

GLOBAL TOP 100



BRAND CORPORATIONS 2020

New European Brand Institute Report finds US-Tech and European Luxury Brand Corporations are most valuable:

- APPLE remains the most valuable brand corporation worldwide at EUR 242.55 bn (+48,6%), with Google EUR 175.87 bn (+26,7%) in second and Microsoft EUR 149.50 bn (+40,7%) third
- Europe's LVMH Group ranks 5th worldwide • China's ALIBABA climbs up to 6th
- US Tesla shows highest growth with more than 100%.

French LVMH Group remains Europe's most valuable brand corporation, representing brand values of EUR 90.70 bn (+19,4%/global rank 5), followed by Swiss No.1 Nestlé EUR 47,40 bn (+21,4%/global rank 14) and Belgian AB InBev EUR 36.88 bn (-3,3%/global rank 28).

AMERICA

Brand Value: **2,105.714**
Global Share: **60,9%** (59,9%)
Quantity Share: **48 (0)**

EUROPE

Brand Value: **753.438**
Global Share: **21,8%** (22,6%)
Quantity Share: **32 (-1)**

ASIA

Brand Value: **598.557**
Global Share: **17,3%** (17,5%)
Quantity Share: **20 (+1)**

GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	SEGMENT	COUNTRY	BRAND VALUE 2020*	+/-
1 (1) ↔		IT & Technology	USA	242.554	48,6%
2 (2) ↔		IT & Technology	USA	175.865	26,7%
3 (4) ↑		IT & Technology	USA	149.502	40,7%
4 (3) ↓		Retail	USA	140.248	25,9%
5 (6) ↑		Luxury	France	90.702	19,4%
6 (10) ↑		Retail	China	80.842	50,5%
7 (9) ↑		Telco	USA	76.108	27,8%
8 (5) ↓		IT & Technology	USA	66.219	-15,6%
9 (7) ↓		Consumer goods	USA	65.335	2,5%
10 (12) ↑		Retail	USA	59.629	18,5%

*Data based on fiscal year 2019 or 2019/2020 in billion EUR

GERMANY
TS: Automotive
202.153
+9%

USA

TOP SEGMENT (TS):
IT & Technology

2.090.289
+16,7%

CHINA

TS: Financial Services

387.679
+17,7%

GLOBAL

3.457.709
+14,7%

TOP 5 GROWTH LEADER

	USA Automotive	+102,4%
	China IT & Technology	+84,7%
	CHINA Retail	+50,5%
	USA IT & Technology	+48,6%
	USA Financial Services	+48,1%

EUROPE TOP 10 BRAND CORPORATIONS IN GLOBAL TOP 100

5.		FRANCE Luxury
14.		SWITZERLAND Consumer goods
28.		BELGIUM Consumer goods
34.		FRANCE Luxury
37.		U.K. Consumer goods
38.		GERMANY Automotive
43.		U.K. Consumer goods
45.		GERMANY Telco
52.		SWITZERLAND Pharma
54.		GERMANY Business services