in science
🏛️	🇬🇧	🇨🇦	🇮🇳	Strong educational system
	🇺🇸	🇨🇦	🇵🇱	Invests in space exploration
	🇮🇹	🇮🇹	🇺🇸	Culture & Heritage
	🇺🇸	🇮🇹	🇬🇧	Influential in arts and entertainment
⚖️	🇮🇹	🇮🇹	🇮🇹	Food the world loves
	🇨🇦	🇮🇹	🇨🇦	Great place to visit
	🇮🇳	🇨🇦	🇺🇸	Leader in sports
	🇨🇦	🇨🇦	🇺🇸	Appealing lifestyle
📺	🇮🇳	🇮🇳	🇨🇦	Rich heritage
	🇩🇪	🇬🇧	🇨🇦	Governance
	🇺🇸	🇬🇧	🇩🇪	Internationally admired leaders
	🇨🇦	🇨🇦	🇮🇳	Politically stable and well-governed
📺	🇯🇵	🇨🇦	🇩🇰	High ethical standards and low corruption
	🇨🇦	🇩🇰	🇯🇵	Safe and secure
	🇬🇧	🇨🇦	🇨🇦	Respects law and human rights
	🇺🇸	🇬🇧	🇮🇹	Media & Communication
🌱	🇺🇸	🇬🇧	🇵🇱	Affairs I follow closely
	🇬🇧	🇨🇦	🇮🇳	Easy to communicate with
	🇺🇸	🇬🇧	🇮🇹	Influential media
	🇬🇧	🇩🇰	🇨🇦	Trustworthy media
🍃	🇯🇵	🇮🇳	🇩🇰	Sustainable Future
	🇯🇵	🇩🇪	🇩🇰	Invests in green energy and technologies
	🇯🇵	🇩🇪	🇸🇪	Sustainable cities and transport
	🇩🇰	🇨🇦	🇸🇪	Acts to protect the environment
👥	🇺🇸	🇩🇪	🇨🇦	Supports global efforts to counter climate change
	🇨🇦	🇨🇦	🇯🇵	People & Values
	🇨🇦	🇯🇵	🇨🇦	Trustworthy
	🇨🇦	🇯🇵	🇮🇳	Generous
👥	🇮🇹	🇮🇳	🇮🇳	Friendly
	🇮🇳	🇮🇹	🇮🇳	Fun
	🇨🇦	🇮🇳	🇮🇳	Tolerant and inclusive
	🇮🇳	🇮🇳	🇮🇳	

Recommendation

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			Metrics
			Recommendation
			Recommendation to invest in
			Recommendation to buy products and services from
			Recommendation to work in
			Recommendation to study in
			Recommendation to visit

It is noteworthy that each of the winners globally hails from Europe, highlighting the region's dominance in terms of Soft Power influence.

Regional Insights:

+Asia:

Japan leads in most categories, apart from the 'recommendation to visit' metric, where the Maldives take prime position.

+Latin America & Caribbean:

Brazil leads in most categories including 'recommendation to work in', 'invest in', and 'buy products and services' from. Argentina is recognised for its appeal as a place to 'study in', and the Bahamas are seen as the favoured tourist destination across the region.

+Middle East & North Africa:

The United Arab Emirates emerges as the most recommended country in the whole region, in all five metrics. Its perceptions across the key drivers in the Business & Trade pillar give the nation an advantage over peers – most notably, it receives 10/10 marks and top rank in the key 'strong and stable economy' attribute globally.

+North America:

Canada surpasses the United States across all Recommendation categories.

+Oceania:

Australia dominates all Recommendation categories for the region.

+Sub-Saharan Africa:

South Africa stands out as the preferred destination in all categories apart from tourism, led by Madagascar.

The Soft Power Medal Table

Delving deeper into the results, Brand Finance identifies the top-performing nations in each metric across the survey as 'medallists', honouring them with gold, silver, and bronze medals based on their rankings.

We tally the results for all underlying measures, including five key performance indicators of Awareness, Familiarity, Reputation, Influence, and Net Positive/Negative Impact, five Recommendation measures, and 35 nation brand attributes, for a total of 45 categories.

We exclude the top performers across the overall Index ranking, in average Recommendation, and across the eight top-level Soft Power Pillars, which are all derived from the 45 underlying metrics, to avoid double counting the winners in our medal table.

United States is the Soft Power Olympic champion once again

The United States claims the top spot once again in this year's Soft Power Olympics, earning the title of the most decorated Soft Power country. With an impressive 11 golds and a total of 17 medals, it surpasses Switzerland (10 golds, 18 medals), and Japan (5 golds, 13 medals).

The US ranks 1st for Familiarity and Influence as well as nine out of the 35 nation brand attributes, including 'leader in science', 'influential in arts and entertainment', 'internationally admired leaders', 'helpful to countries in need', and 'supports global efforts to counter climate change'.

Norway's green commitment

Ranked 9th in the medal table, Norway shines brightly in its dedication to environmental sustainability. Leading globally in categories such as 'acts to protect the environment' and ranking in the top 5 for 'invests in green energy and technologies' and 'supports global efforts to counter climate change', Norway's green initiatives underscore its Soft Power influence.

Additionally, it performs commendably in the Governance pillar, being perceived as 'politically stable and well-governed' while upholding 'rule of law and human rights'.

Exceptional performances beyond expectations

In a showcase of Soft Power prowess beyond the usual suspects, Egypt secures the gold for its 'rich heritage', while Brazil emerges as a 'leader in sports' and earns recognition for its perception as a 'fun' culture.

Another Latin American nation, Mexico clinches the bronze for its globally beloved cuisine, following closely behind culinary giants Italy and France.

The Soft Power Medal Table 2024

					Total
1.		11	2	4	17
2.		10	5	3	18
3.		5	4	4	13
4.		5	4	3	12
5.		3	3	2	8
6.		3	2	1	6
7.		2	12	3	17
8.		2	-	-	2
9.		1	4	7	12
10.		1	2	3	6
11.		1	-	2	3
12.		1	-	-	1
13.		-	3	1	4
14.		-	1	4	5
15.		-	1	1	2
16.		-	1	-	1
17.		-	1	-	1
18.		-	-	3	3
19.		-	-	2	2
20.		-	-	1	1
21.		-	-	1	1

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Nation Brand Value: Growth has slowed, but not stalled



Dhanushika Shanmuganathan
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Brand Finance

A resilient global economy as risks to global growth are being balanced

The global economy continues to recover slowly from the blows of the pandemic, Russia's invasion of Ukraine, and the cost-of-living crisis. Despite the disruption in energy and food markets caused by the war, and the unprecedented tightening of global monetary conditions to combat decades-high inflation, the global economy has slowed, but not stalled.

As the world's economies navigate the uncertainties surrounding rising inflation, elevated global and geopolitical shocks, understanding a Nation Brand Value and Strength is more important than ever. Here are the results of the 20th annual iteration of Brand Finance's ranking of the world's most valuable and strongest Nation Brands.

Top 10 Nation Brands record declines

The economic superpowers continue to dominate the Nation Brand Value ranking, accounting for 73% of the total worth of all the world's Nation Brands. However, the 2024 ranking records a decline in the top 10 by 3%.

The United States upholds its status as the dominant global player, preserving its top position since Brand Finance's first Nation Brand Value ranking publication in 2005.

Top 10 Nation Brand Value 2024

	1 =	United States	\$32,271 bn	+6.5%
	2 =	China	\$19,960 bn	-13.5%
	3 =	Germany	\$4,985 bn	-1.8%
	4 ▲	Japan	\$4,406 bn	-1.0%
	5 ▼	United Kingdom	\$4,037 bn	-15.8%
	6 =	France	\$3,522 bn	-4.0%
	7 =	India	\$2,944 bn	+0.7%
	8 =	Canada	\$2,671 bn	+1.9%
	9 =	Italy	\$2,326 bn	-0.8%
	10 =	South Korea	\$1,937 bn	-6.9%

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The nation recorded the strongest recovery amongst major economies with its 2023 GDP (Gross Domestic Product) growth exceeding the pre-pandemic path, enabling the United States to record the fastest Nation Brand value growth within the top 10.

However, this rising momentum was not felt everywhere. Notably subdued growth was recorded in the Euro area, namely Germany, France, and Italy, reflecting weaker consumer sentiment and the lingering effects of high energy prices.

Additionally, China faces growing headwinds from its real estate crisis and weakening market confidence. These developments, together with slowing industrial production, business investment, and exports have resulted in fading economic growth for the nation, leading to a decline in China's Nation Brand Value by 14% this year.

The United Kingdom records the largest decline in Nation Brand Value within the top 10, down by 15%. Growth in the UK was projected to decline in the International Monetary Fund's October 2023 World Economic Outlook and by the British Chambers of Commerce. Prolonged high-interest rates, trade barriers, particularly with the EU, and limits on consumer spending are all seen to feed into a low-growth climate.

Mexico benefits as the US brings manufacturing closer to home

Mexico increases in Nation Brand Value by 29% this year, emerging as the fastest-growing Nation Brand in 2024. The foundation of Mexico's growth are the carryover effects of stronger than expected domestic demand. The nation was one of the first countries to be described as an emerging market when the term was initially coined, and since then has experienced many classic market disruptions including a series of debt and currency crises.

Nevertheless, the country is now enjoying a new growth period, and its stock market has been one of the world's best performers over the past few years. The primary driver of Mexico's growth has been the 'near-shoring' of US manufacturing, and as of 2023, Mexico became the US's largest trading partner, ahead of China and Canada.



The Western Balkans country, Albania records growth of 28%, marginally behind Mexico in relative terms although much more modest in absolute value. The Albanian economy has shown remarkable resilience driven by a strong rebound in tourism. Albania's economic prospects are expected to remain positive in the upcoming years ensured by resilient private consumption, with notable strength in construction activity.

