

GLOBAL TOP 100























BRAND CORPORATIONS 2020

2020	2019	Brand Corporation	Segment	Country	Brand Value in Mio EUR	+ / -
1	1	Apple	IT & Technology	USA	242.554	↑ 48,6%
2	2	Google	IT & Technology	USA	175.865	↑ 26,7%
3	4	Microsoft	IT & Technology	USA	149.205	↑ 40,7%
4	3	Amazon	Retail	USA	140.248	↑ 25,9%
5	6	LVMH	Luxury	France	90.702	↑ 19,4%
6	10	Alibaba Group	Retail	China	80.842	↑ 50,5%
7	9	AT&T	Telco	USA	76.108	↑ 27,8%
8	5	Facebook	IT & Technology	USA	66.219	↓ -15,6%
9	7	Johnson & Johnson	Consumer Goods	USA	65.253	↑ 2,5%
10	12	Walmart	Retail	USA	59.629	↑ 18,5%
11	11	Verizon	Telco	USA	56.005	↑ 8,3%
12	8	Coca-Cola	Consumer Goods	USA	54.852	↓ -11,2%
13	14	Procter & Gamble	Consumer Goods	USA	52.750	↑ 7,2%
14	19	Nestle	Consumer Goods	Switzerland	47.402	↑ 21,4%
15	13	China Mobile	Telco	Hong Kong (China)	47.121	↓ -5,4%
16	18	Intel	IT & Technology	USA	46.814	↑ 16,2%
17	16	Pepsi Group	Consumer Goods	USA	46.276	↑ 4,4%
18	15	Tencent/QQ	IT & Technology	China	45.927	↑ 1,2%
19	22	Walt Disney	Media & Entertainment	USA	45.159	↑ 2,2%
20	21	Samsung	IT & Technology	Korea	44.971	↑ 22,5%

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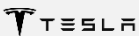











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2020	2019	Brand Corporation	Segment	Country	Brand Value in Mio EUR	+ / -
21	49	 HUAWEI Huawei	IT & Technology	China	43.290	↑ 84,7%
22	17	 McDonald's McDonald's	Consumer Goods	USA	41.363	↓ -3,3%
23	34	 BERKSHIRE HATHAWAY INC. Berkshire Hathaway Insurance	Financial Services	USA	40.227	↑ 48,1%
24	25	 TOYOTA Toyota	Automotive	Japan	39.491	↑ 16,3%
25	24	 IBM IBM	IT & Technology	USA	38.014	↑ 11,5%
26	23	 VISA Visa	Financial Services	USA	37.951	↑ 9,5%
27	32	 中国平安 PING AN 保险·银行·投资 Ping An Insurance	Financial Services	China	37.206	↑ 30,4%
28	20	 AB InBev AB InBev	Consumer Goods	Belgium	36.878	↓ -3,3%
29	27	 WELLS FARGO Wells Fargo	Financial Services	USA	33.262	↑ 3,1%
30	28	 ICBC Industrial and Commercial Bank of China Ltd	Financial Services	China	32.812	↑ 10,0%
31	29	 中国建设银行 China Construction Bank China Construction Bank	Financial Services	China	31.621	↑ 7,0%
32	35	 Bank of America Bank of America	Financial Services	USA	31.402	↑ 16,5%
33	39	 GE GE	Utilities	USA	30.981	↑ 22,9%
34	44	 Christian Dior Christian Dior SA	Luxury	France	30.799	↑ 27,9%
35	30	 CISCO CISCO	Telco	USA	30.079	↑ 4,1%
36	26	 PHILIP MORRIS INTERNATIONAL Philip Morris International	Consumer Goods	USA	29.247	↓ -13,6%
37	31	 Unilever Unilever	Consumer Goods	U.K.	29.093	↑ 0,9%
38	43	 VOLKSWAGEN Volkswagen AG	Automotive	Germany	29.035	↑ 18,2%
39	36	 Mastercard Mastercard	Financial Services	USA	27.862	↑ 8,4%
40	47	 UPS UPS	Logistics	USA	27.602	↑ 15,8%

