Top 300 Chinese Brands by Brand Keyword Search Volume Score (2026Q3)

Rank	Brand Name	Category	Search Volume Score
1	Xiaomi/小米	3C Digital	18.46
2	HUAWEI/华为	3C Digital	17.98
3	Midea/美的	Home Appliances	17.74
4	Haier/海尔	Home Appliances	17.69
5	YESWOOD/源氏木语	Home Furnishing & Home Decos	17.43
6	Lenovo/联想	3C Digital	16.99
7	LI-NING/李宁	Sports & Outdoors + Fashion	16.57
8	ANTA/安踏	Sports & Outdoors + Fashion	16.53
9	deli/得力	Office & School Supplies	16.40
10	Chow Tai Fook/周大福	Jewelry & Accessories	16.37
11	BULL/公牛	Home Furnishing & Home Decos	16.37
12	LINSY/林氏家居	Home Furnishing & Home Decos	16.34
13	Beneunder/蕉下	Sports & Outdoors + Fashion	16.15
14	Babycare	Household Items	16.14
15	DJI/大疆	3C Digital	16.14
16	SUPOR/苏泊尔	Home Appliances	16.14
17	Warrior/回力	Sports & Outdoors + Fashion	16.09
18	Vinda/维达	Household Items	16.04
19	POP MART/泡泡玛特	Collectible	15.98
20	vivo/维沃	3C Digital	15.98
21	CAMEL/骆驼	Sports & Outdoors + Fashion	15.92
22	Yili/伊利	Food	15.90
23	ASUS/华硕	3C Digital	15.87
24	Yadea/雅迪	Transportation	15.77

25	yuwell/鱼跃	Medical/healthcare/nutritional products	15.66
26	MiiOW/猫人	Sports & Outdoors + Fashion	15.59
27	Gree/格力	Home Appliances	15.51
28	BELLE/百丽	Sports & Outdoors + Fashion	15.49
29	Xin Xiang Yin/心相印	Household Items	15.46
30	M&G/晨光	Office & School Supplies	15.42
31	PROYA/珀莱雅	Beauty	15.42
32	AUX/奥克斯	Home Appliances	15.42
33	UGREEN/绿联	3C Digital	15.36
34	DELIXI/德力西	Home Furnishing & Home Decos	15.35
35	HONOR/荣耀	3C Digital	15.22
36	Cofoe/可孚	Medical/healthcare/nutritional products	15.22
37	Baseus/倍思	3C Digital	15.20
38	jissbon/杰士邦	Medical/healthcare/nutritional products	15.17
39	Liby/立白	Household Items	15.17
40	Chow Tai Seng/周大生	Jewelry & Accessories	15.14
41	UR (URBAN REVIVO)	Sports & Outdoors + Fashion	15.13
42	TORRAS/图拉斯	3C Digital	15.11
43	XTEP/特步	Sports & Outdoors + Fashion	15.05
44	Nongfu Spring/农夫山泉	Food	15.00
45	Hisense/海信	Home Appliances	14.96
46	MENGNIU/蒙牛	Food	14.94
47	China Gold/中国黄金	Jewelry & Accessories	14.91
48	WAHIN/华凌	Home Appliances	14.91
49	Joyoung/九阳	Home Appliances	14.89
50	Deeyeo/德佑	Household Items	14.87

