

**Walmart is the Brand Finance Best Retail Brand 2012 but Amazon.com gains ground as online sales soar**

- **Walmart** retains its status as the world's most valuable retail brand with a value of **\$38.3** billion.
- Online giant **Amazon.com** has a hugely successful year in 2011 thanks to strong revenue figures as their brand value increases by **61%**
- **eBay** jumps up the league table from 14<sup>th</sup> to 11<sup>th</sup> place as online brands continue to dominate the retail industry
- **Tesco** named Britain's most valuable retail brand despite losing a combined \$3 billion of brand value alongside **Sainsbury's** and **Asda**

**Will online success spell the end of the High Street?**

The Best Retail Brands 2012 shows that although **Walmart** managed to increase their brand value by 6% and be named the Number 1 Retail Brand 2012, the study by **Brand Finance plc** shows that rivals **Amazon.com** achieved an impressive 61% increase in brand value. In the past Walmart has been keen to build its online presence to match its control of physical sales but the **Best Retail Brands 2012** shows that Amazon.com could soon be dominating the online market.

Two of the highest climbing brands **Amazon.com** and **eBay** are businesses based 100% online which demonstrates the size of the online market as well as the enormous success of Amazon.com's investment in Kindle, a new market for the corporation but a hugely profitable one.

Amazon.com and eBay's success is thanks to the £50.34 billion, or 12.0% of UK Retail Trade, spent online in 2011. The equivalent figure in 2008 was a mere 8.6% of retail sales (Source: Kelkoo).

**David Haigh, CEO of Brand Finance**, stated 'the significance of online retail cannot be underestimated and all major players in the retail industry should turn their attention to the promotion of their online sales in 2012 as the global economic crisis affects spending habits

around the world.' The United Kingdom is the leader in Europe for online retailers and the e-retail market is currently growing at 16% per annum.

**Tesco** was named the most valuable retail brand in the United Kingdom but, like many other British supermarkets such as **Sainsbury's**, suffered a loss in brand value proving that 2011 has been a difficult year for the high street.

### The Brand Finance Top 25 Most Valuable Retail Brands

Rank 2012	Rank 2011	Brand	Domicile	Brand Value 2012 (million USD)	Brand Value 2011 (million USD)	Brand Rating 2012	Brand Rating 2011
1	1	Walmart	United States	38,319	36,220	AA	AA
2	4	Amazon.com	United States	28,665	17,780	AA+	AA
3	3	Home Depot	United States	20,902	20,423	AA-	AA-
4	2	Tesco	Britain	20,051	21,129	AAA-	AAA
5	5	Target	United States	15,267	15,989	AA	AA
6	6	IKEA	Sweden	15,211	14,676	AA-	A-
7	9	Walgreens	United States	11,564	11,707	AA-	AA-
8	7	Sam's Club	United States	11,517	11,952	AA-	AA-
9	13	CVS Caremark	United States	9,421	9,286	AA-	AA-
10	10	ASDA	United States	9,406	10,689	AA-	AA-
11	14	eBay	United States	8,959	8,002	AAA	AAA
12	12	Lowe's	United States	8,882	9,751	AA-	AA-
13	8	Carrefour	France	8,812	11,894	AA-	AA
14	11	H&M	Sweden	8,596	9,875	AA	AA
15	21	Costco	United States	7,598	6,067	AA-	AA-
16	15	Woolworths	Australia	7,299	7,443	AA	AA
17	22	Macy's	United States	6,301	6,027	AA-	AA-
18	19	Morrison's	Britain	6,274	6,101	AA	AA
19	16	Sainsbury	Britain	5,849	6,595	AA-	A+
20	18	Aeon	Japan	5,764	6,368	A+	AA-
21	20	METRO	Germany	5,296	6,098	A+	A+
22	17	Best Buy	United States	4,936	6,534	A+	A+
23	27	Coles	Australia	4,873	4,056	AA	AA
24	25	Zara	Spain	4,732	4,505	AA-	A+
25	24	Marks & Spencer	Britain	4,575	4,519	AA+	AA



For the complete Brand Finance Retail Brands 500 report and further information, go to [www.brandfinance.com](http://www.brandfinance.com)

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### About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

For further information, please visit our website: [www.brandfinance.com](http://www.brandfinance.com)

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