





















GLOBAL TOP 100



BRAND CORPORATIONS 2018

2018	2017	Brand Corporation		Industry	Country	Brand Value in Mio EUR	+ / -
1	1		Apple	IT & Technology	USA	153.315	↑ + 6,0 %
2	2		Google	IT & Technology	USA	119.209	↑ + 10,5 %
3	3		Microsoft	IT & Technology	USA	88.243	↑ + 14,8 %
4	6		Amazon	Retail	USA	81.549	↑ + 18,5 %
5	10		Facebook	IT & Technology	USA	71.166	↑ + 30,0 %
6	12		LVMH Group	Luxury	France	70.776	↑ + 41,6 %
7	4		Coca-Cola	Consumer Goods	USA	61.208	↓ - 14,5 %
8	7		Johnson & Johnson	Consumer Goods	USA	61.180	↑ + 0,2 %
9	5		AT&T	Telco	USA	58.886	↓ - 17,5 %
10	8		China Mobile	Telco	Hong Kong (China)	50.413	↓ - 9,3 %
11	13		Walmart	Retail	USA	48.300	↓ - 2,0 %
12	14		Procter & Gamble	Consumer Goods	USA	47.479	↓ - 2,3 %
13	9		Verizon	Telco	USA	46.753	↓ - 15,7 %
14	48		Alibaba Group	Retail	China	45.011	↑ + 126,5 %
15	15		Pepsi Group	Consumer Goods	USA	43.811	↓ - 6,9 %
16	30		Tencent / QQ	IT & Technology	China	43.021	↑ + 68,5 %
17	18		McDonald's	Consumer Goods	USA	42.623	↑ + 3,7 %
18	17		AB Inbev	Consumer Goods	Belgium	41.877	↑ + 0,5 %
19	23		Samsung	IT & Technology	Korea	39.275	↑ + 11,8 %
20	20		Nestle	Consumer Goods	Switzerland	38.206	↑ + 1,2 %

GLOBAL TOP 100






















BRAND CORPORATIONS 2018

2018	2017	Brand Corporation	Industry	Country	Brand Value in Mio EUR	+ / -
21	22	Intel	IT & Technology	USA	36.582	↑ + 3,9 %
22	11	Philip Morris International	Consumer Goods	USA	35.478	↓ - 30,2 %
23	16	IBM	IT & Technology	USA	35.413	↓ - 22,0 %
24	21	Walt Disney	Media & Entertainment	USA	33.471	↓ - 6,1 %
25	24	Wells Fargo	Financial Services	USA	33.362	↓ - 0,6 %
26	25	Toyota	Automotive	Japan	32.987	↑ + 3,1 %
27	36	Visa	Financial Services	USA	31.081	↑ + 35,1 %
28	26	Unilever	Consumer Goods	U.K.	29.758	↑ + 2,0 %
29	63	ICBC	Financial Services	China	29.593	↑ + 75,7 %
30	28	China Construction Bank	Financial Services	China	29.087	↑ + 8,1 %
31	27	CISCO	Telco	USA	28.356	↑ + 0,8 %
32	19	GE	Utilities	USA	28.267	↓ - 29,7 %
33	113	Pingan Insurance	Financial Services	China	27.787	↑ + 179,8 %
34	43	BOEING	Industry	USA	27.082	↑ + 24,5 %
35	29	Bank of America	Financial Services	USA	26.759	↑ + 4,6 %
36	71	BERKSHIRE HATHAWAY INC.	Berkshire Hathaway Insurance	USA	25.879	↑ + 67,1 %
37	35	VOLKSWAGEN	Volkswagen AG	Germany	25.375	↑ + 8,6 %
38	31	Deutsche Telekom AG	Telco	Germany	25.354	↑ + 0,5 %
39	47	BRITISH AMERICAN TOBACCO	British American Tobacco	U.K.	24.839	↑ + 19,3 %
40	127	中国人寿 CHINA LIFE	China Life Insurance	China	24.364	↑ + 225,1 %

GLOBAL TOP 100



BRAND CORPORATIONS 2018

2018	2017	Brand Corporation	Industry	Country	Brand Value in Mio EUR	+ / -
41	38	 Daimler AG	Automotive	Germany	24.321	↑ + 6,8 %
42	37	 Heineken	Consumer Goods	Netherlands	24.252	↑ + 5,7 %
43	39	 Agricultural Bank of China	Financial Services	China	24.200	↑ + 6,9 %
44	77	 Bank of China	Financial Services	China	23.757	↑ + 57,6 %
45	33	 Pfizer	Pharma, Health & Biotech	USA	23.327	↓ - 3,5 %
46	32	 UPS	Logistics	USA	23.063	↓ - 7,1 %
47	66	ChristianDior Christian Dior SA	Luxury	France	22.706	↑ + 38,9 %
48	46	 Nike	Durables	USA	22.511	↑ + 5,7 %
49	42	 Oracle	IT & Technology	USA	22.447	↑ + 2,9 %
50	44	 Vodafone	Telco	U.K.	22.283	↑ + 2,8 %
51	41	 NTT Group	Telco	Japan	22.081	↑ + 0,9 %
52	45	 Citi Group	Financial Services	USA	21.733	↑ + 1,2 %
53	55	 Mastercard	Financial Services	USA	21.530	↑ + 17,0 %
54	51	 Novartis	Pharma, Health & Biotech	Switzerland	20.920	↑ + 8,1 %
55	58	 FedEx	Logistics	USA	19.596	↑ + 10,4 %
56	53	 BASF We create chemistry	Industry	Germany	19.278	↑ + 2,5 %
57	34	 Diageo	Consumer Goods	U.K.	19.249	↓ - 19,1 %
58	56	 BMW GROUP	Automotive	Germany	19.045	↑ + 4,4 %
59	52	 Kraft Heinz	Consumer Goods	USA	18.806	↓ - 2,6 %
60	59	 The Home Depot	Retail	USA	18.759	↑ + 6,1 %