Ethiopia is the fastest-growing African Nation Brand this year. It was one the fastest-growing economies in the world last year, recording a 6.1% GDP growth in 2023. The nation is forecast to grow at a rate of 6.2% in 2024, which surpasses not only the anticipated global growth rate of 2.9%, but also outpaces the expected growth rate for the African continent at 4%. Investment in infrastructure and value added sectors of manufacturing and processing, such as textiles and agricultural products, have been key drivers behind the nation's growth.

Top 5 Fastest Growing © Brand Finance Plc 2024



Following Russia's invasion of Ukraine in 2022, Brand Finance's Nation Brand Value study recorded a decline in Ukraine's Nation Brand Value by more than 20%. Almost two years after this invasion commenced, Ukraine's economic activity is expected to rebound based on the European Commission's projections.

Receipt of international financial assistance, increased business activity, stable operations of its energy production and the sea corridor, as well as the return of refugees have been key driving factors behind Ukraine's positive outlook. However, it remains subject to the exceptionally high war-related uncertainty.

Canada remains world's strongest Nation Brand

Canada has retained its title of world's strongest Nation Brand for the third year in a row, earning a Brand Strength Index (BSI) score of 84.8 out of 100. Canada is internationally perceived as a 'strong and stable economy' and is highly rated for its living standards. The nation also boasts a culturally diverse population, and one of the best education systems in the world, factors contributing to the nation topping the rankings for Nation Brand Strength.

Switzerland is a close second for Nation Brand Strength, retaining its rank from last year. It has consistently ranked 1st in the Global Soft Power Index in terms of its Reputation for the last five years. In addition to this, the nation has maintained positive perceptions across many other key measures, driven by its economic stability, political consensus, and a historic role as negotiator and peacemaker for other nations.

Denmark sees fastest-growth within the top 10 for Nation Brand Strength, climbing 5 ranks. Denmark is a frontrunner in sustainable development with a universal health care and strong educational system. The nation has been rated the least corrupt country in the world by Transparency International's annual Corruption Perception Index for the 6th year in a row and has consistently been named one of the happiest nations in the world, factors contributing to the nation's rapid growth within the ranking.

Top 10 Nation Brand Strength 2024

	1 =	Canada
	84.8	+1.1
	2 =	Switzerland
	84.6	+1.5
	3 ▲	United Kingdom
	83.7	+1.8
	4 ▲	Denmark
	82.9	+3.7
	5 ▼	Germany
	82.5	-0.4
	6 ▲	Sweden
	82.4	+3.0
	7 ▼	United States
	82.4	+1.2
	8 ▲	United Arab Emirates
	82.2	+3.7
	9 ▼	Australia
	82.1	+1.9
	10 ▲	Singapore
	82.0	+4.7

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The United Arab Emirates moves up within the top 10 too, rising to 8th position this year. The Gulf nation is benefitting from improved perceptions across Business & Trade and Sustainable Future, following its hosting of EXPO 2020 and COP 28. The Emirates has made impressive progress in developing its Nation Brand Strength and Value in recent years and for the first time receives 10/10 marks and top position on the key 'strong and stable economy' attribute.

Singapore moves into the top 10 on Nation Brand Strength. The highly prosperous city-state serves as the business hub of Southeast Asia and is renowned for its world-class education, healthcare, transport, and low crime levels. These factors, paired with the nation's unwavering political stability and commitment to its economic strategy, firmly position Singapore among the world's strongest Nation Brands.

Why do Nation Brand Value and Strength matter?

Understanding your Nation Brand Value and Strength can act as a safety net when navigating the highly fragmented geoeconomic environment of today. It ensures that a nation's brand plays to its strengths across each of the key sectors of the economy, paving the way to positive economic benefits.

Brand Finance's Nation Brand Value analysis, combined with the Global Soft Power Index, provides a robust tool that enables countries globally to track the relationship between their perceptions and performance. This provides Nation Brand management teams with insights to leverage their most important asset in order to further the economic development and strategic goals of a nation in the long-run.

The Relationship between Sustainability and Soft Power



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Sustainability encompasses issues that are truly global in scope, from topics like climate change and ocean pollution, to human rights in supply chains that span multiple countries. For this reason, the sustainability-related actions of countries have significant scope to shape their international reputation and Soft Power.

Brand Finance's Global Soft Power Index reflects the complex linkages between sustainability and Soft Power. Within the Sustainable Future pillar, nation brands are evaluated on four aspects of environmental sustainability: cities and transport, support for global action on climate change, green energy and technologies, and environmental protection.

Beyond this, sustainability is reflected in many other Soft Power attributes – nearly half of the attributes that drive national Soft Power (44%) relate to environmental, social, and governance (ESG) themes.

Our data points to a clear relationship between sustainability and Soft Power. Figure 1 plots national Global Soft Power Index (GSPI) scores against scores on the United Nations Sustainable Development Goal (SDG) Index, an aggregate measure of overall national performance against the UN SDGs. The correlation coefficient of $r=0.65$, whilst not perfect, demonstrates a clear relationship between national action on key sustainability challenges and Soft Power.

This is supported by the finding that a nation's Sustainable Future pillar score is highly correlated with national Reputation. Here, we see a strong correlation of $r = 0.93$. The sustainability perceptions that nations build fit within broader national activities: here we focus on Diplomacy and Business & Trade.

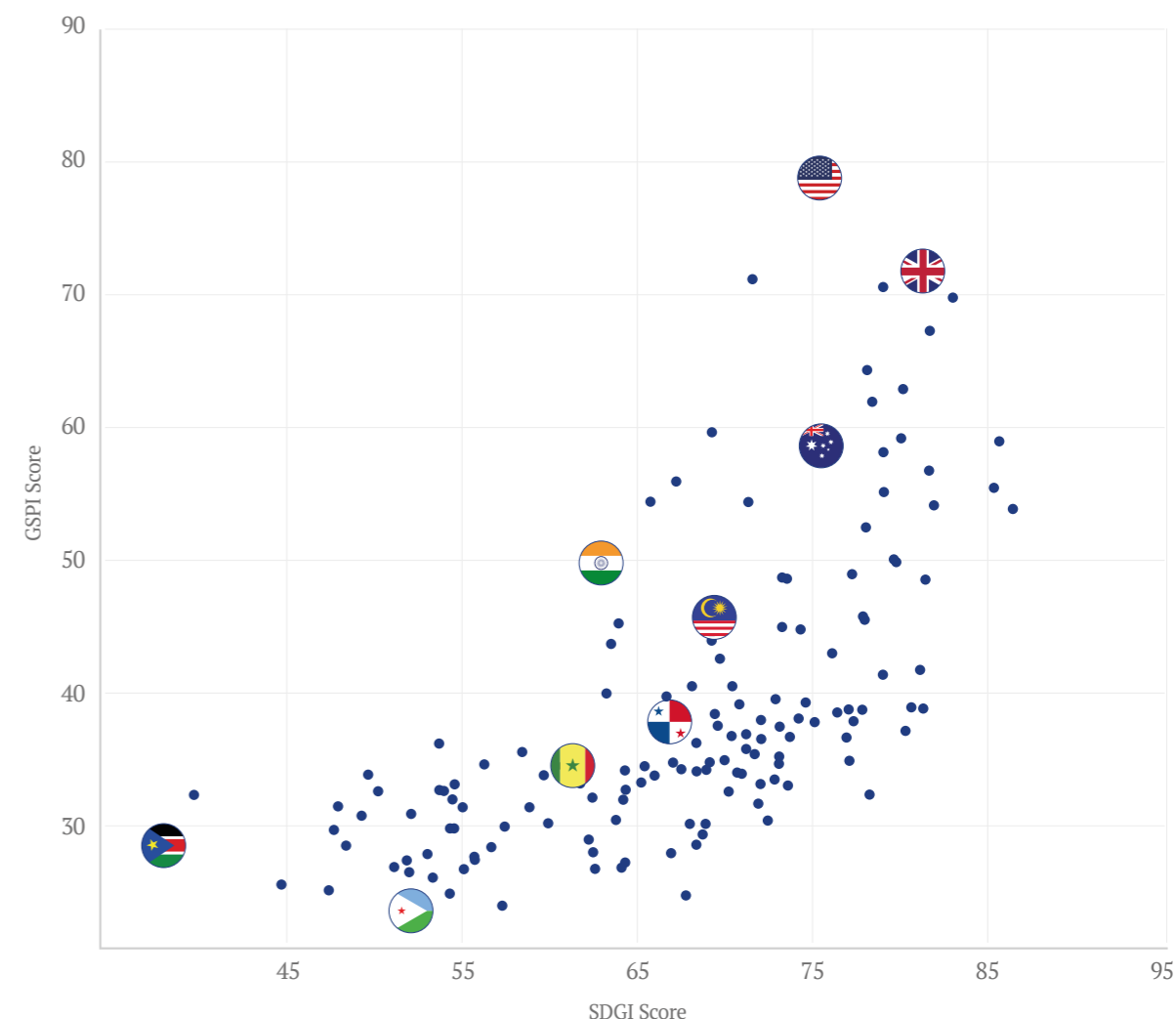
Diplomacy

Diplomatic settings must place sustainability in a Soft Power context through dual relationships. National governments exercise diplomatic Soft Power to persuade others to make commitments at major conferences, like the annual UN Conference of the Parties (COP). Simultaneously, these events are an opportunity for nations, particularly the host, to present themselves as key actors at the heart of negotiations and leaders in sustainability.

At these annual conferences where all voices are heard on the world stage, smaller nations have also built a Soft Power platform around sustainability. This is particularly important for island states, which stand to be hit first by the worst effects of climate change, and Indigenous peoples, who have long been sustainable custodians of their land and fight displacement and degradation.

