PRESS RELEASE  
(Vienna, November, 2018)

US- tech brand corporations most valuable: 1. Apple, 2. Google, 3. Microsoft, Europe’s most valuable brand corporation LVMH Group ranks No.6 worldwide, China in the fast lane gaining +63,8%

According to European Brand Institute GLOBAL TOP 100 Brand Corporations Ranking, Apple remains the world’s most valuable brand corporation at EUR 153.315 bn (+6%), followed by Google EUR 119.209 bn (+10,5%) and Microsoft EUR 88.243 bn (+14,8%). Online-Retailer Amazon moved up two places to fourth (EUR 81.549 bn / +18,5%). Facebook increases its brand value by +30% (EUR 71.166 bn), climbing up to global rank 5 within 5 years.

Ranking: https://www.europeanbrandinstitute.com/brand-rankings/

French LVMH remains Europe’s most valuable brand corporation, representing brand values of EUR 70.776 bn (+41,6%/global rank 6), followed by Belgian AB Inbev EUR 41.877 bn (+0,5%/global rank 18) and Swiss No.1 Nestlé EUR 38.206 bn (+1,2%/global rank 20). German leading brand corporation Volkswagen Group at EUR 25.375 bn (+8,6%/global rank 37) overtaking Deutsche Telekom worth EUR 25.217 bn (+0,5%/global rank 38). Austria’s Red Bull (EUR 15,391 bn /+0,9%) holds global rank 78.

Gerhard Hrebicek, President European Brand Institute: “GLOBAL TOP 100 show a brand value increase of +7%. 84% of Global TOP 100 total brand value derives from brand corporations of 5 countries: USA, Germany, U.K., France and China. China’s brand corporations growing the fastest (+63,8%) whereas Europeans grow by +8,2% and Americans could barely grow (+0,7%) at a very high level.”

US brand corporations are dominating with 48 (-1) amongst TOP 100 representing a value share of 58.50%, Europe represents 34 (0) (value share 24,72%) with Germans leading, whilst Asia catches up with 18 (+1) (value share 16,78%).

The GLOBAL TOP 100 BRAND CORPORATIONS RANKING by European Brand Institute – Europe’s independent brand & patent valuation and strategy experts, examined more than 3.000 brand corporations and their brands in 16 industries, according to the latest ISO valuation standards with comparisons of Europe, America and Asia.

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