

GLOBAL TOP 100



BRAND CORPORATIONS 2019

US-tech brand corporations on top: **APPLE** remains most valuable brand corporation worldwide, followed by Google (2) and amazon (3). **Europe's most valuable brand corporation LVMH Group** ranks No. 6 worldwide. **China's online-retailer Alibaba** has made it into the TOP 10 for the first time (+19,4%). **Retail** (+18,3%), **IT & Technology** (+10,9%) and **Luxury** (+21,5%) segments show above-average growth. **TOP 100** show a brand value increase of **+5,7%**.

AMERICA

Brand Value: **1,796.19**
Global Share: **59,0%** (57,5%)
Quantity Share: **48 (0)**

EUROPE

Brand Value: **735.55**
Global Share: **24,1%** (25,1%)
Quantity Share: **33 (-1)**

ASIA

Brand Value: **515.32**
Global Share: **16,9%** (16,9%)
Quantity Share: **19 (+1)**

GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	SEGMENT	COUNTRY	BRAND VALUE 2019*	+/-
1 (1) ↔		IT & Technology	USA	163.24	6,5%
2 (2) ↔		IT & Technology	USA	138.78	16,4%
3 (4) ↑		Retail	USA	111.42	36,6%
4 (3) ↓		IT & Technology	USA	106.23	20,4%
5 (5) ↔		IT & Technology	USA	78.47	10,3%
6 (6) ↔		Luxury	France	75.96	7,3%
7 (8) ↑		Consumer goods	USA	63.74	4,2%
8 (7) ↓		Consumer goods	USA	61.80	1,0%
9 (9) ↔		Telco	USA	59.56	1,1%
10 (14) ↑		Retail	China	53.73	19,4%

* in billion EUR

USA

1,782.13
+7,3%

U.K.

129.76
-0,5%

GERMANY
161.21
-2,8%

FRANCE
183.24
+16,1%

CHINA

329.48
+9,8%

GLOBAL

3,047.06
+5,7%

TOP GROWING SEGMENTS

LUXURY	+21,5%
RETAIL	+18,3%
IT & TECHNOLOGY	+10,9%

EUROPE TOP 10 BRAND CORPORATIONS IN GLOBAL TOP 100

6.		FRANCE
19.		SWITZERLAND
20.		BELGIUM
31.		U.K.
36.		FRANCE
38.		GERMANY
44.		GERMANY
45.		FRANCE
47.		NETHERLANDS
49.		SWITZERLAND