In our data, there is a correlation of $r=0.89$ between national Sustainable Future pillar scores and influence in International Relations.

Global Soft Power Index Score v. UN SDG Index Score (Figure 1) © Brand Finance Plc 2024



Business & Trade

National reputation-building for sustainability is pronounced during the ongoing green energy shift. Denmark's strong sustainability reputation is based on its swift adoption and scale of renewable energy industry infrastructure. Its endeavours have made zero-fossil power days possible in recent years, alongside new partnerships forged with other nations like Japan. For this reason, Denmark has developed an association with the wind energy industry that can be likened to Germany and the auto industry. Such a perception of national expertise continues to help its brands such as Vestas to export around the world.

In overseeing commerce activities, national governments increasingly monitor greenwashing and oversee sustainability reporting. The European Union continues to set the tone in this space with its Corporate Sustainability Reporting Directive (CSRD) and new anti-greenwashing directive.

At the Global Soft Power Summit 2022, former Danish Prime Minister Helle Thorning-Schmidt made the key point that nations—like corporate brands—should be careful to ensure that their communication and applications of Soft Power are backed up by substance. Further, the enduring power of nation brands must be emphasised; media 'noise' rarely appears to register at an international level



in the short term, which is why nation branding campaigns must be linked to real substance and supported by long-term financial investment to have the desired effect.

In our data, there is a correlation of $r=0.96$ between national Sustainable Future pillar scores and influence in Business & Trade.

Perceived Sustainability Highlights

Turning to the nation brand-level results from this year's Global Soft Power Index, repeat players have filled the top five ranks on many measures of sustainability (Figure 2). For 'high ethical standards and low corruption' Japan receives the highest score, just ahead of Switzerland. Nordic countries, regular top performers on a wide range of Soft Power metrics, also score well, with Norway 3rd, Finland 4th, and Sweden 5th.

For 'tolerant and inclusive' society, we see a similar group of countries. Canada tops the list, followed by the Netherlands, Sweden, Norway, and the United Kingdom.

The United States once again has the highest perceived score for 'helpful to countries in need.' The US' strong support for Ukraine may help to explain this performance, supported by the country's enduring support for international institutions and development programs.

As much as the US is a magnet for criticism, the global public recognises and (in Soft Power terms) rewards the country for its generosity, alongside Canada, Germany, the UK, and Sweden.

On measures of environmental sustainability, Nordic countries again perform well. Rated on 'acts to protect the environment,' Norway is first, followed by Switzerland, Sweden, Canada, and Finland. 'Sustainable cities and transport' are one the most important sustainability-linked drivers of Soft Power. On this metric Japan leads for the second year.

Leaders in Sustainability Attributes (Figure 2)

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			Metrics
			Acts to protect the environment
			Invests in green energy and technologies
			Supports global efforts to counter climate change
			Sustainable cities and transport
			Strong and stable economy
			Helpful to countries in need
			Strong educational system
			Tolerant and inclusive
			Respects rule of law and human rights
			High ethical standards and low levels of corruption
			Politically stable and well-governed
			Trustworthy media

Germany, Sweden, and Switzerland follow Japan. The UK makes it into the top five, likely attributed to its increased efforts on low-emissions transport.

The final sustainability statement is 'supports global efforts to counter climate change.' Here, our research indicates a misalignment between public perception and reality. The US is ranked at the top, closely followed by the UK in 4th. However, the contributions of the US and UK to historical carbon emissions and associated climate change are amongst the highest in the world.

Given this, stakeholders rightly question both national intentions and their ability

to execute. The UK's recent steps back from its declared net zero plan in autumn 2023 were widely taken up in the media, and its climate leadership positioning was questioned. In a more extreme case, the US and China were not even invited to the UN Climate Ambition Summit held the month prior.

Conversely, countries with far lower historic emissions and a lower ongoing per capita impact today are arguably not getting the recognition that they deserve as stores of natural capital. There could be an opportunity for the likes of Sri Lanka, Zambia, Jamaica, Mozambique, and many more to convey the critical role they play in the sustainable development dynamics of all nations.

Developing an Edge as a Nation Brand



Andrew Neil

Publisher, Editor,
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& Broadcaster

Britain's weaknesses are well-known and well-established, partly because of our national penchant for dwelling on them. Our strengths? We do not big them up nearly as much as we talk ourselves down. If we have next to nothing to say about our strengths, why should we expect foreigners to fill in the gap?

This emphasis on our weaknesses and ignoring or sidelining of our strengths has a deleterious effect on Brand Britain and our global reputation for Soft Power which, in turn, undermines our economic performance. If a country will not capitalise on what makes its nation brand and Soft Power strong, then it will lose out in global markets.

Other countries have long realised this. American Soft Power has long been synonymous with its global reputation for cutting-edge technology, especially digital technology. All the world's digital tech giants are American. Only the Chinese have any rivals of scale, and they operate largely in their huge domestic market, whereas America's high-tech is global.

Facebook, Google, Amazon, Apple, and many others are at the forefront of defining Brand America. It is self-reinforcing. If you have a global reputation for being the crucible for the latest developments in digital technology, then the rest of the world will beat a path to your door to develop their own digital breakthroughs. It explains why so many of America's digital developments have been spearheaded by migrants.

Or take Germany. For decades its brand has been synonymous with precision engineering, which at one stage made Germany the largest exporter in the world. German cars and machine tools captured markets across the globe, their reputation for quality and reliability unrivalled, which meant they could charge premium prices. It was once said back in the 1950s that what was good for General Motors was good for America. In more recent times what was good for Mercedes or BMW or Audi was good for Germany.

France has also fostered what makes its Soft Power and nation brand unique. It is the luxury goods capital of the world. Indeed, there are more French luxury brands with global appeal than the rest of the world put together. It is now a key component of what makes Brand France special in the eyes of the world. It has helped make France a prominent tourist destination. It generates billions of euros for the French economy.

America, Germany, and France — to give just three examples — have all capitalised on their strengths to build their brands and project Soft Power. In the process, it has generated great wealth and global respect for their economies. So, what is the equivalent for Britain?

Some, rather despairingly, might suggest the Monarchy or the House of Lords as vital contributors to Brand Britain. To some extent they are. They help define what makes Britain distinctive, even unique. But they are essentially backward looking, products of our history. They are quaint — good for the tourist trade — rather than huge engines of economic generation. You could even argue that they undermine Brand Britain in the 21st century by reinforcing the idea that we live in the past and that we are not fit for purpose in the modern world.

What — if anything — is the British equivalent of American digital technology, German industrial might, or French luxury? In a word, it is services. Yes, services, from finance to consultancy, legal to business, accountancy to insurance, architectural to audio-visual to education. Some of it is not very glamorous.



A lot of it you cannot even see. But taken together they make Britain a global services superpower. Indeed, after America, we generate and export more services than any other country in the world.

The manufacturing industry is never going to return to its former glory. Yes, we will continue to make things, mainly at the very top, expensive end of the market with high-value-added, such as Airbus wings, Rolls Royce aero engines, BAE Systems defence products, Range Rovers, and Jaguars. But it is not going to take a bigger share of our economy. Not at our stage as an advanced economy. That is happening nowhere, not in France, Italy, or America. Germany's emphasis on industrial products is *sui generis*.

It is also in decline. Germany's heyday as an industrial powerhouse is over, and its economy is now in clear secular decline. China is the new workshop of the world. In many sectors — such as EVs, batteries, solar panels, and wind turbines — it has massive overcapacity, which means it is now flooding the world with low-price, high-quality industrial goods with which the rest of the world cannot compete. Even Germany, whose car industry is contracting and whose solar panel industry has disappeared.

Compare that with the growing demand for the kind of services Britain is a world leader in providing. Even China's appetite for services

is growing. The more developing economies advance, the more their appetite for services grows. And keep in mind that Brexit had little impact on services because the single market in services remained undeveloped.

Services and Soft Power go hand in hand. Let me finish with just one example. British legal services now generate several billions of pounds in export revenues. Nobody would have thought that even possible only a few decades ago.

But the reputation of our legal system for fairness, independence, and incorruptible judges — part of our Soft Power appeal — has made English common law the default system under which many major commercial contracts, even those that do not involve UK companies, are now signed. It started because a key element of our Soft Power was the legal system. The more it expands, the more our brand and Soft Power are enhanced. It is self-reinforcing.

In a difficult, dangerous world in which we let too many of our weaknesses fester, we need to recognise what we are good at, and make it even more so. Brand Britain needs to become as synonymous with high-quality services as America is with high-tech, France with luxury, and Germany once was with great cars. This is the massive opportunity now staring Britain in the face, if only our political and media elite had the nous to see it.

Why Soft Power Matters to Trade and Investment Promotion



Courtney Fingar

Leading Expert on
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& Business Editor

While often associated with cultural rather than business influence, Soft Power plays a pivotal, and increasingly clear, role in promoting trade and attracting foreign investment. Unsurprisingly, countries that perform well in the Global Soft Power Index also top foreign direct investment (FDI) league tables and are among the world's most powerful economies.

This year's Index highlights the growing importance of Business & Trade attributes at a time of global economic challenges and political instability, with 'strong and stable economy' being revealed as by far the strongest driver of both Influence and Reputation.

There is something of a virtuous circle, with strong Soft Power helping boost trade, FDI, and economic clout, while being economically successful and having healthy trade and investment links with the rest of the world also enhancing Soft Power. (Unfortunately, it can be a vicious circle for countries caught in a loop of poor Soft Power and low levels of inward investment and exports).

There are several reasons for Soft Power's relevance to trade and investment. One of the fundamental aspects of Soft Power lies in building trust and establishing a positive reputation on the world stage.

A country with a strong and positive image is more likely to attract foreign partners, investors,

and consumers. Cultural appeal, international cooperation, and responsible global leadership contribute to building trust, which is a crucial factor for investors evaluating potential destinations for their capital.

