

# USA TOP 50 BRAND CORPORATIONS 2019

EUROPEAN BRAND INSTITUTE

USA 2019	Brand Corporation	Segment	Brand Value in billion EUR	+ / -
1	Apple	IT & Technology	163.24	↑ 6,5%
2	Google	IT & Technology	138.78	↑ 16,4%
3	Amazon	Retail	111.42	↑ 36,6%
4	Microsoft	IT & Technology	106.23	↑ 20,4%
5	Facebook	IT & Technology	78.47	↑ 10,3%
6	Johnson & Johnson	Consumer Goods	63.74	↑ 4,2%
7	Coca-Cola	Consumer Goods	61.80	↑ 1,0%
8	AT&T	Telco	59.56	↑ 1,1%
9	Verizon	Telco	51.69	↑ 10,6%
10	Walmart	Retail	50.31	↑ 4,2%
11	Procter & Gamble	Consumer Goods	49.20	↑ 3,6%
12	Pepsi Group	Consumer Goods	44.34	↑ 1,2%
13	McDonald's	Consumer Goods	42.78	↑ 0,4%
14	Intel	IT & Technology	40.29	↑ 10,1%
15	Walt Disney	Media & Entertainment	35.52	↑ 6,1%
16	Visa	Financial Services	34.67	↑ 11,5%
17	IBM	IT & Technology	34.09	↓ -3,7%
18	Philip Morris International	Consumer Goods	33.86	↓ -4,6%
19	Wells Fargo	Financial Services	32.28	↑ -3,3%
20	CISCO	Telco	28.90	↑ 1,9%
21	Boeing	Industry	28.38	↑ 4,8%
22	Berkshire Hathaway Insurance	Financial Services	27.164	↑ 5,0%
23	Bank of America	Financial Services	26.97	↑ 0,8%
24	Mastercard	Financial Services	25.70	↑ 19,4%
25	Pfizer	Pharma, Health & Biotech	25.44	↑ 9,1%

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26	GE	Utilities	25.21	↓ -10,8%
27	Nike	Durables	25.08	↑ 11,4%
28	UPS	Logistics	23.85	↑ 3,4%
29	Oracle	IT & Technology	22.13	↓ -1,4%
30	UnitedHealth Group	Financial Services	21.08	↑ 13,2%
31	Citigroup	Financial Services	20.95	↓ -3,6%
32	The Home Depot	Retail	19.51	↑ 4,0%
33	Comcast	IT & Technology	19.19	↑ 5,0%
34	FedEx	Logistics	19.05	↓ -2,8%
35	JP Morgan Chase	Financial Services	18.68	↑ 3,2%
36	Walgreens Boots Alliance	Retail	18.07	↑ 4,0%
37	Kraft Heinz ab 2015	Consumer Goods	17.30	↓ -8,0%
38	General Motors	Automotive	17.23	↓ -1,0%
39	Starbucks	Consumer Goods	17.20	↑ 6,7%
40	American Express	Financial Services	17.09	↑ 13,3%
41	CVS	Pharma, Health & Biotech	16.18	↑ 10,2%
42	Time Warner	Media & Entertainment	15.19	↑ 5,6%
43	Exxon Mobil	Utilities	14.72	↑ 7,9%
44	Goldman Sachs	Financial Services	13.72	↑ 6,8%
45	Monster	Consumer Goods	13.15	↑ 4,0%
46	Ford	Automotive	12.75	↓ -14,4%
47	Target Corp	Retail	12.39	↑ 7,4%
48	3M	Industry	11.98	↓ -0,4%
49	Colgate-Palmolive Corp	Consumer Goods	11.23	↓ -2,0%
50	McKesson Corp	Pharma, Health & Biotech	11.14	↓ -20,6%