51	BY-HEALTH/汤臣倍健	Medical/healthcare/nutritional products	14.86
52	balabala/巴拉巴拉	Sports & Outdoors + Fashion	14.86
53	atourplanet/亚朵星球	Household Items	14.85
54	Leader/统帅	Home Appliances	14.85
55	botare/植护	Household Items	14.84
56	Bananain/蕉内	Sports & Outdoors + Fashion	14.83
57	Three Squirrels/三只松鼠	Food	14.83
58	C&S Paper/洁柔	Household Items	14.82
59	OPPO	3C Digital	14.78
60	Purcotton/全棉时代	Household Items	14.75
61	Voolga/敷尔佳	Medical/healthcare/nutritional products	14.73
62	MAOGEPING/毛戈平	Beauty	14.71
63	HYNAUT/海氏海诺	Medical/healthcare/nutritional products	14.69
64	HLA/海澜之家	Sports & Outdoors + Fashion	14.64
65	JOMOO/九牧	Home Furnishing & Home Decos	14.62
66	ninebot/九号电动	Transportation	14.62
67	Arawana/金龙鱼	Food	14.61
68	QUANU/全友	Home Furnishing & Home Decos	14.59
69	LittleSwan/小天鹅	Home Appliances	14.57
70	SmartDevil/闪魔	3C Digital	14.55
71	WINONA/薇诺娜	Beauty	14.55
72	花知晓	Beauty	14.52
73	Manhua/漫花	Household Items	14.52
74	DAPHNE/达芙妮	Sports & Outdoors + Fashion	14.49
75	OPPLE/欧普照明	Home Furnishing & Home Decos	14.48
76	MINISO/名创优品	Collectible	14.47

77	Songmont/山下有松	Sports & Outdoors + Fashion	14.47
78	MYFOODIE/麦富迪	Pet Care	14.43
79	361°/361度	Sports & Outdoors + Fashion	14.41
80	KOMFYMED/可复美	Beauty	14.40
81	JianNanChun Chiew/剑南春	Food	14.40
82	ADOPT A COW/认养一头牛	Food	14.39
83	TCL	Home Appliances	14.36
84	AIMA/爱玛	Transportation	14.36
85	ubras	Sports & Outdoors + Fashion	14.34
86	FIRMUS/飞鹤	Food	14.34
87	THEBEAST/野兽派	Household Items	14.33
88	Bear/小熊	Home Appliances	14.33
89	PISEN/品胜	3C Digital	14.33
90	luckin coffee/瑞幸咖啡	Food	14.32
91	CHIGO/志高	Home Appliances	14.32
92	niu/小牛电动	Transportation	14.24
93	SKSHU/三棵树	Home Furnishing & Home Decos	14.23
94	HYDRON/海昌	Medical/healthcare/nutritional products	14.23
95	ROSY FRESH/鲜朗	Pet Care	14.23
96	Moutai/茅台	Food	14.22
97	CHANDO/自然堂	Beauty	14.21
98	ROG/玩家国度	3C Digital	14.21
99	SEMIR/森马	Sports & Outdoors + Fashion	14.21
100	Walch/威露士	Household Items	14.20
101	稻香村	Food	14.20
102	ZLF/周六福	Jewelry & Accessories	14.19

103	imoo/小天才	3C Digital	14.16
104	TEN-M JOURNEY/十月结晶	Household Items	14.15
105	美心	Food	14.12
106	广州酒家	Food	14.12
107	Secret World	Sports & Outdoors + Fashion	14.10
108	Watsons/屈臣氏	Food	14.09
109	usmile/笑容加	Household Items	14.08
110	ZEEHO/极核	Transportation	14.06
111	COSMO LADY/都市丽人	Sports & Outdoors + Fashion	14.05
112	Breeze/清风	Household Items	14.04
113	GUYU/谷雨	Beauty	14.01
114	BOSIDENG/波司登	Sports & Outdoors + Fashion	13.97
115	Chow Sang Sang/周生生	Jewelry & Accessories	13.95
116	ANKER/安克	3C Digital	13.94
117	Blue Moon/蓝月亮	Household Items	13.94
118	Master Kong/康师傅	Food	13.94
119	St&Sat/星期六	Sports & Outdoors + Fashion	13.94
120	JOSINY/卓诗尼	Sports & Outdoors + Fashion	13.93
121	MECHREVO/机械革命	3C Digital	13.93
122	SATINE/金典	Food	13.93
123	CARSLAN/卡姿兰	Beauty	13.92
124	新华文轩	Office & School Supplies	13.87
125	MERCURY/水星	Household Items	13.87
126	Laifen/徕芬	Home Appliances	13.87
127	LEGENDSANDY/蓝氏	Pet Care	13.87
128	大人糖	Medical/healthcare/nutritional products	13.86