Soft Power can also increase a country's influence over global consumer preferences. If a country's cultural products, such as films, music, or literature, have a strong international appeal, it can create a sense of familiarity and interest among consumers in other countries.

This cultural influence can make it easier for businesses from that country to access foreign markets, ultimately attracting investors looking to capitalise on the popularity of the country's cultural exports.

Soft Power initiatives like educational exchange programs contribute to building strong people-to-people connections. When individuals have positive experiences with a country, whether through education, travel, or cultural interactions, they are more likely to develop a favourable view of that nation.

These personal connections can influence investment decisions as individuals with positive perceptions may be more inclined to invest or recommend investment opportunities in that country.

Perceptions of political stability and of commitment to the rule of law also play a role. Countries that actively engage in global initiatives, uphold human rights, and demonstrate responsible leadership are often seen as more stable and attractive for long-term investments. Investors are more likely to commit capital to these countries, reducing the risk associated with their investments.

Soft Power also extends to a country's influence on global issues such as sustainability and environmental responsibility. Countries leading in these areas attract environmentally conscious investors looking to align their investments with sustainable practices. The commitment to addressing climate change and other global challenges

can signal a forward-thinking and responsible approach, making the country an appealing destination for green investments while boosting its overall image.

Public diplomacy efforts play a crucial role in shaping how a country is perceived internationally. A well-crafted communications strategy can highlight a country's economic achievements, technological advancements, and business-friendly policies. By effectively

managing perceptions, a country can create an environment perceived as welcoming and supportive of foreign investment.

A country's Soft Power therefore has a profound impact on its economic prospects by influencing perceptions, building trust, and creating a positive environment for investors and trade partners. Investing in Soft Power is an investment in eventual economic development and growth.



Tourism's Sunny Side: Gaining Soft Power through Regeneration



Florian Kaefer
Founder & Editor,
The Place Brand
Observer

In 2015, during a conversation with Luigi Cabrini, the Chair of the Board at the Global Sustainable Tourism Council, he shared a thought that has stayed with me ever since. "I see tourism as the sunny side of countries and peoples, willing to show their best and to welcome anybody interested in their nature, culture, music, gastronomy. It is the opposite of the dark side, which produces wars, conflicts, and displacement."

This perspective shifted my view on tourism and its role in shaping the identity and perception of nations on the global stage.

Reflecting on that moment, I have seen how this sunny side of tourism aligns perfectly with the concept of regenerative tourism—a forward-thinking approach that goes beyond mere sustainability. It is about actively contributing to the healing and enhancement of our destinations, creating a net positive impact that benefits not only the environment and local communities but also the global image of a nation.

Countries like New Zealand, Costa Rica, and Bhutan illustrate the potential of regenerative tourism. Each, in its own way, has harnessed the power of its natural beauty and cultural heritage to build a brand synonymous with environmental responsibility and sustainable living.

These efforts have not only boosted their international image, but have also translated into tangible economic benefits.

However, embracing regenerative tourism is not without its challenges. Achieving a balance between preserving natural resources and promoting tourism, avoiding the pitfalls of greenwashing, and ensuring equitable economic benefits remain significant hurdles.

Additionally, the unique tourism models, such as Bhutan's High Value, Low Volume approach, raise questions about scalability and inclusivity. Can these models be adapted to different socio-economic contexts, or do they risk excluding potential benefits to broader segments of society?

There are quite a few examples now of destinations driven by a bold vision of sustainability and ambition for regenerative development, directly benefiting their Soft Power. The stories highlighted on Sustainability-Leaders.com and in the Place Brand Leaders Yearbook 2024 offer insights into how tourism can serve as a force for good.

Yet, they also underscore the need for a nuanced approach to implementing regenerative practices. Success in one context does not guarantee replicability in another, and the path to regeneration requires careful consideration of local realities, stakeholder engagement, and the potential for unintended consequences.

From my conversation in 2015 to where we are today, it is evident that the journey toward fully realizing the potential of regenerative tourism is complex. It demands a collective effort from nations, businesses, and individuals to navigate the challenges it presents.

Together, we can make sure that every country is celebrated for making our shared world a better place, truly showing off the sunny side of tourism that Luigi Cabrini spoke about.





04
Appendices

Global Soft Power Index

The full breakdown of results by nation brand

Rank 2024	Rank 2023		Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
1	1	=	USA	North America	78.8	+4.0	74.8	\$32,271,140	+6.5%	\$30,309,110
2	2	=	United Kingdom	Europe	71.8	+4.5	67.3	\$4,036,790	-15.8%	\$4,796,830
3	5	▲	China	Asia	71.2	+6.2	65.0	\$19,960,020	-13.5%	\$23,085,110
4	4	=	Japan	Asia	70.6	+5.4	65.2	\$4,406,090	-1.0%	\$4,448,780
5	3	▼	Germany	Europe	69.8	+4.0	65.8	\$4,985,350	-1.8%	\$5,075,970
6	6	=	France	Europe	67.3	+4.9	62.4	\$3,522,360	-4.0%	\$3,669,880
7	7	=	Canada	North America	64.4	+3.7	60.7	\$2,670,820	+1.9%	\$2,621,270
8	8	=	Switzerland	Europe	62.9	+4.4	58.5	\$1,065,370	+3.3%	\$1,031,600
9	9	=	Italy	Europe	62.0	+5.4	56.6	\$2,326,270	-0.8%	\$2,345,220
10	10	=	United Arab Emirates	MENA	59.7	+4.5	55.2	\$1,061,770	+10.9%	\$957,250
11	12	▲	Spain	Europe	59.2	+4.3	54.9	\$1,755,090	+1.0%	\$1,738,560
12	11	▼	Sweden	Europe	59.0	+3.9	55.1	\$821,640	-4.6%	\$861,180
13	14	▲	Australia	Oceania	58.6	+4.0	54.6	\$1,792,610	+1.8%	\$1,760,500
14	16	▲	Netherlands	Europe	58.2	+4.5	53.7	\$1,390,120	+3.3%	\$1,345,120
15	15	=	South Korea	Asia	58.0	+4.1	53.9	\$1,936,760	-6.9%	\$2,080,520
16	13	▼	Russia	Europe	57.7	+2.9	54.8	\$698,080	+2.6%	\$680,380
17	17	=	Norway	Europe	56.8	+4.2	52.6	\$586,230	-0.0%	\$586,380
18	19	▲	Saudi Arabia	MENA	56.0	+4.7	51.3	\$1,040,470	+10.6%	\$940,560
19	18	▼	Denmark	Europe	55.5	+3.7	51.8	\$586,740	+0.6%	\$583,120
20	20	=	Belgium	Europe	55.2	+4.0	51.2	\$744,340	+0.6%	\$739,660
21	24	▲	Qatar	MENA	54.5	+4.6	49.9	\$270,370	+12.8%	\$239,650
22	21	▼	Singapore	Asia	54.4	+3.4	51.0	\$704,210	+13.1%	\$622,430
23	25	▲	Austria	Europe	54.2	+4.3	49.9	\$597,790	-4.6%	\$626,570
24	22	▼	Finland	Europe	53.9	+3.2	50.7	\$355,880	-3.8%	\$369,870
25	23	▼	Turkey	Europe	53.7	+3.3	50.4	\$496,420	+12.8%	\$439,960

* All data points have been rounded to the first decimal place.

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	9.0	8.1	7.3	8.9	7.4	6.1	8.7	6.6	4.4	8.4	6.1	17
	8.6	6.8	7.6	8.3	6.9	6.6	8.3	5.9	4.9	6.2	6.2	12
	8.5	7.7	6.8	8.8	5.7	4.8	7.1	4.4	3.6	7.6	5.5	8
	8.3	6.2	7.7	8.9	6.8	6.5	7.0	4.7	5.5	7.9	7.1	13
	8.4	6.4	7.5	8.5	5.8	6.6	7.9	5.0	4.8	6.6	6.8	12
	8.6	6.3	7.1	8.0	7.9	5.4	7.4	5.0	4.6	5.0	5.7	4
	8.2	5.8	7.7	7.8	5.0	6.4	6.9	4.8	5.7	5.1	6.3	17
	7.4	5.4	7.8	8.2	5.1	6.6	6.6	4.3	5.5	5.0	6.5	18
	8.4	5.6	7.3	7.4	7.9	4.5	6.0	4.5	5.3	4.0	5.1	6
	6.4	5.9	7.1	7.7	4.5	5.3	6.3	4.2	4.5	4.5	5.5	3
	8.1	5.5	7.3	6.6	7.1	4.4	5.6	4.4	5.2	3.8	5.0	5
	7.0	4.9	7.4	7.8	5.0	5.9	6.1	4.1	5.3	4.9	6.6	3
	7.8	5.0	7.4	7.4	5.1	5.4	5.8	4.2	5.2	4.4	5.9	-
	6.9	5.0	7.3	7.6	5.2	5.5	5.9	4.1	5.4	4.5	6.4	-
	7.3	5.2	6.8	7.4	5.6	4.7	5.3	4.1	4.3	5.6	5.2	-
	8.3	6.5	5.6	5.5	4.2	4.3	6.1	4.2	3.1	5.4	3.9	2
	6.6	4.7	7.4	7.4	4.7	6.0	5.7	3.9	5.4	4.7	6.6	6
	6.7	5.8	6.6	6.8	3.8	4.7	6.2	3.9	4.0	3.6	4.7	-
	6.6	4.6	7.2	7.4	4.6	5.6	5.6	4.0	5.1	4.4	6.2	-
	6.7	5.0	7.0	7.0	4.7	5.0	5.7	3.9	4.7	4.0	5.4	-
	5.9	5.3	6.9	7.0	4.0	4.9	5.7	4.0	4.4	4.0	5.0	-
	6.3	4.8	7.1	7.2	4.3	5.2	4.9	3.9	4.6	4.7	5.4	-
	6.5	4.6	7.1	7.0	5.0	5.2	5.4	3.8	4.9	4.1	5.6	-
	6.1	4.4	7.2	7.1	4.4	5.7	5.3	3.9	5.2	4.6	6.3	-
	7.3	5.5	6.4	5.7	5.4	3.9	5.5	4.0	4.2	3.4	3.9	-

