

GLOBAL TOP 100



BRAND CORPORATIONS 2024

2024	2023	Brand Corporation	Country	Segment	Brand Value in Mio EUR	+/-
1	1	 Apple Inc	USA	IT & Technology	417 007	↑ 13%
2	2	 Alphabet Inc	USA	IT & Technology	362 101	↑ 19%
3	3	 Microsoft Corp	USA	IT & Technology	330 270	↑ 37%
4	4	 Amazon.com Inc	USA	Retail	286 456	↑ 39%
5	8	 Meta Inc	USA	IT & Technology	186 567	↑ 146%
6	5	 LVMH Moët Hennessy Louis Vuitton SE	France	Luxury	148 242	↑ 9%
7	6	 Alibaba Group Holding Ltd	China	Retail	105 355	↓ -6%
8	9	 Walmart Inc	USA	Retail	87 808	↑ 26%
9	100	 NVIDIA Corp	USA	IT & Technology	87 015	↑ 424%
10	11	 Procter & Gamble Co	USA	Consumer goods	66 817	↑ 1%
11	10	 Coca-Cola Co	USA	Consumer goods	65 845	↓ -1%
12	12	 Tesla, Inc	USA	Automotive	65 767	↑ 3%
13	7	 Johnson & Johnson	USA	Consumer goods	65 290	↓ -14%
14	14	 PepsiCo Inc	USA	Consumer goods	61 977	↓ -1%
15	9	 Berkshire Hathaway Inc	USA	Financial services	61 270	↑ 22%
16	15	 Huawei	China	IT & Technology	57 972	↑ 8%
17	13	 Saudi Aramco	Saudi Arabia	Utilities	57 061	↓ -10%
18	20	 Visa Inc	USA	Financial services	54 589	↑ 9%
19	28	 Toyota Motor Corp	Japan	Automotive	52 686	↑ 29%
20	21	 Walt Disney Co	USA	Media & Entertainment	51 649	↑ 4%

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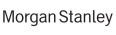
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21	19	 Samsung Electronics Co Ltd	Korea; Republic (S. Korea)	IT & Technology	51 150	↑ 2%
22	24	 China Mobile Ltd	China	Telco	48 989	↑ 5%
23	17	 Verizon Communications Inc	USA	Telco	48 936	↓ -3%
24	37	 Bank of America Corp	USA	Financial services	47 044	↑ 34%
25	25	 Industrial and Commercial Bank of China Ltd	China	Financial services	46 963	↑ 3%
26	26	 Tencent Holdings Ltd	China	IT & Technology	46 846	↑ 7%
27	22	 Nestle SA	Switzerland	Consumer goods	46 780	↓ -5%
28	23	 AT&T Inc	USA	Telco	46 038	↓ -4%
29	47	 JPMorgan Chase & Co	USA	Financial services	43 976	↑ 49%
30	27	 China Construction Bank Corp	China	Financial services	43 245	↑ 5%
31	35	 Mastercard Inc	USA	Financial services	41 658	↑ 17%
32	32	 Christian Dior SE	France	Luxury	39 791	↑ 7%
33	30	 Accenture PLC	USA	Business services	39 434	↑ 4%
34	36	 International Business Machines Corp	USA	IT & Technology	38 874	↑ 10%
35	29	 Anheuser Busch Inbev SA	Belgium	Consumer goods	38 005	↓ -3%
36	31	 UnitedHealth Group Inc	USA	Financial services	37 848	↑ 1%
37	33	 Mc Donald's Corp	USA	Consumer goods	37 258	↑ 1%
38	51	 Oracle Corp	USA	IT & Technology	36 691	↑ 36%
39	55	 General Electric Co	USA	Utilities	36 337	↑ 42%
40	40	 Deutsche Telekom AG	Germany	Telco	35 246	↑ 7%