129	Kuka/顾家家居	Home Furnishing & Home Decos	13.84
130	BESTORE/良品铺子	Food	13.81
131	NVC/雷士	Home Furnishing & Home Decos	13.81
132	CoRou/可心柔	Household Items	13.78
133	HADAY/海天	Food	13.78
134	GRACE/洁丽雅	Household Items	13.77
135	PECHOIN/百雀羚	Beauty	13.76
136	YOUKESHU/有棵树	Sports & Outdoors + Fashion	13.76
137	BAIXIANG FOOD/白象	Food	13.75
138	NetEase Yanxuan/网易严选	Pet Care	13.74
139	Sleemon/喜临门	Home Furnishing & Home Decos	13.74
140	hotwind/热风	Sports & Outdoors + Fashion	13.74
141	Mo&Co./摩安珂	Sports & Outdoors + Fashion	13.72
142	HIKVISION/海康威视	Home Furnishing & Home Decos	13.72
143	Wuliangye/五粮液	Food	13.72
144	Kangaroo mommy/袋鼠妈妈	Household Items	13.69
145	Nuotelande/诺特兰德	Medical/healthcare/nutritional products	13.68
146	Ronshen/容声	Home Appliances	13.67
147	SANFU/三福	Sports & Outdoors + Fashion	13.66
148	Shiyue Daotian/十月稻田	Food	13.64
149	LING FENG GOLD/领丰金	Jewelry & Accessories	13.64
150	ChaoNeng/超能	Household Items	13.64
151	PEACEBIRD/太平鸟	Sports & Outdoors + Fashion	13.63
152	Laomiao Gold/老庙	Jewelry & Accessories	13.63
153	OnePlus/一加	3C Digital	13.61
154	KAILAS/凯乐石	Sports & Outdoors + Fashion	13.60

155	Jeanswest/真维斯	Sports & Outdoors + Fashion	13.60
156	草本初色	Sports & Outdoors + Fashion	13.59
157	FENJIU/汾酒	Food	13.57
158	星鲨	Medical/healthcare/nutritional products	13.56
159	ROMON/罗蒙	Sports & Outdoors + Fashion	13.56
160	Zhiben/至本	Beauty	13.55
161	Ulike/由莱	Medical/healthcare/nutritional products	13.55
162	Insta360/影石	3C Digital	13.54
163	Sinocare/三诺	Medical/healthcare/nutritional products	13.53
164	CASETiFY	3C Digital	13.52
165	JNBY/江南布衣	Sports & Outdoors + Fashion	13.52
166	CHEERS/芝华仕	Home Furnishing & Home Decos	13.52
167	Dongcheng/东成	Home Furnishing & Home Decos	13.51
168	STACCATO/思加图	Sports & Outdoors + Fashion	13.51
169	Dr.Kong/江博士	Sports & Outdoors + Fashion	13.51
170	BIOSTIME/合生元	Food	13.51
171	JUNLEBAO/君乐宝	Food	13.48
172	新华书店	Office & School Supplies	13.47
173	LFX/老凤祥	Jewelry & Accessories	13.45
174	WAHAHA/娃哈哈	Food	13.45
175	Dong-E-E-Jiao/东阿阿胶	Medical/healthcare/nutritional products	13.44
176	USBETTAS/贝肽斯	Household Items	13.44
177	Deluxe Milk/特仑苏	Food	13.43
178	Deeyeo/德佑	Household Items	13.43
179	YEEHOO/英氏	Sports & Outdoors + Fashion	13.43
180	Oneye/丸丫	Household Items	13.40

