TOP 10 BRAND CORPORATIONS USA 2019

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	Apple	163.24	↑ 6,5%
2.	Google	138.78	↑ 16,4%
3.	amazon	111.42	↑ 36,6%
4.	Microsoft	106.23	↑ 20,4%
5.	Facebook	78.47	↑ 10,3%
6.	Johnson & Johnson	63.74	↑ 4,2%
7.	Coca-Cola	61.80	↑ 1,0%
8.	AT&T	59.56	↑ 1,1%
9.	verizon	51.69	↑ 10,6%
10.	Walmart	50.31	↑ 4,2%

* in billion EUR

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

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BRANDS IN TOP 100
48

TOP RANK
1

TOP SEGMENTS
IT & TECHNO-LOGY

SHARE IN TOP 100
58,5%

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