● Gold digits | 1st in Class ● Silver digits | 2nd in Class ● Bronze digits | 3rd in Class

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Rank 2024	Rank 2023		Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
26	26	=	New Zealand	Oceania	52.5	+2.7	49.8	\$250,210	-10.6%	\$279,940
27	30	▲	Portugal	Europe	50.1	+3.5	46.6	\$264,410	-2.0%	\$269,860
28	29	▲	Ireland	Europe	49.9	+3.2	46.7	\$854,400	+2.6%	\$832,800
29	28	▼	India	Asia	49.8	+2.8	47.0	\$2,944,480	+0.7%	\$2,923,950
30	32	▲	Luxembourg	Europe	49.0	+3.7	45.3	\$126,120	-2.0%	\$128,730
31	31	=	Brazil	LATAM & Caribbean	48.8	+2.6	46.2	\$911,210	+10.5%	\$824,800
32	27	▼	Israel	MENA	48.7	+0.3	48.4	\$414,380	-0.5%	\$416,390
33	33	=	Poland	Europe	48.6	+3.5	45.1	\$863,580	+9.3%	\$790,350
34	34	=	Iceland	Europe	45.8	+1.1	44.7	\$32,600	+8.2%	\$30,140
35	39	▲	Malaysia	Asia	45.7	+3.1	42.6	\$517,690	+1.2%	\$511,740
36	36	=	Greece	Europe	45.6	+1.3	44.3	\$118,440	-0.2%	\$118,690
37	35	▼	Kuwait	MENA	45.3	+1.0	44.3	\$152,210	+2.5%	\$148,560
38	42	▲	Argentina	LATAM & Caribbean	45.0	+2.8	42.2	\$243,690	+15.0%	\$211,880
39	38	▼	Egypt	MENA	44.9	+1.9	43.0	\$251,900	+12.1%	\$224,810
40	41	▲	Thailand	Asia	44.8	+2.4	42.4	\$505,430	-0.2%	\$506,360
41	44	▲	Mexico	LATAM & Caribbean	44.0	+3.0	41.0	\$1,031,630	+29.4%	\$797,030
42	-	New	Monaco	Europe	43.8	-	-	\$7,160	-	-
43	40	▼	South Africa	Sub-Saharan Africa	43.7	+1.2	42.5	\$207,900	-7.7%	\$225,160
44	37	▼	Ukraine	Europe	43.0	-1.3	44.3	\$99,040	+19.7%	\$82,710
45	45	=	Indonesia	Asia	42.6	+1.7	40.9	\$1,053,270	+0.4%	\$1,049,330
46	43	▼	Czech Republic	Europe	42.3	+0.3	42.0	\$454,390	+3.9%	\$437,340
47	47	=	Croatia	Europe	41.8	+1.1	40.7	\$54,290	+2.6%	\$52,930
48	48	=	Hungary	Europe	41.4	+0.9	40.5	\$213,630	-0.4%	\$214,510
49	46	▼	Oman	MENA	40.6	-0.1	40.7	\$48,260	+7.6%	\$44,840
50	55	▲	Morocco	MENA	40.6	+1.4	39.2	\$87,290	-4.0%	\$90,890

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	6.6	4.3	7.2	6.7	4.5	5.2	4.8	3.9	5.2	3.9	5.6	-
	7.1	4.6	6.9	5.4	5.2	4.1	4.5	3.7	4.7	3.2	4.3	-
	6.3	4.2	6.9	6.2	4.7	4.6	4.6	3.6	4.9	3.6	5.0	-
	7.7	5.2	6.0	4.6	5.7	2.9	4.3	3.2	3.4	4.2	3.0	-
	4.4	4.1	7.0	6.8	3.9	5.3	4.9	3.6	4.6	3.9	5.3	-
	7.8	4.8	6.6	4.6	5.5	2.9	4.0	3.5	4.3	2.7	3.6	2
	6.9	5.2	5.5	4.9	3.4	3.5	5.0	3.7	3.1	4.3	3.6	-
	6.5	4.4	6.5	5.4	4.0	4.1	5.0	3.6	4.3	3.5	4.4	-
	5.6	3.6	6.8	5.6	3.8	4.8	4.0	3.3	4.8	3.6	5.5	-
	5.6	4.4	6.4	5.4	3.9	3.7	4.0	3.3	4.2	3.3	4.1	-
	7.1	4.1	6.5	4.3	5.7	3.3	3.7	3.1	4.5	2.8	3.8	2
	4.9	4.5	6.2	5.7	3.1	4.0	4.5	3.2	3.8	3.0	3.9	-
	7.3	4.3	6.4	4.0	4.8	2.9	3.8	3.5	4.1	2.7	3.5	1
	7.3	4.4	6.2	4.0	4.7	2.9	4.1	3.2	3.6	2.8	3.1	1
	6.8	4.2	6.3	4.9	4.8	2.9	3.4	3.1	4.3	2.7	3.6	-
	7.3	4.2	5.9	4.1	5.5	2.5	3.5	3.3	3.9	2.5	3.1	1
	4.6	3.3	6.6	6.1	4.7	4.7	4.2	3.4	4.3	3.0	4.1	-
	6.6	4.5	6.1	4.1	3.8	3.0	3.9	3.2	3.4	2.7	3.4	-
	7.3	4.9	5.5	3.1	2.8	3.0	3.9	3.6	3.1	2.6	2.8	-
	5.8	4.1	6.2	4.5	3.9	3.2	3.7	3.1	4.2	2.9	3.5	-
	4.9	3.9	6.2	4.8	4.0	3.6	3.9	3.2	4.1	3.0	4.0	-
	5.3	3.8	6.3	4.3	4.0	3.5	3.8	3.1	4.1	3.0	3.9	-
	5.4	3.9	6.0	4.3	3.7	3.3	3.9	3.0	3.8	2.9	3.7	-
	3.6	3.9	5.9	4.8	3.3	3.9	4.1	3.3	4.2	2.9	3.8	-
	5.7	3.9	5.9	3.9	4.3	2.9	3.4	2.9	3.9	2.5	3.2	-


























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Rank 2024	Rank 2023	Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
51	50	Bahrain	MENA	40.0	+0.0	40.0	\$27,450	+2.5%	\$26,780
52	61	Philippines	Asia	39.8	+1.1	38.7	\$525,620	-0.1%	\$526,250
53	69	Vietnam	Asia	39.6	+1.8	37.8	\$507,060	+1.8%	\$498,130
54	49	Georgia	Europe	39.3	-0.7	40.0	\$23,660	+9.1%	\$21,680
55	59	Maldives	Asia	39.2	+0.3	38.9	\$3,650	+9.9%	\$3,320
56	52	Slovenia	Europe	39.0	-0.6	39.6	\$91,220	+1.5%	\$89,870
57	51	Estonia	Europe	38.9	-1.1	40.0	\$50,550	+5.3%	\$48,010
58	64	Romania	Europe	38.8	+0.4	38.4	\$215,950	+2.8%	\$210,150
59	54	Chile	LATAM & Caribbean	38.8	-0.7	39.5	\$272,150	+0.9%	\$269,750
60	62	Slovakia	Europe	38.8	+0.1	38.7	\$128,560	-3.6%	\$133,420
61	60	Lithuania	Europe	38.6	-0.3	38.9	\$68,320	-1.9%	\$69,650
62	77	Iran	MENA	38.5	+1.8	36.7	\$196,000	+2.3%	\$191,680
63	53	Jordan	MENA	38.5	-1.0	39.5	\$27,810	+2.0%	\$27,270
64	56	Bulgaria	Europe	38.1	-1.1	39.2	\$86,630	+2.6%	\$84,450
65	68	Cyprus	Europe	38.0	+0.2	37.8	\$27,580	+1.8%	\$27,100
66	63	Uruguay	LATAM & Caribbean	37.9	-0.5	38.4	\$65,780	+14.3%	\$57,560
67	70	Panama	LATAM & Caribbean	37.9	+0.2	37.7	\$64,460	+6.2%	\$60,690
68	71	Malta	Europe	37.9	+0.4	37.5	\$15,870	+2.1%	\$15,550
69	58	Colombia	LATAM & Caribbean	37.6	-1.4	39.0	\$248,160	-0.3%	\$248,830
70	72	Costa Rica	LATAM & Caribbean	37.5	+0.2	37.3	\$38,820	+13.2%	\$34,300
71	65	Latvia	Europe	37.2	-1.2	38.4	\$43,300	-1.2%	\$43,820
72	76	Peru	LATAM & Caribbean	37.0	+0.2	36.8	\$177,190	+19.4%	\$148,410
73	86	Algeria	MENA	36.8	+0.8	36.0	\$102,760	+5.6%	\$97,310
74	66	Cuba	LATAM & Caribbean	36.8	-1.5	38.3	\$42,800	-0.5%	\$43,020
75	73	Serbia	Europe	36.7	-0.2	36.9	\$68,710	-1.9%	\$70,020






