

# GLOBAL TOP 100



# BRAND CORPORATIONS 2022

2022	2021	Brand Corporation	Segment	Country	Brand Value in Mio EUR	+ / -
1	1	Apple Inc	USA	IT & Technology	398 179	↑ 45%
2	3	Alphabet Inc	USA	IT & Technology	302 818	↑ 59%
3	2	Amazon.com Inc	USA	Retail	241 966	↑ 24%
4	4	Microsoft Corp	USA	IT & Technology	224 711	↑ 26%
5	6	LVMH Moët Hennessy Louis Vuitton SE	France	Luxury	125 338	↑ 43%
6	5	Alibaba Group Holding Ltd	China	Retail	107 445	↑ 10%
7	7	Facebook Inc	USA	IT & Technology	107 170	↑ 41%
8	9	Johnson & Johnson	USA	Consumer goods	68 905	↑ 12%
9	13	Huawei	China	IT & Technology	64 887	↑ 18%
10	8	Walmart Inc	USA	Retail	63 435	↓ -1%
11	10	AT&T Inc	USA	Telco	61 518	↑ 1%
12	12	Procter & Gamble Co	USA	Consumer goods	59 415	↑ 8%
13	17	Coca-Cola Co	USA	Consumer goods	56 963	↑ 23%
14	14	Samsung Electronics Co Ltd	Korea; Republic (S. Korea)	IT & Technology	56 237	↑ 9%
15	18	PepsiCo Inc	USA	Consumer goods	55 237	↑ 23%
16	11	Tencent Holdings Ltd	China	IT & Technology	53 921	↓ -5%
17	15	Verizon Communications Inc	USA	Telco	53 071	↑ 7%
18	27	Tesla Inc	USA	Automotive	52 063	↑ 46%
19	19	Nestlé SA	Switzerland	Consumer goods	49 715	↑ 13%
20		Saudi Aramco	Saudi Arabia	Utilities	47 485	na

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21	46	Pfizer Inc	USA	Pharma, Health & Biotech	47 239	↑ 97%
22	16	Walt Disney Co	USA	Media & Entertainment	46 952	↓ -1%
23	21	Intel Corp	USA	IT & Technology	46 272	↑ 10%
24	20	China Mobile Ltd	China	Telco	45 165	↑ 6%
25	26	Berkshire Hathaway Inc	USA	Financial services	44 545	↑ 24%
26	25	McDonald's Corp	USA	Consumer goods	39 988	↑ 10%
27	24	Visa Inc	USA	Financial services	39 185	↑ 6%
28	29	United Parcel Service Inc	USA	Logistics	35 213	↑ 12%
29	22	Ping An Insurance Group Co of China Ltd	China	Financial services	35 132	↓ -6%
30	31	Toyota Motor Corp	Japan	Automotive	35 077	↓ -14%
31	32	Anheuser Busch Inbev SA	Belgium	Consumer goods	34 724	↑ 16%
32	30	Christian Dior SE	France	Luxury	34 483	↑ 20%
33	39	Industrial and Commercial Bank of China Ltd	China	Financial services	34 249	↑ 13%
34	23	Bank of America Corp	USA	Financial services	33 531	↑ 29%
35	44	Home Depot Inc	USA	Retail	32 862	↑ 34%
36	43	UnitedHealth Group Inc	USA	Financial services	32 251	↑ 31%
37	41	Mastercard Inc	USA	Financial services	31 593	↑ 24%
38	34	Unilever NV	Netherlands	Consumer goods	31 439	↑ 13%
39	28	International Business Machines Corp	USA	IT & Technology	31 327	↓ -6%
40	33	China Construction Bank Corp	China	Financial services	31 255	↑ 12%

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41	40	 Philip Morris International Inc	USA	Consumer goods	30 938	↑ 19%
42	37	 Cisco Systems Inc	USA	Telco	30 671	↑ 15%
43	36	 Nike Inc	USA	Durables	30 190	↑ 11%
44	52	 Wells Fargo & Co	USA	Financial services	30 067	↑ 31%
45	35	 Deutsche Telekom AG	Germany	Telco	29 928	↑ 10%
46	38	 Volkswagen AG	Germany	Automotive	28 444	↑ 9%
47	53	 JPMorgan Chase & Co	USA	Financial services	27 008	↑ 19%
48	42	 China Life Insurance Co Ltd	China	Financial services	26 964	↑ 6%
49	56	 L'Oréal SA	France	Consumer goods	26 212	↑ 20%
50	45	 Agricultural Bank of China Ltd	China	Financial services	26 068	↑ 7%
51	47	 General Electric Co	USA	Utilities	25 364	↑ 7%
52	49	 British American Tobacco PLC	UK	Consumer goods	24 736	↑ 6%
53	57	 Comcast Corp	USA	IT & Technology	24 680	↑ 14%
54	64	 CVS Health Corp	USA	Pharma, Health & Biotech	24 546	↑ 32%
55	50	 Oracle Corp	USA	IT & Technology	24 494	↑ 6%
56	51	 SAP SE	Germany	Business services	24 342	↑ 5%
57	54	 Novartis AG	Switzerland	Pharma, Health & Biotech	23 914	↑ 6%
58	55	 FedEx Corp	USA	Logistics	23 812	↑ 7%
59	59	 Citigroup Inc	USA	Financial services	22 817	↑ 11%
60	48	 Daimler AG	Germany	Automotive	22 636	↓ -3%

