



PRESS RELEASE

(Vienna, October 1, 2024)

European Brand Institute GLOBAL TOP 100 Ranking: 1st Apple, 2nd Google, 3rd Microsoft, Europe's LVMH Group in 6th place, NVIDIA show highest brand value growth and ranks 9th for the first time

According to the **European Brand Institute's GLOBAL TOP 100 Brand Corporations 2024 Ranking**, US brand corporations dominate the global brand landscape. US tech giant **APPLE** remains the **most valuable brand corporation worldwide** with EUR 417.007 bn (13%), followed by **Google** (Alphabet Inc.) with EUR 362.101 bn (+19%) and **Microsoft** with EUR 330.270 bn (+37%) 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 +17% for the GLOBAL TOP 100 BRAND CORPORATIONS, 2023 was a very good year. While TOP 10 brand companies in the **IT&Tech** (+33%) and **retail** (+20%) sectors recorded the highest growth, **consumer goods** brand corporations posted a decline of 2% in brand value growth."

- US car group **Tesla** further extended its lead in the **automotive sector** with EUR 65.767 bn (+3%/global rank 12), followed by **Toyota** with EUR 52.686 bn (+29%/global rank 19). The US giant **Berkshire Hathaway** gains +22% in brand value and leads the **financial services industry** segment with a brand value of EUR 61.270 bn (ranked 15th globally).

- **Europe's most valuable brand corporation French LVMH Group** falls to 6th place worldwide with a brand value of EUR 148.242 bn (+9%/global rank 6), followed by the Swiss number 1 **Nestlé** EUR 46.780 bn. (-5%/global rank 24) and the French **Christian Dior** EUR 39.791 bn (+7%/global rank 28). **Red Bull**, Austria's only brand corporation in the GLOBAL TOP 100, is in 94th place with EUR 18.979 bn (+3%) in the ranking.

- **France**, the world leader in the luxury segment, confirms its role as **Europe's brand hub** with a total value of the TOP 10 brand companies of EUR 339 bn. **Germany's** TOP 10 brand companies, led by **Deutsche Telekom**, are worth EUR 238 bn and **Switzerland's** EUR 144 bn, the **Dutch** TOP 10 are worth EUR 153 bn, led by consumer goods giant **Unilever**.

- China's **ALIBABA Group** is in 7th place in the GLOBAL TOP 100 ranking with EUR 105.355 bn (-6%). One of the world's largest internet groups **Meta** climbs up to 5th place with a brand value of EUR 186.567 bn (+146%), **NVIDIA** climbs into the TOP 10 with a gigantic brand value growth (+424%/ global rank 9), **BYD** ranks in the TOP 100 for the first time with a 109% increase in brand value (global 43rd place).

USA dominates the GLOBAL TOP 100 with 58 (+1) brand corporations, with a value share of 64%, **Europe** has 27 (+/- 0) with a further declining value share of 16,4%, while **Asia** with 16(-1) and a value share of 13,7% 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 2023, financial data source: LSEG data.

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