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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
Bahrain	3.6	3.9	5.8	5.0	3.1	3.6	4.0	3.2	3.9	2.8	3.5	-
Philippines	6.0	3.8	5.9	3.8	3.8	2.7	3.3	3.0	4.0	2.6	3.2	-
Vietnam	6.1	3.8	5.7	4.0	3.5	2.8	3.2	2.8	3.5	2.7	3.2	-
Georgia	4.0	3.6	5.9	4.2	3.9	3.4	3.8	3.4	4.2	3.0	3.8	-
Maldives	4.7	3.6	6.6	4.1	4.0	2.9	2.9	3.1	4.4	2.4	3.7	1
Slovenia	4.0	3.7	6.0	4.1	3.4	3.5	3.6	3.2	3.9	2.9	4.1	-
Estonia	3.4	3.6	5.8	4.5	3.3	3.7	3.8	3.2	3.9	3.2	4.2	-
Romania	5.3	3.7	5.9	3.7	3.5	3.0	3.3	3.0	3.7	2.7	3.5	-
Chile	5.4	3.7	5.8	3.8	3.6	2.7	3.3	3.0	3.8	2.6	3.3	-
Slovakia	4.2	3.6	5.9	4.1	3.4	3.3	3.6	3.1	3.9	2.9	3.8	-
Lithuania	3.8	3.7	5.8	4.1	3.3	3.4	3.8	3.2	3.9	3.0	3.9	-
Iran	6.5	4.3	4.7	3.1	2.5	2.5	3.6	2.8	2.4	2.6	2.6	-
Jordan	4.6	3.7	5.7	3.9	3.4	3.3	3.9	3.1	3.8	2.7	3.1	-
Bulgaria	4.9	3.6	5.8	3.8	3.3	3.0	3.4	2.9	3.7	2.7	3.5	-
Cyprus	4.0	3.6	6.0	4.1	3.8	3.1	3.2	2.9	4.2	2.6	3.4	-
Uruguay	4.9	3.6	5.8	3.7	3.5	3.0	3.3	3.1	3.9	2.6	3.4	-
Panama	4.4	3.7	5.8	4.1	3.2	2.9	3.4	3.0	3.7	2.7	3.3	-
Malta	3.6	3.4	6.1	4.3	3.7	3.5	3.5	3.0	4.1	2.8	3.9	-
Colombia	6.0	3.7	5.4	3.4	3.8	2.3	2.9	2.9	3.5	2.3	2.8	-
Costa Rica	4.4	3.4	5.9	3.9	3.7	2.9	3.4	3.1	4.2	2.6	3.6	-
Latvia	3.3	3.6	5.6	4.1	3.1	3.5	3.8	3.1	3.7	2.8	3.8	-
Peru	5.2	3.5	5.7	3.5	3.7	2.6	3.0	3.0	3.9	2.4	3.2	-
Algeria	4.6	3.7	5.5	3.4	3.2	2.9	3.3	3.0	3.6	2.5	3.2	-
Cuba	6.0	3.8	5.2	2.8	3.5	2.6	3.1	2.6	3.5	2.5	2.6	-
Serbia	4.7	3.6	5.5	3.4	3.2	2.8	3.3	3.1	3.4	2.6	3.3	-

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Rank 2024	Rank 2023	Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
76	-	New  North Korea	Asia	36.7	-	-	-	-	-
77	83	 Tunisia	MENA	36.6	+0.2	36.4	\$23,350	-16.9%	\$28,100
78	75	 Paraguay	LATAM & Caribbean	36.3	-0.5	36.8	\$36,280	+10.1%	\$32,960
79	93	 Nigeria	Sub-Saharan Africa	36.3	+0.9	35.4	\$209,560	-20.9%	\$264,910
80	79	 Kazakhstan	Asia	35.9	-0.6	36.5	\$231,570	+6.2%	\$218,130
81	84	 Pakistan	Asia	35.6	-0.8	36.4	\$219,440	-5.3%	\$231,730
82	-	New  Liechtenstein	Europe	35.5	-	-	\$8,790	-	-
83	81	 Dominican Republic	LATAM & Caribbean	35.5	-0.9	36.4	\$94,410	+9.4%	\$86,320
84	57	 Azerbaijan	Europe	35.3	-3.8	39.1	\$39,750	+7.8%	\$36,870
85	92	 Ghana	Sub-Saharan Africa	35.1	-0.4	35.5	\$63,320	+0.1%	\$63,230
86	90	 Ecuador	LATAM & Caribbean	35.0	-0.7	35.7	\$44,490	+3.1%	\$43,160
87	-	New  Belarus	Europe	35.0	-	-	\$44,360	-	-
88	-	New  Bahamas	LATAM & Caribbean	34.9	-	-	\$9,100	-	-
89	106	 Venezuela	LATAM & Caribbean	34.9	+0.2	34.7	\$34,840	+18.9%	\$29,300
90	99	 Jamaica	LATAM & Caribbean	34.8	-0.3	35.1	\$10,720	+2.9%	\$10,420
91	89	 Lebanon	MENA	34.8	-1.0	35.8	\$8,670	-0.2%	\$8,690
92	108	 Albania	Europe	34.7	+0.3	34.4	\$13,540	+28.5%	\$10,540
93	98	 Tanzania	Sub-Saharan Africa	34.7	-0.4	35.1	\$51,660	+6.2%	\$48,640
94	103	 Senegal	Sub-Saharan Africa	34.6	-0.3	34.9	\$18,950	+7.7%	\$17,590
95	100	 Kenya	Sub-Saharan Africa	34.6	-0.4	35.0	\$73,480	-11.0%	\$82,590
96	97	 Bangladesh	Asia	34.6	-0.5	35.1	\$529,750	+4.3%	\$507,870
97	67	 Mauritius	Sub-Saharan Africa	34.3	-3.7	38.0	\$12,420	+15.2%	\$10,780
98	115	 Sri Lanka	Asia	34.3	+0.5	33.8	\$47,450	-2.1%	\$48,470
99	116	 Iraq	MENA	34.2	+0.5	33.7	\$68,830	+1.5%	\$67,790
100	82	 Bolivia	LATAM & Caribbean	34.2	-2.2	36.4	\$19,560	-13.4%	\$22,590

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	6.7	3.7	4.1	3.4	2.3	3.0	3.3	2.6	2.1	3.1	2.7	-
	4.5	3.6	5.7	3.4	3.7	2.7	3.2	3.0	3.8	2.4	3.0	-
	4.4	3.4	5.6	3.5	3.3	2.8	3.3	3.0	3.8	2.6	3.3	-
	5.4	3.9	5.3	3.1	3.3	2.1	2.9	2.9	3.0	2.2	2.7	-
	4.1	3.5	5.4	3.5	3.0	2.9	3.3	3.0	3.6	2.7	3.3	-
	6.2	3.8	4.8	2.8	2.6	2.2	3.1	2.7	2.8	2.2	2.5	-
	2.4	2.9	5.5	5.1	2.7	4.1	3.5	2.8	3.7	2.8	4.1	-
	4.1	3.4	5.7	3.4	3.5	2.7	3.2	3.0	4.0	2.4	3.0	-
	3.5	3.5	5.3	3.5	3.2	2.8	3.5	3.0	3.7	2.5	3.2	-
	4.4	3.5	5.4	3.2	3.4	2.7	3.1	2.8	3.5	2.4	2.9	-
	4.5	3.4	5.5	3.3	3.1	2.5	3.1	2.8	3.6	2.4	3.0	-
	4.0	3.6	4.9	3.4	2.9	2.8	3.4	2.9	3.1	2.6	3.0	-
	3.7	3.0	6.0	3.9	3.9	2.8	2.9	2.8	4.3	2.3	3.2	-
	5.3	3.7	4.9	2.9	3.1	2.3	2.9	2.7	3.2	2.1	2.7	-
	5.2	3.2	5.7	2.9	4.3	2.2	2.6	2.6	4.1	2.0	2.7	-
	4.9	3.6	5.0	2.9	3.4	2.3	3.1	2.8	3.2	2.2	2.6	-
	3.8	3.4	5.4	3.3	3.2	2.8	3.1	3.0	3.7	2.7	3.2	-
	3.7	3.5	5.4	3.3	3.1	2.9	3.1	2.9	3.6	2.3	3.1	-
	4.1	3.5	5.4	3.1	3.2	2.6	3.0	2.8	3.7	2.3	3.0	-
	4.8	3.5	5.4	3.0	3.0	2.4	2.9	2.7	3.5	2.2	2.9	-
	4.8	3.5	5.2	3.2	2.7	2.3	3.0	2.7	3.1	2.3	2.7	-
	2.9	3.2	5.5	3.8	3.4	2.9	3.1	3.1	3.8	2.5	3.4	-
	4.5	3.3	5.4	3.2	3.3	2.3	3.0	2.7	3.4	2.3	2.9	-
	6.4	3.8	4.5	2.5	2.3	2.0	2.9	2.6	2.5	2.1	2.2	-
	3.9	3.5	5.3	3.2	3.0	2.5	3.1	2.9	3.6	2.4	3.0	-

