



PRESS RELEASE

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European Brand Institute GLOBAL TOP 100 Ranking: 1st Apple, 2nd Google, 3rd Microsoft, Europe's LVMH Group in 5th place, Exxon Mobil and Saudi Aramco show highest brand value growth

According to the **European Brand Institute's GLOBAL TOP 100 Brand Corporations 2023 Ranking**, US brand corporations dominate the global brand landscape. US tech giant **APPLE** remains the **most valuable brand corporation worldwide** with EUR 367.834 bn (-8%), followed by **Google** (Alphabet Inc.) with EUR 304.759 bn (+1%) and **Microsoft** with EUR 240.563 bn (+7%) in third place.

Ranking: <https://www.europeanbrandinstitute.com/brand-rankings-1/>

Study author **Gerhard Hrebicek**, President of the [European Brand Institute](https://www.europeanbrandinstitute.com/): "With average brand value growth of +6% for the GLOBAL TOP 100 BRAND CORPORATIONS, 2022 was a very mixed year. While TOP 10 brand companies in the **utilities** (+36%) and **pharmaceuticals** (+16%) sectors recorded the highest growth, **IT&Tech** brand corporations posted a decline of 7% in brand value growth, in opposite **Microsoft** raises by +7% its brand value and climbs to 3rd place."

- US car group **Tesla** further extended its lead in the **automotive sector** with EUR 64.115 bn (+23%/global rank 12), followed by **Toyota** with EUR 40.888 bn (+17%/global rank 28). US pharmaceutical giant **Pfizer** gains +12% in brand value and leads the **pharmaceutical industry** segment with a brand value of EUR 52.885 bn (ranked 16th globally).

- **Europe's most valuable brand corporation French LVMH Group** remains in 5th place worldwide with a brand value of EUR 135.640 bn (+8%/global rank 5), followed by the Swiss number 1 **Nestlé** EUR 49.484 bn. (0%/global rank 22) and the Belgian **Anheuser Busch InBev** EUR 39.103 bn (+13%/global rank 29). **Red Bull**, Austria's only brand corporation in the GLOBAL TOP 100, is in 90th place with EUR 18.400 bn (+8%) in the ranking.

- **France**, the world leader in the luxury segment, confirms its role as **Europe's brand hotspot** with a total value of the TOP 10 brand companies of EUR 312 bn. **Germany's** TOP 10 brand companies, led by **Deutsche Telekom**, are worth EUR 211 bn and **Switzerland's** EUR 139 bn, the **Dutch** TOP 10 are worth EUR 135 bn, led by consumer goods giant **Unilever**.

- China's **ALIBABA Group** is in 6th place in the GLOBAL TOP 100 ranking with EUR 112.628 bn (+5%). The world's largest energy group **Saudi Aramco** climbs up to 13th place with a brand value of EUR 63.076 bn (+33%), **Exxon Mobil** shows highest brand value growth (+69%/ global rank 58).

USA dominates the GLOBAL TOP 100 with 57 (+9) brand corporations, with a value share of 67%, **Europe** has 27 (-6) with a further declining value share of 17,4%, while **Asia** with 17(-2) and a value share of 15,6% falls back slightly.

The **GLOBAL TOP 100 BRAND CORPORATIONS RANKING** by the European Brand Institute has analyzed more than 3,000 brand companies and their brands in 16 sectors based on the latest ISO standards. Data based on fiscal year 2022, financial data source: Refinitiv - LSEG data.

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