




















# GLOBAL TOP 100























# BRAND CORPORATIONS 2019

Rank	Brand Corporation	Segment	Country	Brand Value in billion EUR	+ / -
1	 Apple	IT & Technology	USA	163.24	↑ 6,5%
2	 Google	IT & Technology	USA	138.78	↑ 16,4%
3	 Amazon	Retail	USA	111.42	↑ 36,6%
4	 Microsoft	IT & Technology	USA	106.23	↑ 20,4%
5	 Facebook	IT & Technology	USA	78.47	↑ 10,3%
6	<b>LVMH</b> LVMH Group	Luxury	France	75.96	↑ 7,3%
7	 Johnson & Johnson	Consumer Goods	USA	63.74	↑ 4,2%
8	 Coca-Cola	Consumer Goods	USA	61.80	↑ 1,0%
9	 AT&T	Telco	USA	59.56	↑ 1,1%
10	 Alibaba Group	Retail	China	53.73	↑ 19,4%
11	 Verizon	Telco	USA	51.69	↑ 10,6%
12	 Walmart	Retail	USA	50.31	↑ 4,2%
13	 China Mobile	Telco	Hong Kong (China)	49.83	↓ -1,2%
14	 Procter & Gamble	Consumer Goods	USA	49.20	↑ 3,6%
15	 Tencent/QQ	IT & Technology	China	45.40	↑ 5,5%
16	 Pepsi Group	Consumer Goods	USA	44.34	↑ 1,2%
17	 McDonald's	Consumer Goods	USA	42.78	↑ 0,4%
18	 Intel	IT & Technology	USA	40.29	↑ 10,1%
19	 Nestle	Consumer Goods	Switzerland	39.05	↑ 2,2%
20	 AB Inbev	Consumer Goods	Belgium	38.15	↓ -8,9%

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Rank	Brand Corporation	Segment	Country	Brand Value in billion EUR	+ / -
21	 Samsung	IT & Technology	Korea	36.72	↓ -6,5%
22	 Walt Disney	Media & Entertainment	USA	35.52	↑ 6,1%
23	 Visa	Financial Services	USA	34.67	↑ 11,5%
24	 IBM	IT & Technology	USA	34.09	↓ -3,7%
25	 Toyota	Automotive	Japan	33.97	↑ 3,0%
26	 Philip Morris International	Consumer Goods	USA	33.86	↓ -4,6%
27	 Wells Fargo	Financial Services	USA	32.28	↓ -3,3%
28	 ICBC	Financial Services	China	29.84	↑ 0,8%
29	 China Construction Bank	Financial Services	China	29.55	↑ 1,6%
30	 CISCO	Telco	USA	28.90	↑ 1,9%
31	 Unilever	Consumer Goods	U.K.	28.84	↓ -3,1%
32	 Pingan Insurance	Financial Services	China	28.54	↑ 2,7%
33	 Boeing	Industry	USA	28.38	↑ 4,8%
34	 Berkshire Hathaway Insurance	Financial Services	USA	27.16	↑ 5,0%
35	 Bank of America	Financial Services	USA	26.97	↑ 0,8%
36	 Kering SA	Luxury	France	26.08	↑ 19,9%
37	 Mastercard	Financial Services	USA	25.70	↑ 19,4%
38	 Deutsche Telekom AG	Telco	Germany	25.48	↑ 0,5%
39	 Pfizer	Pharma, Health & Biotech	USA	25.44	↑ 9,1%
40	 GE	Utilities	USA	25.21	↓ -10,8%