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Rank 2024	Rank 2023		Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
101	101	=	Uzbekistan	Asia	34.1	-0.9	35.0	\$110,270	+11.1%	\$99,290
102	78	▼	Montenegro	Europe	34.0	-2.5	36.5	\$3,890	-2.5%	\$3,990
103	102	▼	Madagascar	Sub-Saharan Africa	33.9	-1.0	34.9	\$11,120	-4.6%	\$11,660
104	85	▼	Rwanda	Sub-Saharan Africa	33.9	-2.3	36.2	\$11,390	+2.9%	\$11,070
105	91	▼	Nepal	Asia	33.8	-1.8	35.6	\$27,870	-3.6%	\$28,900
106	-	New	Armenia	Europe	33.5	-	-	\$17,790	-	-
107	-	New	Brunei Darussalam	Asia	33.3	-	-	\$6,530	-	-
108	87	▼	Côte d'Ivoire	Sub-Saharan Africa	33.2	-2.7	35.9	\$50,840	+19.8%	\$42,440
109	-	New	North Macedonia	Europe	33.2	-	-	\$9,910	-	-
110	109	▼	Cameroon	Sub-Saharan Africa	33.2	-1.2	34.4	\$18,450	-6.9%	\$19,810
111	94	▼	Bosnia and Herzegovina	Europe	33.1	-2.2	35.3	\$15,410	+8.5%	\$14,200
112	105	▼	Cambodia	Asia	32.8	-2.0	34.8	\$17,920	+5.3%	\$17,010
113	112	▼	Zambia	Sub-Saharan Africa	32.8	-1.1	33.9	\$18,170	+7.1%	\$16,970
114	107	▼	D.R Congo	Sub-Saharan Africa	32.8	-1.6	34.4	\$35,290	+0.5%	\$35,100
115	110	▼	Ethiopia	Sub-Saharan Africa	32.7	-1.6	34.3	\$73,500	+23.1%	\$59,730
116	111	▼	Angola	Sub-Saharan Africa	32.7	-1.5	34.2	\$49,050	+7.7%	\$45,530
117	-	New	El Salvador	LATAM & Caribbean	32.6	-	-	\$13,040	-	-
118	-	New	Moldova	Europe	32.4	-	-	\$12,300	-	-
119	-	New	Central African Republic	Sub-Saharan Africa	32.4	-	-	\$1,290	-	-
120	104	▼	Honduras	LATAM & Caribbean	32.2	-2.6	34.8	\$23,390	-0.8%	\$23,590
121	119	▼	Uganda	Sub-Saharan Africa	32.0	-1.4	33.4	\$34,750	+9.7%	\$31,690
122	-	New	Mongolia	Asia	32.0	-	-	\$13,430	-	-
123	-	New	Bhutan	Asia	31.7	-	-	\$1,330	-	-
124	95	▼	Sudan	Sub-Saharan Africa	31.5	-3.8	35.3	\$9,900	-44.8%	\$17,920
125	-	New	San Marino	Europe	31.5	-	-	\$660	-	-

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	3.6	3.3	5.2	3.3	3.1	2.8	3.2	2.9	3.6	2.5	3.0	-
	3.1	3.3	5.4	3.4	3.1	2.9	3.0	3.0	3.7	2.6	3.2	-
	4.2	3.1	5.7	3.3	3.2	2.7	2.8	2.7	3.8	2.4	3.2	-
	3.3	3.4	5.0	3.4	2.9	3.2	3.1	2.9	3.4	2.5	3.4	-
	4.5	3.1	5.6	3.0	3.3	2.6	2.9	2.7	3.9	2.3	2.9	-
	3.6	3.2	5.3	3.2	3.3	2.6	3.0	3.0	3.4	2.6	2.8	-
	2.5	3.2	5.0	4.1	2.7	3.3	3.4	2.8	3.4	2.5	3.1	-
	3.4	3.4	5.2	3.2	3.1	2.4	2.9	2.8	3.5	2.3	2.8	-
	2.8	3.3	5.0	3.3	3.2	2.8	3.2	2.9	3.7	2.6	3.3	-
	4.1	3.3	5.3	2.9	3.1	2.3	2.9	2.7	3.3	2.2	2.7	-
	3.5	3.4	5.3	2.9	3.0	2.6	2.9	2.7	3.5	2.4	2.9	-
	4.4	3.2	5.1	2.9	3.0	2.4	2.8	2.6	3.3	2.2	2.9	-
	3.5	3.3	5.1	3.0	2.8	2.6	3.1	2.8	3.5	2.3	3.0	-
	3.7	3.5	5.0	3.0	3.0	2.2	2.8	2.9	3.1	2.2	2.7	-
	4.6	3.3	5.1	2.7	2.8	2.3	2.8	2.5	3.3	2.1	2.7	-
	3.4	3.3	5.1	3.0	2.8	2.5	3.0	2.8	3.4	2.3	3.0	-
	3.5	3.1	5.2	3.0	2.8	3.2	3.1	2.9	3.5	2.3	2.9	-
	3.0	3.2	5.1	3.2	2.8	2.7	3.1	2.9	3.4	2.5	3.1	-
	3.3	3.4	5.0	3.0	2.7	2.4	3.0	2.9	3.3	2.4	2.8	-
	3.4	3.1	4.9	3.3	2.8	2.4	3.0	3.0	3.4	2.5	3.0	-
	4.1	3.3	5.0	2.8	2.7	2.3	2.8	2.6	3.2	2.1	2.7	-
	4.4	3.0	5.3	2.9	2.8	2.5	2.6	2.6	3.5	2.2	2.8	-
	2.9	3.1	5.2	3.1	2.9	3.0	2.8	2.6	3.5	2.2	3.2	-
	4.5	3.3	4.6	2.7	2.4	2.1	2.6	2.8	3.2	2.1	2.4	-
	2.5	2.7	5.3	3.8	2.9	3.0	3.0	2.7	3.5	2.4	3.2	-

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Rank 2024	Rank 2023		Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
126	120	▼	Guatemala	LATAM & Caribbean	31.5	-1.8	33.3	\$70,140	+17.2%	\$59,860
127	121	▼	Zimbabwe	Sub-Saharan Africa	31.5	-1.2	32.7	\$1,420	+1.4%	\$1,400
128	-	New	Andorra	Europe	31.4	-	-	\$2,610	-	-
129	-	New	Syria	MENA	31.2	-	-	\$4,530	-	-
130	-	New	Dominica	LATAM & Caribbean	31.1	-	-	\$320	-	-
131	-	New	Liberia	Sub-Saharan Africa	30.8	-	-	\$10	-	-
132	114	▼	Mozambique	Sub-Saharan Africa	30.8	-3.1	33.9	\$14,360	+10.2%	\$13,030
133	-	New	Namibia	Sub-Saharan Africa	30.5	-	-	\$6,670	-	-
134	117	▼	Laos	Asia	30.5	-3.1	33.6	\$9,200	-23.5%	\$12,030
135	-	New	Fiji	Oceania	30.5	-	-	\$3,050	-	-
136	113	▼	Myanmar	Asia	30.3	-3.6	33.9	\$36,260	-4.9%	\$38,140
137	80	▼	Barbados	LATAM & Caribbean	30.2	-6.2	36.4	\$5,510	+7.4%	\$5,130
138	88	▼	Turkmenistan	Asia	30.2	-5.6	35.8	\$47,720	+15.2%	\$41,420
139	-	New	Libya	MENA	30.1	-	-	\$14,360	-	-
140	-	New	Mali	Sub-Saharan Africa	30.0	-	-	\$9,050	-	-
141	-	New	Benin	Sub-Saharan Africa	29.9	-	-	\$10,350	-	-
142	-	New	Guinea	Sub-Saharan Africa	29.9	-	-	\$15,290	-	-
143	-	New	Niger	Sub-Saharan Africa	29.8	-	-	\$8,210	-	-
144	74	▼	Seychelles	Sub-Saharan Africa	29.5	-7.4	36.9	\$1,040	+4.0%	\$1,000
145	-	New	Tajikistan	Asia	29.4	-	-	\$6,700	-	-
146	-	New	Congo	Sub-Saharan Africa	29.2	-	-	\$9,790	-	-
147	96	▼	Botswana	Sub-Saharan Africa	29.0	-6.2	35.2	\$15,850	-6.0%	\$16,870
148	-	New	Kyrgyzstan	Asia	29.0	-	-	\$7,860	-	-
149	-	New	Yemen	MENA	28.8	-	-	\$14,390	-	-
150	-	New	Cape Verde	Sub-Saharan Africa	28.6	-	-	\$1,100	-	-

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	3.5	3.0	5.0	3.0	2.9	2.3	3.0	2.8	3.4	2.3	3.0	-
	4.2	3.2	5.0	2.7	2.6	2.2	2.6	2.6	3.2	2.1	2.6	-
	2.6	2.7	5.2	4.1	2.8	3.0	2.7	2.7	3.5	2.4	3.3	-
	5.7	3.5	4.2	2.0	2.5	1.7	2.4	2.5	2.7	1.8	1.9	-
	2.8	2.9	5.1	3.2	3.1	2.7	3.1	2.7	3.5	2.4	2.8	-
	3.4	2.9	4.9	3.0	2.6	2.6	3.0	2.8	3.1	2.4	2.9	-
	3.3	3.1	4.9	3.0	2.7	2.4	2.6	2.7	3.4	2.2	2.8	-
	3.2	2.9	5.0	2.9	2.7	2.7	2.7	2.5	3.5	2.2	2.9	-
	3.1	3.0	4.7	2.9	2.6	2.3	2.8	2.8	3.1	2.3	2.7	-
	2.8	2.6	5.3	3.2	3.1	2.5	2.7	2.6	3.8	2.3	3.0	-
	3.9	3.3	4.4	2.7	2.3	2.0	2.6	2.6	2.6	2.1	2.4	-
	2.5	2.7	5.1	3.2	3.2	2.6	2.9	2.6	3.5	2.2	2.8	-
	2.8	3.1	4.8	2.8	2.6	2.5	2.9	2.6	3.3	2.2	2.8	-
	4.8	3.4	4.5	2.2	2.0	1.8	2.4	2.3	2.6	1.7	2.1	-
	3.4	3.2	4.7	2.7	2.6	2.1	2.5	2.4	3.1	1.9	2.5	-
	2.4	3.1	4.4	3.1	2.8	2.4	2.7	2.7	3.2	2.3	2.7	-
	3.6	2.9	5.0	2.7	2.7	2.1	2.6	2.5	3.3	2.0	2.7	-
	3.8	3.1	4.7	2.5	2.5	2.0	2.5	2.5	2.9	2.0	2.4	-
	2.4	2.6	5.2	3.3	3.1	2.7	2.5	2.4	3.6	2.0	3.0	-
	2.9	2.9	4.7	2.7	2.7	2.4	2.7	2.6	3.1	2.2	2.7	-
	4.1	3.1	4.7	2.4	2.4	1.8	2.3	2.3	2.8	1.8	2.3	-
	2.6	2.9	4.6	3.1	2.6	2.6	2.6	2.4	3.2	1.9	2.7	-
	2.7	2.9	4.7	2.8	2.6	2.4	2.6	2.6	3.2	2.1	2.8	-
	3.9	3.2	4.7	2.3	2.2	1.8	2.3	2.3	2.8	1.7	2.0	-
	2.2	2.7	4.6	3.0	3.0	2.4	2.7	2.6	3.4	2.1	2.8	-

