



Germany

Meaningful Brands is the first global analytical framework to connect human well-being with brands at a business level. It measures the benefits brands bring to our lives. It's unique in both scale – 700 brands, over 134,000 consumers, 23 countries - and scope. It measures the impact of the brand's benefits alongside its impact on 12 different areas of well-being (such as health, happiness, financial, relationships and community among others) for a full view of its effect on our quality of life.

Top 10 brands Germany

1	DM Drogeriemarkt
2	Nivea
3	Lego
4	Volkswagen
5	Ikea
6	Bahlsen
7	Dove
8	Lindt
9	Obi
10	Playmobil

Top 5 sectors Germany

1	Retail
2	Consumer goods
3	Food & Beverages
4	Auto
5	Finance & Insurance

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Global findings

- The Meaningful Brands Index outperforms the stock markets by 120% - an out performance on par with the top hedge funds.
- The majority of people worldwide wouldn't care if 73% of brands disappeared tomorrow.
- Only 20% of brands worldwide are seen to meaningfully positively impact people's lives.

Market findings Germany

- In Europe, this disconnection is higher: people would not care if 93% of brands disappeared and only 5% of brands contribute notably to improve people's quality of life.
- Unmet expectations and a general sense of disillusion can explain this:
 - In Germany, 71% of people agree that large companies should be actively involved in solving social / environmental problems
 - 62% think that companies and brands should play a role in improving our quality of life and well-being.
 - Only 22% think that brands work hard at improving our quality of life and well-being.
 - Just 23% of Germans generally trust brands – an absolute low compared to the 41% European average or the 45% Global average.
- Brands need to radically reinvent themselves to reconnect with people, play an important part in people's lives and avoid getting commoditized.
- Meaningfulness varies across categories: In Germany, Retailers, Consumer Goods producers and car manufacturers are the best valued; whereas Finance & Insurance, ITC and Oil & Energy brands are usually at the bottom of the list.

Sector and brand findings Germany

- Germany's Top 3 Meaningful Brands are DM, Nivea and Lego.
- A brand that is greatly improving its MB index is Lego.
- Other growing brands are RWE and Telekom.
- Brands relating to consumers – especially retailers, local car makers, toy producers and cosmetics companies are seen as being more meaningful than other sectors.
- At a time when overall life satisfaction in Germany is substantially higher than in much of the developed world, brands need to make a difference to stand out – enriching consumers' well-being and advancing collective outcomes.