

TOP 10 BRAND CORPORATIONS AUSTRIA 2019

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	 Red Bull	13.19	↑ 0,9%
2.	SWAROVSKI	3.47	↓ -1,1%
3.	 NOVOMATIC	3.43	↑ 0,7%
4.	 SPAR	2.07	↑ 1,5%
5.	Raiffeisen 	2.06	↑ 0,9%
6.	 ÖBB	1.89	↑ 0,1%
7.	 ERSTE Group	1.82	↓ -4,2%
8.	 OMV	1.33	↑ 8,2%
9.	 XXXLutz	0.91	↑ 1,1%
10.	 SIGMA	0.90	↑ 43,5%

* in billion EUR All data referring to brand value study „GLOBAL TOP 100“ 2019
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BRANDS
IN TOP 100
1

TOP RANK
95

TOP
SEGMENT
**CONSUMER
GOODS**

SHARE
IN TOP 100
0,4%



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