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2019	Brand Corporation	Segment	Country	Brand Value in billion EUR	+ / -	
41	 中国农业银行 AGRICULTURAL BANK OF CHINA	Agricultural Bank of China	Financial Services	China	25.10	↑ 3,7%
42		Nike	Durables	USA	25.08	↑ 11,4%
43	 BRITISH AMERICAN TOBACCO	British American Tobacco	Consumer Goods	U.K.	24.62	↓ -0,9%
44	 VOLKSWAGEN VOLKSWAGEN GROUP	Volkswagen AG	Automotive	Germany	24.57	↓ -3,2%
45		Christian Dior SA	Luxury	France	24.08	↑ 6,0%
46	 中国银行 BANK OF CHINA	Bank of China	Financial Services	China	23.94	↑ 0,8%
47	 HEINEKEN	Heineken	Consumer Goods	NL	23.90	↓ -1,5%
48		UPS	Logistics	USA	23.85	↑ 3,4%
49	 NOVARTIS	Novartis	Pharma, Health & Biotech	Switzerland	23.49	↑ 6,4%
50	 HUAWEI	Huawei	IT & Technology	China	23.43	↑ 189,2%
51	 中国人寿 CHINA LIFE	China Life Insurance	Financial Services	China	22.62	↑ -7,2%
52	 DAIMLER	Daimler AG	Automotive	Germany	22.41	↑ -7,9%
53	 ORACLE	Oracle	IT & Technology	USA	22.13	↑ -1,4%
54	 NOKIA	Nokia	IT & Technology	Finland	21.11	↑ 0,9%
55	 UnitedHealth Group	UnitedHealth	Financial Services	USA	21.07	↑ 13,2%
56		Citigroup	Financial Services	USA	20.95	↑ -3,6%
57	 DIAGEO	Diageo	Consumer Goods	U.K.	19.61	↑ 1,9%
58	 VODAFONE	Vodafone	Telco	U.K.	19.60	↓ -12,0%
59		The Home Depot	Retail	USA	19.51	↑ 4,0%
60		Royal Dutch Shell	Utilities	U.K.	19.48	↓ 14,3%

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Rank	Brand Corporation	Segment	Country	Brand Value in billion EUR	+ / -
61	 Comcast	IT & Technology	USA	19.19	↑ 5,0%
62	 FedEx	Logistics	USA	19.05	↓ -2,8%
63	 SAP AG	Business Services	Germany	18.91	↑ 0,9%
64	JPMORGAN CHASE & CO. JP Morgan Chase	Financial Services	USA	18.69	↑ 3,2%
65	 Tata	Industry	Indien	18.43	↑ 2,8%
66	 Robert Bosch GmbH	Durables	Germany	18.42	↑ 1,2%
67	 Walgreens Boots Alliance	Retail	USA	18.07	↑ 4,0%
68	 BMW AG	Automotive	Germany	18.05	↓ -5,2%
69	 HSBC	Financial Services	U.K.	17.62	↑ 2,2%
70	L'ORÉAL L'Oreal	Consumer Goods	France	17.52	↑ 6,2%
71	 BASF We create chemistry	Industry	Germany	17.36	↓ -9,9%
72	 Kraft Heinz ab 2015	Consumer Goods	USA	17.30	↓ -8,0%
73	 General Motors	Automotive	USA	17.23	↓ -1,0%
74	 Starbucks	Consumer Goods	USA	17.20	↑ 6,7%
75	 American Express	Financial Services	USA	17.09	↑ 13,3%
76	 Ikea	Retail	Sweden	16.86	↑ 20,2%
77	 NTT Group	Telco	Japan	16.85	↓ -0,9%
78	 Baidu	IT & Technology	China	16.51	↑ 2,5%
79	 PetroChina	Utilities	China	16.26	↑ 4,9%
80	 Telefonica	Telco	Spain	16.20	↓ -5,6%

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Rank	Brand Corporation	Segment	Country	Brand Value in billion EUR	+ / -
81	 CVS	Pharma, Health & Biotech	USA	16.18	↑ 10,2%
82	 Adidas AG	Durables	Germany	16.01	↑ 3,3%
83	 Industria de Diseño Textil	Retail	Spain	15.65	↓ -4,1%
84	 Time Warner	Media & Entertainment	USA	15.19	↑ 5,6%
85	 Honda	Automotive	Japan	15.04	↓ -0,5%
86	 SoftBank	Telco	Japan	15.01	↑ 2,1%
87	 Exxon Mobil	Utilities	USA	14.72	↑ 7,9%
88	 China Telecom	Telco	China	14.57	↑ 7,1%
89	 Roche	Pharma, Health & Biotech	Switzerland	14.09	↑ 6,5%
90	 America Movil	Telco	Mexico	14.07	↑ 0,0%
91	 EADS	Industry	NL	13.78	↓ -1,9%
92	 Goldman Sachs	Financial Services	USA	13.72	↑ 6,8%
93	 Groupe Danone	Consumer Goods	France	13.43	↓ -2,6%
94	 Sanofi-Aventis	Pharma, Health & Biotech	France	13.40	↑ 1,4%
95	 Red Bull	Consumer Goods	Austria	13.19	↑ 0,9%
96	 Monster	Consumer Goods	USA	13.15	↑ 4,0%
97	 Unicredit	Financial Services	Italy	13.08	↓ -49,1%
98	 Grupo Santander	Financial Services	Spain	12.81	↓ -6,7%
99	 Hermes International SCA	Luxury	France	12.78	↑ 52,8%
100	 Ford	Automotive	USA	12.75	↓ -14,4%