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Rank 2024	Rank 2023	Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
151	-	New	Sub-Saharan Africa	28.6	-	-	\$4,950	-	-
152	-	New	Asia	28.6	-	-	\$5,080	-	-
153	-	New	Sub-Saharan Africa	28.5	-	-	\$16,820	-	-
154	118		LATAM & Caribbean	28.1	-5.4	33.5	\$14,600	-1.7%	\$14,850
155	-	New	LATAM & Caribbean	28.0	-	-	\$9,260	-	-
156	-	New	Oceania	27.9	-	-	\$11,660	-	-
157	-	New	Sub-Saharan Africa	27.7	-	-	\$4,270	-	-
158	-	New	Sub-Saharan Africa	27.7	-	-	\$1,300	-	-
159	-	New	Sub-Saharan Africa	27.6	-	-	\$3,200	-	-
160	-	New	Sub-Saharan Africa	27.5	-	-	\$10,190	-	-
161	-	New	Sub-Saharan Africa	27.5	-	-	\$8,670	-	-
162	-	New	LATAM & Caribbean	27.3	-	-	\$7,680	-	-
163	-	New	Sub-Saharan Africa	27.1	-	-	\$910	-	-
164	-	New	Sub-Saharan Africa	27.0	-	-	\$530	-	-
165	-	New	Oceania	26.9	-	-	\$590	-	-
166	-	New	LATAM & Caribbean	26.9	-	-	\$1,100	-	-
167	-	New	LATAM & Caribbean	26.9	-	-	\$520	-	-
168	-	New	Sub-Saharan Africa	26.8	-	-	\$6,160	-	-
169	-	New	Sub-Saharan Africa	26.8	-	-	\$2,610	-	-
170	-	New	Oceania	26.7	-	-	\$410	-	-
171	-	New	LATAM & Caribbean	26.6	-	-	\$8,550	-	-
172	-	New	LATAM & Caribbean	26.3	-	-	\$1,760	-	-
173	-	New	Sub-Saharan Africa	26.2	-	-	\$3,110	-	-
174	-	New	Sub-Saharan Africa	26.1	-	-	\$400	-	-
175	-	New	Asia	25.7	-	-	\$930	-	-

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Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	3.6	3.1	4.4	2.4	2.3	2.0	2.4	2.4	2.7	1.9	2.4	-
	6.1	3.1	3.8	1.9	1.8	1.6	2.2	2.1	1.9	1.5	1.8	-
	2.7	2.9	4.6	2.6	2.6	2.5	2.6	2.5	3.4	1.9	2.5	-
	2.6	2.6	4.7	2.9	3.0	2.2	2.6	2.4	3.3	2.0	2.6	-
	2.5	2.7	4.6	2.8	2.7	2.2	2.6	2.4	3.0	2.1	2.6	-
	2.8	2.7	4.7	2.7	2.5	2.1	2.4	2.5	3.1	2.1	2.7	-
	2.6	2.8	4.4	2.7	2.5	2.1	2.5	2.4	3.0	2.0	2.5	-
	2.7	2.7	4.5	2.6	2.5	2.3	2.5	2.6	3.2	1.9	2.5	-
	2.6	2.7	4.5	2.7	2.5	2.3	2.5	2.4	2.9	2.0	2.6	-
	2.6	2.9	4.5	2.5	2.4	2.2	2.4	2.4	3.2	1.8	2.5	-
	2.6	2.8	4.3	2.6	2.5	2.2	2.6	2.5	3.0	1.8	2.4	-
	3.2	2.9	4.4	2.3	2.2	1.8	2.3	2.3	2.9	1.8	2.3	-
	2.5	2.8	4.3	2.6	2.5	2.1	2.5	2.5	3.1	1.9	2.5	-
	2.2	2.5	4.5	2.7	2.7	2.5	2.6	2.4	3.2	2.1	2.8	-
	2.1	2.5	4.3	2.9	2.4	2.3	2.7	2.6	2.8	2.3	2.7	-
	2.0	2.6	4.3	3.0	2.5	2.2	2.4	2.4	2.9	2.1	2.5	-
	2.1	2.6	4.4	2.9	2.5	2.3	2.6	2.4	2.8	2.1	2.5	-
	2.5	2.9	4.3	2.5	2.3	1.9	2.3	2.3	2.6	1.8	2.3	-
	2.6	2.7	4.4	2.5	2.4	2.1	2.4	2.3	2.9	1.9	2.5	-
	2.2	2.4	4.4	2.8	2.7	2.3	2.6	2.4	3.2	2.2	2.7	-
	3.9	2.6	4.5	2.1	2.4	1.8	2.1	2.1	2.9	1.7	2.2	-
	1.8	2.5	4.1	3.0	2.6	2.3	2.5	2.4	2.9	2.2	2.5	-
	2.4	2.7	4.1	2.6	2.2	2.1	2.5	2.4	2.8	1.8	2.4	-
	1.8	2.8	4.0	2.7	2.4	2.3	2.4	2.3	2.7	1.9	2.4	-
	2.0	2.7	4.1	2.4	2.1	2.1	2.4	2.5	2.5	2.1	2.4	-

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Rank 2024	Rank 2023	Nation Brand	Region	Index Score 2024	Index Score Change	Index Score 2023	Brand Value 2024 (USD mn)	Brand Value Change	Brand Value 2023 (USD mn)
176	-	New  Chad	Sub-Saharan Africa	25.7	-	-	\$4,430	-	-
177	-	New  Tonga	Oceania	25.5	-	-	\$230	-	-
178	-	New  Antigua and Barbuda	LATAM & Caribbean	25.5	-	-	\$810	-	-
179	-	New  Somalia	Sub-Saharan Africa	25.2	-	-	\$10	-	-
180	-	New  Lesotho	Sub-Saharan Africa	25.0	-	-	\$1,280	-	-
181	-	New  Suriname	LATAM & Caribbean	24.8	-	-	\$2,200	-	-
182	-	New  Marshall Islands	Oceania	24.6	-	-	\$220	-	-
183	-	New  Palau	Oceania	24.3	-	-	\$130	-	-
184	-	New  Eritrea	Sub-Saharan Africa	24.2	-	-	\$15,950	-	-
185	-	New  Eswatini	Sub-Saharan Africa	24.1	-	-	\$1,960	-	-
186	-	New  Tuvalu	Oceania	23.9	-	-	\$20	-	-
187	-	New  Saint Vincent and the Grenadines	LATAM & Caribbean	23.8	-	-	\$800	-	-
188	-	New  Micronesia	Oceania	23.7	-	-	\$170	-	-
189	-	New  Djibouti	Sub-Saharan Africa	23.7	-	-	\$2,100	-	-
190	-	New  Saint Kitts and Nevis	LATAM & Caribbean	23.3	-	-	\$800	-	-
191	-	New  Vanuatu	Oceania	23.2	-	-	\$630	-	-
192	-	New  Nauru	Oceania	22.6	-	-	\$50	-	-
193	-	New  Kiribati	Oceania	21.9	-	-	\$90	-	-

Nation Brand	Familiarity	Influence	Reputation	Business & Trade	Culture & Heritage	Governance	International Relations	Media & Communication	People & Values	Education & Science	Sustainable Future	Medals
	2.6	2.5	4.0	2.5	2.2	2.0	2.5	2.3	2.7	1.8	2.4	-
	1.9	2.4	4.0	2.7	2.4	2.2	2.5	2.5	2.7	2.2	2.5	-
	1.8	2.4	4.0	2.9	2.5	2.3	2.6	2.5	2.9	2.1	2.4	-
	4.4	2.5	3.9	1.9	1.9	1.6	2.0	2.0	2.4	1.5	1.9	-
	1.9	2.5	3.9	2.6	2.3	2.2	2.4	2.3	2.7	1.8	2.3	-
	2.0	2.4	4.0	2.5	2.2	2.0	2.4	2.4	2.6	2.1	2.4	-
	1.7	2.3	3.9	2.8	2.2	2.0	2.4	2.4	2.5	2.1	2.5	-
	1.5	2.3	3.6	2.7	2.3	2.1	2.7	2.5	2.4	2.2	2.5	-
	2.2	2.5	3.9	2.3	2.2	2.0	2.3	2.0	2.5	1.7	2.2	-
	1.6	2.4	3.6	2.6	2.4	2.2	2.3	2.3	2.6	1.8	2.1	-
	1.5	2.3	3.5	2.6	2.2	2.1	2.6	2.4	2.4	2.2	2.4	-
	1.6	2.4	3.6	2.5	2.3	2.3	2.5	2.2	2.4	2.0	2.2	-
	1.5	2.2	3.5	2.7	2.2	2.1	2.5	2.4	2.4	2.2	2.4	-
	2.1	2.4	4.0	2.3	2.1	1.9	2.2	2.0	2.5	1.7	2.1	-
	1.5	2.3	3.5	2.7	2.1	2.1	2.4	2.2	2.4	2.0	2.2	-
	1.5	2.2	3.4	2.7	2.2	2.1	2.4	2.3	2.4	2.1	2.4	-
	1.4	2.2	3.4	2.6	2.0	1.9	2.2	2.3	2.0	2.1	2.3	-
	1.4	2.1	3.3	2.5	2.0	1.9	2.2	2.3	2.0	1.9	2.3	-

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