TOP 10 BRAND CORPORATIONS EUROPE 2019

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	LVMH	75.96	↑ 7,3%
2.	Nestlé	39.05	↑ 2,2%
3.	AB InBev	38.15	↓ -8,9%
4.	Unilever	28.84	↓ -3,1%
5.	KERING	26.08	↑ 19,9%
6.	T	25.48	↑ 0,5%
7.	VOLKSWAGEN	24.57	↓ -3,2%
8.	Christian Dior	24.08	↑ 6,0%
9.	HEINEKEN	23.90	↓ -1,5%
10.	NOVARTIS	23.49	↑ 6,4%

* in billion EUR

All data referring to brand value study „GLOBAL TOP 100“ 2019

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BRANDS IN TOP 100
33

TOP RANK
6

TOP SEGMENTS
LUXURY & CONSUMER GOODS

SHARE IN TOP 100
24,1%

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