

TOP 10 BRAND CORPORATIONS GERMANY 2019

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.		25.48	↑ 0,5%
2.	VOLKSWAGEN AKTIENGESellschaft	24.57	↓ -3,2%
3.	DAIMLER	22.41	↓ -7,9%
4.		18.91	↑ 0,9%
5.	 BOSCH	18.42	↑ 1,2%
6.	BMW GROUP	18.05	↓ -5,2%
7.	 BASF We create chemistry	17.36	↓ -9,9%
8.	 adidas GROUP	16.01	↑ 3,3%
9.	Allianz 	12.23	↓ -5,0%
10.	BERTELSMANN	12.12	↑ 1,4%

* in billion EUR
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BRANDS
IN TOP 100

8

TOP RANK

38

TOP
SEGMENT
**AUTO
MOTIVE**

SHARE
IN TOP 100

5,3%



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