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41	46		Wells Fargo & Co	USA	Financial services	35 054	↑	17%
42	38		Philip Morris International Inc	USA	Consumer goods	35 049	↑	2%
43	102		BYD Co Ltd	China	Automotive	34 602	↑	109%
44	39		Unilever NV	Netherlands	Consumer goods	34 517	↑	4%
45	72		Netflix Inc	USA	IT & Technology	34 316	↑	56%
46	68		SAP SE	Germany	Business services	33 856	↑	49%
47	41		Intel Corp	USA	IT & Technology	32 550	↓	0%
48	42		Home Depot Inc	USA	Retail	32 368	↑	2%
49	82		Salesforce.Com Inc	USA	IT & Technology	31 613	↑	60%
50	54		L'Oreal SA	France	Consumer goods	31 374	↑	21%
51	64		American Express Co	USA	Financial services	31 313	↑	34%
52	34		United Parcel Service Inc	USA	Logistics	30 518	↓	-17%
53	67		Hermes International SCA	France	Luxury	30 447	↑	33%
54	43		Cisco Systems Inc	USA	Telco	30 286	↓	-4%
55	16		Pfizer Inc	USA	Pharma, Health & Biotech	29 709	↓	-44%
56	49		Volkswagen AG	Germany	Automotive	29 456	↑	6%
57	50		Agricultural Bank of China Ltd	China	Financial services	29 037	↑	5%
58	48		China Life Insurance Co Ltd	China	Financial services	28 975	↑	4%
59	86		Industria de Diseno Textil SA	Spain	Retail	28 600	↑	48%
60	69		Morgan Stanley	USA	Financial services	28 436	↑	27%

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61	45		Nike Inc	USA	Durables	27 748	↓	-8%
62	83		Goldman Sachs Group Inc	USA	Financial services	27 632	↑	40%
63	61		FedEx Corp	USA	Logistics	27 618	↑	15%
64	76		Stellantis NV	Netherlands	Automotive	27 510	↑	31%
65	59		Citigroup Inc	USA	Financial services	25 859	↑	7%
66	44		Ping An Insurance Group Co of China Ltd	China	Financial services	25 770	↓	-15%
67	65		Bayerische Motoren Werke AG	Germany	Automotive	25 101	↑	9%
68	57		Novartis AG	Switzerland	Pharma, Health & Biotech	24 876	↓	-1%
69	63		Bank of China Ltd	China	Financial services	24 747	↑	5%
70	66		Daimler AG	Germany	Automotive	24 037	↑	5%
71	58		Exxon Mobil Corp	USA	Utilities	23 985	↓	-4%
72	52		British American Tobacco PLC	United Kingdom	Consumer goods	23 161	↓	-12%
73	71		Eli Lilly and Co	USA	Pharma, Health & Biotech	22 881	↑	3%
74	75		Heineken NV	Netherlands	Consumer goods	22 860	↑	7%
75	74		Monster Beverage Corp	USA	Consumer goods	22 661	↑	6%
76	120		Banco Santander SA	Spain	Financial services	22 462	↑	51%
77	85		Merck & Co Inc	USA	Pharma, Health & Biotech	22 334	↑	15%
78	115		Booking Holdings Inc	USA	Travel & Tourism	22 224	↑	43%
79	81		Bosch	Germany	Durables	21 990	↑	10%
80	70		Comcast Corp	USA	IT & Technology	21 963	↓	-1%

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81	62		Abbott Laboratories	USA	Industry	21 815	↓	-9%
82	56		Starbucks Corp	USA	Consumer goods	21 717	↓	-14%
83	60		Diageo PLC	United Kingdom	Consumer goods	21 713	↓	-10%
84	53		CVS Health Corp	USA	Pharma, Health & Biotech	21 355	↓	-18%
85	73		SoftBank Group Corp	Japan	Telco	21 274	↓	-1%
86	79		Ikea	Sweden	Retail	21 239	↑	6%
87	77		Boeing Co	USA	Industry	20 985	↑	3%
88	117		Royal Bank of Canada	Canada	Financial services	20 975	↑	36%
89	84		General Motors Co	USA	Automotive	20 713	↑	6%
90	103		Caterpillar Inc	USA	Industry	20 254	↑	22%
91	109		Airbus SE	Netherlands	Industry	20 136	↑	28%
92	94		Amgen Inc	USA	Business services	19 728	↑	9%
93	80		Charles Schwab Corp	USA	Financial services	19 574	↓	-3%
94	90		Red Bull	Austria	Consumer goods	18 979	↑	3%
95	131		Allianz SE	Germany	Financial services	18 876	↑	33%
96	91		HSBC Holdings PLC	United Kingdom	Financial services	18 851	↑	3%
97	97		Tata Consultancy Services Ltd	India	Business services	18 712	↑	6%
98	98		Ford Motor Co	USA	Automotive	17 986	↑	4%
99	96		Target Corp	USA	Retail	17 858	↑	1%
100	113		EssilorLuxottica SA	France	Durables	17 806	↑	14%