

USA TOP 40 BRAND CORPORATIONS 2020

EUROPEAN BRAND INSTITUTE

| USA 2020 | GLOBAL 2020 | Brand Corporation | | Segment | Brand Value in Mio EUR | + / - | |
|----------|-------------|-------------------|--------------------------------|-----------------------|------------------------|-------|--------|
| 1 | 1 | | Apple | IT & Technology | 242.554 | ↑ | 48,6% |
| 2 | 2 | | Alphabet Inc | IT & Technology | 175.865 | ↑ | 26,7% |
| 3 | 3 | | Microsoft | IT & Technology | 149.502 | ↑ | 40,7% |
| 4 | 4 | | Amazon | Retail | 140.248 | ↑ | 25,9% |
| 5 | 7 | | AT&T | Telco | 76.108 | ↑ | 27,8% |
| 6 | 8 | | Facebook | IT & Technology | 66.219 | ↓ | -15,6% |
| 7 | 9 | | Johnson & Johnson | Consumer Goods | 65.353 | ↑ | 2,5% |
| 8 | 10 | | Walmart (Sam's Club, ASDA,...) | Retail | 59.629 | ↑ | 18,5% |
| 9 | 11 | | Verizon | Telco | 56.005 | ↑ | 8,3% |
| 10 | 12 | | Coca-Cola | Consumer Goods | 54.852 | ↓ | -11,2% |
| 11 | 13 | | Procter & Gamble | Consumer Goods | 52.750 | ↑ | 7,2% |
| 12 | 16 | | Intel | IT & Technology | 46.814 | ↑ | 16,2% |
| 13 | 17 | | Pepsi Group | Consumer Goods | 46.276 | ↑ | 4,4% |
| 14 | 19 | | Walt Disney | Media & Entertainment | 45.159 | ↑ | 27,1% |
| 15 | 22 | | McDonald's | Consumer Goods | 41.363 | ↓ | -3,3% |
| 16 | 23 | | Berkshire Hathaway Insurance | Financial Services | 40.227 | ↑ | 48,1% |
| 17 | 25 | | IBM | IT & Technology | 38.014 | ↑ | 11,5% |
| 18 | 26 | | Visa | Financial Services | 37.951 | ↑ | 9,5% |
| 19 | 29 | | Wells Fargo | Financial Services | 33.262 | ↑ | 3,1% |
| 20 | 32 | | Bank of America | Financial Services | 31.402 | ↑ | 16,5% |

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| 21 | 33 | GE | Utilities | 30.981 | ↑ 22,9% |
| 22 | 35 | CISCO | Telco | 30.079 | ↑ 4,1% |
| 23 | 36 | PHILIP MORRIS INTERNATIONAL | Consumer Goods | 29.247 | ↓ -13,6% |
| 24 | 39 | mastercard | Financial Services | 27.862 | ↑ 8,4% |
| 25 | 40 | ups | Logistics | 27.602 | ↑ 15,8% |
| 26 | 41 | BOEING | Industry | 27.176 | ↑ -4,2% |
| 27 | 42 | Pfizer | Pharma, Health & Biotech | 26.314 | ↑ 3,4% |
| 28 | 47 | Nike | Durables | 25.277 | ↑ 0,8% |
| 29 | 48 | JPMORGAN CHASE & CO. | Financial Services | 25.022 | ↑ 33,9% |
| 30 | 49 | TESLA | Automotive | 24.860 | ↑ 102,4% |
| 31 | 50 | COMCAST | IT & Technology | 24.704 | ↑ 28,7% |
| 32 | 51 | citi | Financial Services | 24.497 | ↑ 16,9% |
| 33 | 53 | UnitedHealth Group | Financial Services | 24.264 | ↑ 15,1% |
| 34 | 56 | ORACLE | IT & Technology | 23.050 | ↑ 4,2% |
| 35 | 57 | THE HOME DEPOT | Retail | 22.907 | ↑ 17,4% |
| 36 | 63 | CVS pharmacy | Pharma, Health & Biotech | 20.071 | ↑ 24,0% |
| 37 | 65 | AMERICAN EXPRESS | Financial Services | 19.720 | ↑ 15,4% |
| 38 | 66 | Starbucks | Consumer Goods | 19.388 | ↑ 12,7% |
| 39 | 69 | FedEx | Logistics | 18.577 | ↓ -2,5% |
| 40 | 71 | GM | Automotive | 18.299 | ↑ 6,2% |