

TOP 10 BRAND CORPORATIONS CHINA 2020

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	 Alibaba.com	80.842	↑ 50,5%
2.	 Tencent 腾讯	45.927	↑ 1,2%
3.	 HUAWEI	43.290	↑ 84,7%
4.	 中国平安 PING AN 保险 银行 投资	37.206	↑ 30,4%
5.	ICBC 	32.812	↑ 10,0%
6.	 中国建设银行 China Construction Bank	31.621	↑ 7,0%
7.	 中国农业银行 AGRICULTURAL BANK OF CHINA	25.923	↑ 3,3%
8.	 中国人寿 CHINA LIFE	25.341	↑ 12,1%
9.	 中国银行 BANK OF CHINA	21.630	↓ -9,6%
10.	 PetroChina	15.003	↓ -7,7%

* in billion EUR All data referring to brand value study „GLOBAL TOP 100“ 2020
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BRANDS
IN TOP 100
12

TOP RANK
4

TOP
SEGMENTS
**FINANCIAL
SERVICES**

SHARE
IN TOP 100
10,6%



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