

TOP 10 BRAND CORPORATIONS GERMANY 2020

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	VOLKSWAGEN AKTIENGESellschaft	29.035	↑ 18,2%
2.		25.889	↑ 1,6%
3.		24.145	↑ 27,7%
4.	DAIMLER	23.716	↑ 5,8%
5.	BMW GROUP	18.826	↑ 4,3%
6.	 BASF We create chemistry	17.498	↑ 0,8%
7.	 adidas GROUP	17.494	↑ 9,3%
8.	 BOSCH	17.483	↓ -5,1%
9.	 Bayer	14.329	↑ 20,0%
10.	Allianz 	13.740	↑ 12,3%

* in billion EUR All data referring to brand value study „GLOBAL TOP 100“ 2020
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BRANDS
IN TOP 100
10

TOP RANK
38

TOP
SEGMENT
**AUTO
MOTIVE**



SHARE
IN TOP 100
5,8%

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