181	SKYWORTH/创维	Home Appliances	13.38
182	Casarte/卡萨帝	Home Appliances	13.37
183	Saky/舒客	Household Items	13.37
184	FLYCO/飞科	Home Appliances	13.37
185	JUDYDOLL/橘朵	Beauty	13.37
186	PELLIOT/伯希和	Sports & Outdoors + Fashion	13.37
187	3COLOUR/三彩	Sports & Outdoors + Fashion	13.37
188	thyseed/世喜	Household Items	13.35
189	REDDRAGONFLY/红蜻蜓	Sports & Outdoors + Fashion	13.35
190	Dreame/追觅	Home Appliances	13.34
191	BeBeBus/布童	Household Items	13.34
192	Fotile/方太	Home Appliances	13.33
193	KANS/韩束	Beauty	13.33
194	CUKTECH/酷态科	3C Digital	13.32
195	Engnice/英氏	Food	13.30
196	Little Dream Garden/半亩花田	Household Items	13.30
197	Renhe/仁和	Medical/healthcare/nutritional products	13.29
198	QIAODAN/乔丹（QIAODAN）	Sports & Outdoors + Fashion	13.29
199	Yan Palace/燕之屋	Medical/healthcare/nutritional products	13.28
200	Ganten/百岁山	Food	13.26
201	Teenie Weenie/甜维你	Sports & Outdoors + Fashion	13.26
202	FUGUGANG /富光	Household Items	13.26
203	EZVIZ/萤石	Home Furnishing & Home Decos	13.26
204	BOLON/暴龙	Sports & Outdoors + Fashion	13.25
205	老管家	Household Items	13.24
206	AMORTALS/尔木萄	Beauty	13.24

207	XIUZHENG/修正	Medical/healthcare/nutritional products	13.23
208	HBN	Beauty	13.22
209	PRO-KIDO/金领冠	Food	13.22
210	东方甄选	Food	13.21
211	Xiao Xian Dun/小仙炖	Medical/healthcare/nutritional products	13.21
212	TARANIS/泰兰尼斯	Sports & Outdoors + Fashion	13.21
213	DL/胖东来	Food	13.20
214	CHJ/潮宏基	Jewelry & Accessories	13.20
215	MEIYANG/美洋	Sports & Outdoors + Fashion	13.19
216	pusumede	Sports & Outdoors + Fashion	13.19
217	EDIFIER/漫步者	3C Digital	13.19
218	submarine/潜水艇	Home Furnishing & Home Decos	13.18
219	LI-NING KIDS	Sports & Outdoors + Fashion	13.17
220	比比赞	Food	13.16
221	TIMAGE/彩棠	Beauty	13.16
222	FoYes/赴野士	Medical/healthcare/nutritional products	13.16
223	Lukfook Jewellery/六福珠宝	Jewelry & Accessories	13.13
224	CHINT/正泰	Home Furnishing & Home Decos	13.13
225	Mandi/蔓迪	Medical/healthcare/nutritional products	13.13
226	Yunnan Baiyao/云南白药	Household Items	13.12
227	Roborock/石头	Home Appliances	13.11
228	LANGSHA/浪莎	Sports & Outdoors + Fashion	13.11
229	ARROW/箭牌	Home Furnishing & Home Decos	13.11
230	BYS/白云山	Medical/healthcare/nutritional products	13.10
231	Want Want/旺旺	Food	13.09
232	Phoenix/凤凰	Transportation	13.09