GLOBAL TOP 100



BRAND CORPORATIONS 2018

2018	2017	Brand Corporation	Industry	Country	Brand Value in Mio EUR	+ / -	
61	60	SAP AG	Business Services	Germany	18.739	↑ + 6,4 %	
62	64	UnitedHealth Group	Financial Services	USA	18.624	↑ + 11,8 %	
63	50	COMCAST	IT & Technology	USA	18.276	↓ - 6,1 %	
64	62	JPMORGAN CHASE & CO. JP Morgan Chase	Financial Services	USA	18.099	↑ + 6,5 %	
65	40	TATA	Industry	India	17.924	↓ - 20,0 %	
66	65	BOSCH	Robert Bosch GmbH	Durables	Germany	17.729	↑ + 6,6 %
67	57	HSBC	HSBC	Financial Services	U.K.	17.513	↓ - 3,6 %
68	54	GM	General Motors	Automotive	USA	17.402	↓ - 5,8 %
69	49	Walgreens Boots Alliance	Walgreens Boots Alliance	Retail	USA	17.380	↓ - 11,0 %
70	61	Telefonica	Telefonica	Telco	Spain	17.163	↓ - 2,0 %
71	75	Shell	Royal Dutch Shell	Utilities	U.K.	17.045	↑ + 12,1 %
72	67	L'ORÉAL	L'Oreal	Consumer Goods	France	16.499	↑ + 1,0 %
73	70	INDITEX	Industria de Diseño Textil	Retail	Spain	16.313	↑ + 2,7 %
74	69	Starbucks	Starbucks	Consumer Goods	USA	16.110	0,0 %
75	76	Baidu	Baidu	IT & Technology	China	16.105	↑ + 6,7 %
76	114	PetroChina	PetroChina	Utilities	China	15.497	↑ + 56,5 %
77	78	adidas GROUP	Adidas AG	Durables	Germany	15.489	↑ + 3,9 %
78	74	Red Bull	Red Bull	Consumer Goods	Austria	15.391	↑ + 0,9 %
79	82	HONDA	Honda	Automotive	Japan	15.107	↑ + 8,1 %
80	81	AMERICAN EXPRESS	American Express	Financial Services	USA	15.087	↑ + 4,5 %

GLOBAL TOP 100



BRAND CORPORATIONS 2018

2018	2017	Brand Corporation	Industry	Country	Brand Value in Mio EUR	+ / -
81	72	Ford	Automotive	USA	14.899	↓ - 3,2 %
82	83	SoftBank	Telco	Japan	14.691	↑ + 5,6 %
83	68	CVS	Pharma, Health & Biotech	USA	14.679	↓ - 8,9 %
84	87	Time Warner	Media & Entertainment	USA	14.384	↑ + 8,8 %
85	106	America Movil	Telco	Mexico	14.069	↑ + 29,1 %
86	98	EADS	Industry	Netherlands	14.056	↑ + 17,9 %
87	73	McKesson	Pharma, Health & Biotech	USA	14.036	↓ - 8,5 %
88	88	Ikea	Retail	Sweden	14.027	↑ + 7,6 %
89	96	Groupe Danone	Consumer Goods	France	13.786	↑ + 13,0 %
90	94	Grupo Santander	Financial Services	Spain	13.728	↑ + 11,1 %
91	80	Exxon Mobil	Utilities	USA	13.641	↓ - 6,6 %
92	120	China Telecom	Telco	China	13.608	↑ + 50,4 %
93	85	BNP Paribas	Financial Services	France	13.505	↑ + 1,5 %
94	123	Roche	Pharma, Health & Biotech	Switzerland	13.225	↑ + 55,3 %
95	86	Sanofi-Aventis	Pharma, Health & Biotech	France	13.208	↓ - 0,5 %
96	100	Allianz	Financial Services	Germany	12.868	↑ + 8,8 %
97	84	Goldman Sachs	Financial Services	USA	12.839	↓ - 4,9 %
98	104	BT Group	Telco	U.K.	12.772	↑ + 10,4 %
99	89	Monster	Consumer Goods	USA	12.638	↓ - 2,7 %
100	91	Fiat Group	Automotive	Italy	12.425	↓ - 0,4 %