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41	33	 Boeing Co	Industry	USA	27.176	↓ -4,2%
42	38	 Pfizer	Pharma, Health & Biotech	USA	26.314	↑ 3,4%
43	42	 British American Tobacco	Consumer Goods	U.K.	26.016	↑ 5,7%
44	40	 中国农业银行 AGRICULTURAL BANK OF CHINA	Financial Services	China	25.923	↑ 3,3%
45	37	 Deutsche Telekom AG	Telco	Germany	25.889	↑ 1,6%
46	50	 中国人寿 CHINA LIFE	Financial Services	China	25.341	↑ 12,1%
47	41	 Nike	Durables	USA	25.277	↑ 0,8%
48	63	JPMORGAN CHASE & CO. JP Morgan Chase	Financial Services	USA	25.022	↑ 33,9%
49	101	 TESLA	Automotive	USA	24.860	↑ 102,4%
50	60	 COMCAST	IT & Technology	USA	24.704	↑ 28,7%
51	55	 citi	Financial Services	USA	24.497	↑ 16,9%
52	48	 NOVARTIS	Pharma, Health & Biotech	Switzerland	24.290	↑ 3,4%
53	54	 UnitedHealth Group	Financial Services	USA	24.264	↑ 15,1%
54	62	 SAP	Business Services	Germany	24.145	↑ 27,7%
55	51	 DAIMLER	Daimler AG Mercedes-Benz	Germany	23.716	↑ 5,8%
56	52	 ORACLE	Oracle	USA	23.050	↑ 4,2%
57	58	 THE HOME DEPOT	Retail	USA	22.907	↑ 17,4%
58	45	 中国银行 BANK OF CHINA	Financial Services	China	21.630	↓ -9,6%
59	69	 L'ORÉAL	L'Oreal	France	21.510	↑ 22,8%
60	56	 DIAGEO	Diageo	U.K.	20.947	↑ 6,8%

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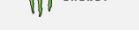


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61	46	 HEINEKEN Heineken	Consumer Goods	NL	20.374	↑ -14,7%
62	57	 vodafone Vodafone	Telco	U.K.	20.103	↓ 2,6%
63	80	 CVS pharmacy CVS	Pharma, Health & Biotech	USA	20.071	↑ 24,0%
64	82	 INDITEX INDITEX	Retail	Spain	19.983	↑ 27,7%
65	74	 AMERICAN EXPRESS American Express	Financial Services	USA	19.720	↑ 15,4%
66	73	 Starbucks Starbucks	Consumer Goods	USA	19.388	↑ 12,7%
67	90	 AIRBUS Airbus SE	Industry	NL	19.063	↑ 38,3%
68	67	 BMW GROUP BMW AG	Automotive	Germany	18.826	↓ 4,3%
69	61	 FedEx. FedEx	Logistics	USA	18.577	↑ -2,5%
70	59	 Royal Dutch Shell Royal Dutch Shell	Utilities	U.K.	18.498	↑ -5,0%
71	72	 GM General Motors	Automotive	USA	18.299	↓ 6,2%
72	76	 NTT Group Nippon Telegraph and Telephone Corp	Telco	Japan	18.261	↓ 8,4%
73	68	 HSBC HSBC Holdings PLC	Financial Services	U.K.	17.634	↓ 0,1%
74	88	 Roche Roche	Pharma, Health & Biotech	Switzerland	17.618	↑ 25,1%
75	70	 BASF We create chemistry BASF	Industry	Germany	17.498	↑ 0,8%
76	81	 adidas GROUP Adidas	Durables	Germany	17.494	↑ 9,3%
77	65	 BOSCH Bosch	Durables	Germany	17.483	↓ -5,1%
78	75	 IKEA Ikea	Retail	Sweden	17.252	↑ 2,4%
79	66	 Walgreens Boots Alliance Walgreens Boots Alliance	Retail	USA	16.442	↑ -9,0%
80	84	 HONDA Honda	Automotive	Japan	15.919	↓ 5,9%

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81	107	 Kering SA	Luxury	France	15.744	↑ 31,8%
82	85	 SoftBank	Telco	Japan	15.567	↑ 3,7%
83	89	 America movil	Telco	Mexico	15.425	↑ 9,7%
84	93	 Sanofi-Aventis	Pharma, Health & Biotech	France	15.183	↑ 13,3%
85	94	 Red Bull	Consumer Goods	Austria	15.107	↑ 14,6%
86	64	 Tata	Industry	Indien	15.082	↓ -18,2%
87	78	 PetroChina	Utilities	China	15.003	↓ -7,7%
88	77	 Baidu	IT & Technology	China	15.001	↓ -9,1%
89	86	 Exxon Mobil	Utilities	USA	14.752	↑ 0,2%
90	91	 Goldman Sachs	Financial Services	USA	14.695	↑ 7,1%
91	98	 Ford	Automotive	USA	14.555	↑ 14,2%
92	112	 SONY	IT & Technology	Japan	14.464	↑ 26,4%
93	108	 Bayer	Pharma, Health & Biotech	Germany	14.329	↑ 20,0%
94	100	 TARGET	Retail	USA	13.942	↑ 12,6%
95	102	 Allianz	Financial Services	Germany	13.740	↑ 12,3%
96	92	 Groupe Danone	Consumer Goods	France	13.655	↑ 1,7%
97	95	 Monster	Consumer Goods	USA	13.491	↑ 2,6%
98	104	 BNP PARIBAS	Financial Services	France	13.435	↑ 11,5%
99	87	 中国电信 CHINA TELECOM	Telco	China	13.081	↓ -10,2%
100	71	 Kraft Heinz	Kraft Heinz ab 2015	USA	12.963	↓ -25,1%