

Brand Strength Rank	MLS Club Brand	Brand Strength Index Score (/100)
1	Inter Miami CF	67.3
2	Red Bull New York	66.8
3	LA Galaxy	60.0
4	New York City FC	56.9
5	Atlanta United FC	56.6
6	Los Angeles FC	55.3
7	Charlotte FC	54.2
8	FC Cincinnati	53.8
9	Toronto FC	53.6
10	Orlando City SC	53.5
11	Nashville SC	52.7
12	Colorado Rapids	52.7
13	FC Dallas	52.5
14	Philadelphia Union	52.5
15	Seattle Sounders FC	51.6
16	D.C. United	51.5
17	Houston Dynamo FC	51.0
18	Vancouver Whitecaps FC	50.5
19	Austin FC	49.4
20	Portland Timbers	48.9
21	Minnesota United FC	48.2
22	San Diego FC	48.2
23	Chicago Fire FC	47.5
24	St. Louis City SC	47.4
25	New England Revolution	47.3
26	San Jose Earthquakes	47.2
27	Real Salt Lake	47.1
28	CF Montréal	46.0
29	Columbus Crew	44.5

30	Sporting Kansas City	43.5
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