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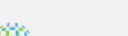

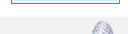


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61	58	 中國銀行 BANK OF CHINA Bank of China Ltd	China	Financial services	22 625	↑ 7%
62	63	 DIAGEO Diageo PLC	UK	Consumer goods	21 865	↑ 18%
63	67	 Starbucks Corp	USA	Consumer goods	21 573	↑ 20%
64	112	 STELLANTIS Stellantis NV	Netherlands	Automotive	21 043	↑ 92%
65	68	 BMW GROUP Bayerische Motoren Werke AG	Germany	Automotive	20 881	↑ 17%
66	75	 GM General Motors Co	USA	Automotive	20 806	↑ 27%
67	71	 BASF We create chemistry BASF SE	Germany	Industry	20 755	↑ 20%
68	62	 Vodafone Vodafone Group PLC	UK	Telco	20 534	↑ 8%
69	61	 SoftBank SoftBank Group Corp	Japan	Telco	20 497	↑ 5%
70	89	 HERMÈS PARIS Hermès International SCA	France	Luxury	20 418	↑ 51%
71	81	 AMERICAN EXPRESS American Express Co	USA	Financial services	20 404	↑ 30%
72	80	 TARGET Target Corp	USA	Retail	19 526	↑ 24%
73	69	 HEINEKEN Heineken NV	Netherlands	Consumer goods	19 520	↑ 10%
74	74	 Roche Roche Holding AG	Switzerland	Pharma, Health & Biotech	19 472	↑ 15%
75	66	 IKEA Ikea	Sweden	Retail	19 280	↑ 6%
76	107	 Ford Ford Motor Co	USA	Automotive	18 941	↑ 66%
77	85	 Goldman Sachs Goldman Sachs Group Inc	USA	Financial services	18 926	↑ 33%
78	70	 BOEING Boeing Co	USA	Industry	18 882	↑ 10%
79	73	 MONSTER BEVERAGE Monster Beverage Group	USA	Consumer goods	18 451	↑ 24%
80	87	 Baidu Baidu Inc	China	IT & Technology	18 359	↑ 5%

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81	73	 <b>BOSCH</b> Bosch	Germany	Durables	18 270	↑ 7%
82	87	 <b>KERING</b> Kering SA	France	Luxury	18 008	↑ 29%
83	78	 <b>Nintendo</b> Nintendo Co Ltd	Japan	Games	17 386	↑ 10%
84	65	 <b>NTT</b> Nippon Telegraph and Telephone Corp	Japan	Telco	17 216	↓ -6%
85	76	 <b>SONY</b> Sony Corp	Japan	IT & Technology	17 110	↑ 7%
86	77	 <b>Red Bull</b> Red Bull	Austria	Consumer goods	16 961	↑ 6%
87	95	 <b>TATA MOTORS</b> Tata Motors Ltd	India	Industry	16 072	↑ 28%
88	94	 <b>HSBC</b> HSBC Holdings PLC	UK	Financial services	15 848	↑ 21%
89	60	 <b>INDITEX</b> Industria de Diseno Textil SA	Spain	Retail	15 826	↓ -21%
90	102	 <b>LOWE'S</b> Lowe's Companies Inc	USA	Retail	15 719	↑ 31%
91	84	 <b>SANOFI</b> Sanofi SA	France	Pharma, Health & Biotech	15 564	↑ 7%
92	79	 <b>adidas</b> Adidas AG	Germany	Durables	15 535	↓ -2%
93	100	 <b>NOKIA</b> Nokia Oyj	Finland	IT & Technology	15 318	↑ 27%
94	92	 <b>AIRBUS</b> Airbus SE	Netherlands	Industry	14 910	↑ 11%
95	88	 <b>Walgreens Boots Alliance</b> Walgreens Boots Alliance Inc	USA	Retail	14 858	↑ 9%
96	131	 <b>EXXON</b> Exxon Mobil Corp	USA	Utilities	14 732	↑ 64%
97	91	 <b>américa móvil</b> America Movil SAB de CV	Mexico	Telco	14 588	↑ 8%
98	86	 <b>Allianz</b> Allianz SE	Germany	Financial services	14 435	↑ 2%
99	90	 <b>TimeWarner</b> Time Warner Inc	USA	Media & Entertainment	14 334	↑ 6%
100	109	 <b>Deutsche Post</b> Deutsche Post AG	Germany	Logistics	14 294	↑ 28%