



## PRESS RELEASE

(Vienna, November 19, 2019)

### New European Brand Institute Report Finds US-Tech Brand Corporations Are Most Valuable

- Apple remains the most valuable brand worldwide, with Google in second and Amazon third
- Europe's LVMH Group ranks 6th worldwide
- China's Alibaba enters the Top 10 for the first time

Vienna. According to [European Brand Institute GLOBAL TOP 100 Brand Corporations Ranking](https://www.europeanbrandinstitute.com/brand-rankings/), **Apple** remains the **world's most valuable brand corporation** at **EUR 163.24 bn (+6,5%)**, followed by **Google EUR 138.78 bn (+16,4%)** and **Amazon EUR 111.42 bn (+36,6%)**. Online-Retailer on the rise: **Amazon** in third place, displaced Microsoft and **Alibaba (+19,4 %/EUR 53,73 bn)** first time in the TOP 10.

<https://www.europeanbrandinstitute.com/brand-rankings/>

**French LVMH Group** remains Europe's most valuable brand corporation, representing brand values of **EUR 75.96 bn (+7,3%/global rank 6)**, followed by **Swiss No.1 Nestlé EUR 39.05 bn (+2,2%/global rank 19)** and **Belgian AB InBev EUR 38.15 bn (-8,9%/global rank 20)**. **Germany's** leading brand corporation **Deutsche Telekom** worth **EUR 25.48 bn (+0,5%/global rank 38)** overtakes **Volkswagen Group** at **EUR 24.57 bn (-3,2%/global rank 44)**. **Austria's Red Bull (EUR 13,19 bn /+0,9%)** holds global rank 95.

**Gerhard Hrebicek**, President [European Brand Institute](https://www.europeanbrandinstitute.com/): “**GLOBAL TOP 100** show a brand value increase of **+5,7%**. **Retail (+18,3%)**, **IT & Technology (+10,9%)** and **Luxury (+21,5%)** segments show above-average growth. German automotive and industrial segments are shrinking, while China is seeing brand value growth across all segments.

**US** brand corporations are dominating with **47 (0)** amongst TOP 100 representing a value share of 58.50%, **Europe** represents **33 (-1)** (value share 24,1%) with French leading, whilst **Asia** catches up with **19 (+1)** (value share 16,9%).

The **GLOBAL TOP 100 BRAND CORPORATIONS RANKING** by [European Brand Institute](https://www.europeanbrandinstitute.com/) – 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 ISO20671 with comparisons of Europe, America and Asia.

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