

GLOBAL TOP 100



BRAND CORPORATIONS 2021

New European Brand Institute Report "EBI GLOBAL TOP 100 Brand Corporations" finds US-Tech Brand Corporations are most valuable, online retailers on the rise:

- APPLE remains the most valuable brand corporation worldwide at EUR 273.72 bn (+13%), with online-retailer Amazon.com EUR 194.65 (+39%) in second and Alphabet Inc. (Google) EUR 190.46 bn (+8%) third
- Growth leader remains US automotive brand corporation Tesla showing the highest growth with more than 43%
- China's ALIBABA Group climbs up to 5th rank with EUR 97.62 bn (+21%)
- Europe's most valuable brand corporation LVMH Group ranks 6th worldwide
- French LVMH Group remains Europe's most valuable brand corporation, representing brand values of EUR 87.55 bn (-3%/global rank 6), followed by Swiss No.1 Nestlé EUR 44,15 bn (-7%/global rank 19) and Belgian Anheuser Busch InBev EUR 29,86 bn (-19%/global rank 31).

GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	SEGMENT	COUNTRY	BRAND VALUE 2021*	+/-
1 (1) ↔		IT & Technology	USA	273.718	13%
2 (4) ↑		Retail	USA	194.648	39%
3 (2) ↓		IT & Technology	USA	190.459	8%
4 (3) ↓		IT & Technology	USA	178.586	19%
5 (6) ↑		Retail	China	97.642	21%
6 (5) ↓		Luxury	France	87.550	-3%
7 (8) ↑		IT & Technology	USA	76.203	15%
8 (10) ↑		Retail	USA	63.840	7%
9 (9) ↔		Consumer goods	USA	61.703	-6%
10 (7) ↓		Telco	USA	60.864	-20%

*Data based on fiscal year 2020 or 2020/2021 in billion EUR | financial data source: REFINITIV an LSEG company

AMERICA

Brand Value: 2,140.501
Global Share: 61,4% (60,9%)
Quantity Share: 47 (-1)

EUROPE

Brand Value: 712.696
Global Share: 20,4% (21,8%)
Quantity Share: 33 (+1)

ASIA

Brand Value: 635.214
Global Share: 18,2% (17,3%)
Quantity Share: 20 (0)

SEGMENTS RISING
Retail +20%
IT & Technology +11%

SEGMENTS SHRINKING
Telco & Financial Serv. -9%
Industry -23%

USA

TOP SEGMENT (TS):
IT & Technology

2.127.026
+2,6%

CHINA

TS: Financial Services

445.298
+6,5%

EUROPE TOP 10 BRAND CORPORATIONS IN GLOBAL TOP 100

1.	6.		FRANCE Luxury
2.	19.		SWITZERLAND Consumer goods
3.	31.		BELGIUM Consumer goods
4.	32.		FRANCE Luxury
5.	34.		U.K. Consumer goods
6.	35.		GERMANY Telco
7.	38.		GERMANY Automotive
8.	45.		GERMANY Automotive
9.	49.		U.K. Consumer goods
10.	51.		GERMANY Business services

TOP 5 GROWTH LEADER

	USA Automotive	+43%
	USA Retail	+39%
	JAPAN Telco	+25%
	JAPAN Games	+24%
	CHINA IT & Technology	+23%

GLOBAL TOP 100
3.488.411
+1,3%