

How the world views the UK Nation Brands Index 2023

VisitBritain Research

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Introduction

This report is a summary of the key UK findings from the 2023 Anholt-Ipsos Nation Brands Index survey, conducted between 27th June and 3rd August 2023. The results paint a detailed picture of how the UK is perceived internationally.

The Anholt-Ipsos Nation Brands Index (or NBI) is an annual study amongst 60,000 consumers in 20 panel countries around the world. Adults aged 18 or over who are online were interviewed in each country. Respondents score 60 nations (including the UK) on a raft of attributes including some relating to Tourism, Culture and People as well as those relating to Exports, Governance and Immigration / Investment. The overall 'nation brand' rank is based on scores across all attributes. The 20 panel countries are: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, South Africa, Saudi Arabia, South Korea, Sweden, Turkey, UK and USA.

VisitBritain commissioned research in one additional market which are not part of the standard panel (outlined above) in 2023; Spain. Fieldwork in this market took place at the same time as the standard NBI survey. Please note that ranks and averages for 'all markets' include the standard set of 20 panel countries, (i.e. without Spain), unless stated.



Common interest attributes - Sustainability

The UK ranked between 10th and 13th on attributes related to sustainability, in line with People and Governance. *Please note, the below statements focus on sustainability and are not related to the overall NBI score or ranks.*

Attribute	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States	Spain
CLEAN WATER - This country is focused on access to clean water and nutrition for all	10	13	9	10	10	4	10	18	6	20	11	8	8	47	15	6	13	15	7	7	10	13
CLIMATE CHANGE - This country is taking action to combat climate change	11	14	10	7	11	10	15	21	4	21	8	8	9	33	5	5	8	17	7	5	7	14
CLEAN ENERGY - This country is working hard towards affordable and clean energy	12	13	11	8	13	8	13	20	4	20	8	9	8	27	10	4	12	18	10	5	12	11
WILDLIFE - This country is focused on protecting wildlife and restoring habitats	13	23	13	13	14	7	16	22	10	21	13	14	13	40	4	25	14	15	8	4	10	17
RESPONSIBLE INDUSTRY - This country encourages more responsible industries that do not damage the environment	13	16	11	12	15	24	19	19	7	18	12	11	11	30	15	8	15	16	9	6	13	18

- Although the UK ranked 4th in the overall NBI, it ranked lower in these set of statements that focused on sustainability topics. The UK received ranks close to each other across all attributes (10th-13th) receiving the highest rank for **Clean Water** (equal 10th with another nation) and **Climate Change** (11th).
- Across markets, Turkey and India ranked the UK in the top ten across all attributes. China and South Africa followed a similar pattern but ranked the UK poorly on Responsible Industry and Wildlife; respectively. The UK received low ranks across all attributes for Russia.

60 nations ranked in 2023

Argentina	France	Netherlands	Slovakia
Australia	Germany	New Zealand	South Africa
Austria	Greece	Northern Ireland	South Korea
Belgium	Hungary	Norway	Spain
Botswana	Iceland	Panama	Sweden
Brazil	India	Peru	Switzerland
Canada	Indonesia	Philippines*	Taiwan
Chile	Ireland	Poland	Tanzania
China	Israel	Portugal*	Turkey
Colombia	Italy	Qatar	Ukraine
Czech Republic	Japan	Romania*	United Arab Emirates
Dominican Republic	Jordan*	Russia	United Kingdom
Ecuador	Kenya	Saudi Arabia	United States
Egypt	Mexico	Scotland	Vietnam*
Finland	Morocco	Singapore	Wales

In 2023, Latvia, Palestine, Thailand and Serbia were removed from the 60 nations and Portugal, Romania, the Philippines and Jordan were added. These changes have made no difference to the UK's ranks at the global level.