233	Caran·Y/卡拉羊	Sports & Outdoors + Fashion	13.08
234	MARK FAIRWHALE/马克华菲	Sports & Outdoors + Fashion	13.07
235	倍维奇	Home Furnishing & Home Decos	13.05
236	水卫士	Household Items	13.04
237	NANFU/南孚	3C Digital	13.04
238	喜纯	Medical/healthcare/nutritional products	13.03
239	六神	Household Items	13.03
240	Shandong Luhua/鲁花	Food	13.03
241	Fu Lin Men/福临门	Food	13.02
242	GREENER/绿林	Home Furnishing & Home Decos	13.02
243	ERKE/鸿星尔克	Sports & Outdoors + Fashion	13.01
244	苏茵茵	Sports & Outdoors + Fashion	13.01
245	CPT/康比特	Medical/healthcare/nutritional products	13.00
246	ORIENTAL YUHONG/雨虹防水	Home Furnishing & Home Decos	12.99
247	MINISO/名创优品	Household Items	12.99
248	ECODAY	Sports & Outdoors + Fashion	12.98
249	第一卫	3C Digital	12.97
250	Laopu Gold/老铺黄金	Jewelry & Accessories	12.97
251	COLORFUL/七彩虹	3C Digital	12.97
252	HORIEN/海俪恩	Medical/healthcare/nutritional products	12.96
253	BASTO/百思图	Sports & Outdoors + Fashion	12.95
254	FENTENG/芬腾	Sports & Outdoors + Fashion	12.95
255	Spes/诗裴丝	Household Items	12.94
256	PEAK/匹克	Sports & Outdoors + Fashion	12.94
257	Uni-President/统一	Food	12.94
258	QIUZHEN/裘真	Sports & Outdoors + Fashion	12.93

259	Grandpa's Farm/爷爷的农场	Food	12.93
260	Robam/老板	Home Appliances	12.93
261	蓝盒子	Home Furnishing & Home Decos	12.92
262	南风	Sports & Outdoors + Fashion	12.92
263	RUNBEN/润本	Household Items	12.92
264	光明	Food	12.92
265	SEPTWOLVES/七匹狼	Sports & Outdoors + Fashion	12.91
266	六和乾坤	Medical/healthcare/nutritional products	12.89
267	STANLEY/史丹利	Flowers & Gardening	12.89
268	HONESTBITE/诚实一口	Pet Care	12.88
269	Pashaman/帕沙曼	Home Furnishing & Home Decos	12.88
270	:CHOCOOLATE	Sports & Outdoors + Fashion	12.88
271	Jiuzhitang/九芝堂	Medical/healthcare/nutritional products	12.88
272	Moody	Medical/healthcare/nutritional products	12.87
273	wonderlab/万益蓝	Medical/healthcare/nutritional products	12.86
274	PANE	Sports & Outdoors + Fashion	12.86
275	Yi Ying/宜婴	Household Items	12.85
276	PISSA	Household Items	12.85
277	Florasis/花西子	Beauty	12.85
278	iFLYTEK/科大讯飞	3C Digital	12.84
279	TAILG/台铃	Transportation	12.84
280	eifini/伊芙丽	Sports & Outdoors + Fashion	12.81
281	Clevermom/聪妈	Household Items	12.80
282	内廷上用	Medical/healthcare/nutritional products	12.79
283	Luzhou Laojiao/泸州老窖	Food	12.79
284	TATA/他她	Sports & Outdoors + Fashion	12.79

285	MINGLIU/名流	Medical/healthcare/nutritional products	12.78
286	宝宝馋了	Food	12.76
287	FENTENG CARE/芬腾可安	Sports & Outdoors + Fashion	12.75
288	LUOLAI/罗莱	Household Items	12.74
289	伊可新	Medical/healthcare/nutritional products	12.74
290	Peterson's Lab/毕生之研	Beauty	12.73
291	ShineWay/双汇	Food	12.73
292	LYCOCELLE/绽家	Household Items	12.72
293	MCLON/曼卡龙	Jewelry & Accessories	12.72
294	MODERN SWEETHOME/摩登主妇	Household Items	12.72
295	GUIZHOU XI JIU/习酒	Food	12.71
296	Fan Beauty Diary	Beauty	12.69
297	Think Academy/学而思	3C Digital	12.68
298	Joybos/佳帮手	Household Items	12.68
299	Nourse/卫仕	Pet Care	12.67
300	Wanpy/顽皮	Pet Care	12.67

The brand names have been derived from publicly available information. If any omissions or errors are found, please contact the research team for corrections at cbi_pku@163.com. Scores are rounded to two decimal places; rankings are based on unrounded scores.