























GLOBAL TOP 100 BRAND CORPORATIONS 2013

eurobrand

RANKING 2013 (2012)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in EUR m	PERCENT CHANGE
1 (1)		IT & Technology	USA	110.034	9,80%
2 (2)		Consumer goods	USA	67.224	12,10%
3 (5)		IT & Technology	USA	55.000	8,70%
4 (3)		IT & Technology	USA	54.618	1,20%
5 (4)		IT & Technology	USA	51.353	-2,40%
6 (8)		Consumer goods	USA	50.999	11,20%
7 (7)		Consumer goods	USA	47.445	0,60%
8 (6)		Consumer goods	USA	46.806	-3,10%
9 (9)		Consumer goods	USA	45.738	2,40%
10 (11)		Telco	Hong Kong (China)	45.070	2,50%
11 (10)		Telco	USA	40.943	-8,00%
12 (14)		Luxury	France	39.344	14,70%
13 (12)		Consumer goods	USA	38.618	-7,10%
14 (13)		Retail	USA	34.802	-1,35%
15 (20)		Consumer goods	Switzerland	34.364	25,10%
16 (16)		Telco	USA	30.652	0,90%
17 (15)		Utilities	USA	30.102	-6,42%
18 (17)		Telco	U.K.	28.926	1,20%
19 (19)		Consumer goods	Belgium	28.102	0,30%
20 (21)		Consumer goods	U.K.	27.715	6,50%
22 (24)		IT & Technology	Korea	25.517	10,76%
21 (26)		Retail	USA	24.016	7,89%
23 (36)		Automotive	Germany	23.121	25,10%
24 (22)		IT & Technology	USA	22.985	-8,10%
25 (25)		Media & Entertainment	USA	22.692	1,30%


























GLOBAL TOP 100 BRAND CORPORATIONS 2013

eurobrand

RANKING 2013 (2012)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in EUR m	PERCENT CHANGE
26 (27)	 TOYOTA	Automotive	Japan	22.221	0,00%
27 (31)	 NTT	Telco	Japan	21.156	9,60%
28 (32)	 SAB MILLER	Consumer goods	U.K.	20.562	9,00%
29 (40)	DIAGEO	Consumer goods	U.K.	20.507	18,84%
30 (30)	 CISCO	Telco	USA	20.196	0,90%
31 (43)	 WELLS FARGO	Financial services	USA	19.922	22,80%
32 (33)	 中国建设银行 China Construction Bank	Financial services	China	19.580	4,11%
33 (38)	BMW Group	Automotive	Germany	19.212	5,30%
34 (37)	 BASF The Chemical Company	Industry	Germany	18.895	2,80%
35 (55)	 Bank of America	Financial services	USA	18.564	28,40%
36 (28)	 Telefonica	Telco	Spain	18.083	-17,80%
37 (29)	 Pfizer	Pharma, Health & Biotech	USA	18.060	-11,50%
38 (34)	ORACLE	IT & Technology	USA	17.399	-6,60%
39 (42)	Heineken Holding N.V.	Consumer goods	NL	17.372	6,80%
40 (41)	 Deutsche Telekom	Telco	Germany	17.160	0,90%
41 (64)	 citigroup	Financial Services	USA	16.782	26,10%
42 (39)	 NOVARTIS	Pharma, Health & Biotech	Switzerland	16.709	-4,50%
43 (48)	DAIMLER	Automotive	Germany	16.630	4,10%
44 (45)	 TATA	Industry	Indien	16.252	0,64%
45 (49)	 BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	16.148	2,20%
46 (46)	ExxonMobil	Utilities	USA	16.100	-0,30%
47 (52)	 HSBC	Financial services	U.K.	15.673	3,20%
48 (51)	 BOEING	Industry	USA	15.415	0,21%
49 (61)	 Red Bull	Consumer goods	Austria	15.283	9,70%
50 (53)	vivendi	Media & Entertainment	France	15.077	0,60%
























GLOBAL TOP 100 BRAND CORPORATIONS 2013

eurobrand

RANKING 2013 (2012)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in EUR m	PERCENT CHANGE
51 (57)	 中国农业银行 AGRICULTURAL BANK OF CHINA	Financial services	China	14.878	4,00%
52 (47)		Utilities	U.K.	14.832	-7,70%
53 (73)		IT & Technology	USA	14.758	28,80%
54 (63)	 PetroChina	Utilities	China	14.637	8,40%
55 (59)		Automotive	USA	14.209	0,50%
56 (50)		Retail	U.K.	14.195	-8,20%
57 (44)		IT & Technology	USA	14.103	-13,80%
58 (71)	 ArcelorMittal	Industry	Indien	14.006	13,80%
59 (60)		Pharma, Health & Biotech	USA	13.825	-2,00%
60 (56)		Logistics	USA	13.798	-3,80%
61 (35)		Durables	USA	13.777	-26,00%
62 (72)		Financial services	USA	13.235	8,50%
63 (68)		Durables	Germany	13.011	3,60%
64 (67)	 sanofi aventis	Pharma, Health & Biotech	France	12.945	2,30%
65 (69)		Automotive	USA	12.661	2,10%
66 (68)		Business services	Germany	12.329	15,50%
67 (23)		Financial services	China	12.234	-49,20%
68 (62)		Telco	France	12.184	-10,00%
69 (80)		Consumer goods	France	12.018	9,40%
70 (75)		IT & Technology	USA	11.825	5,50%
71 (58)		Financial services	USA	11.716	-17,50%
72 (77)	 TOTAL	Utilities	France	11.604	4,70%
73 (91)		Luxury	France	11.538	8,90%
74 (76)		Retail	USA	11.355	2,30%
75 (85)		Retail	Sweden	11.275	4,90%

GLOBAL TOP 100 BRAND CORPORATIONS 2013

eurobrand

RANKING 2013 (2012)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in EUR m	PERCENT CHANGE
76 (82)	 BERTELSMANN media works	Media & Entertainment	Germany	11.270	3,30%
77 (86)	 SIEMENS	Utilities	China	11.256	4,80%
78 (95)	 H&M	Retail	Sweden	10.797	7,10%
79 (90)	 INDITEX	Retail	Spain	10.758	1,30%
80 (89)	 DANONE	Consumer goods	France	10.748	1,20%
81 (97)	 BAYER	Pharma, Health & Biotech	Germany	10.735	10,10%
82 (81)	 e.on	Utilities	Germany	10.720	-1,90%
83 (98)	 HITACHI	Industry	Japan	10.603	9,30%
84 (92)	 BNP PARIBAS	Financial services	France	10.490	0,70%
85 (70)	 Chevron	Utilities	USA	10.459	-15,20%
86 (87)	 KPMG	Business services	NL	10.446	-2,30%
87 (93)	 NISSAN	Automotive	Japan	10.350	-0,20%
88 (83)	 gsk GlaxoSmithKline	Pharma, Health & Biotech	U.K.	10.335	-4,50%
89 (94)	 Colgate	Consumer goods	USA	10.203	-1,20%
90 (106)	 Goldman Sachs	Financial services	USA	10.136	11,20%
91 (96)	 JPMorganChase	Financial services	USA	10.076	1,10%
92 (102)	 FedEx	Logistics	USA	10.002	4,70%
93 (78)	 bhpbilliton	Industry	U.K.	9.828	-11,20%
94 (54)	 MITSUBISHI	Automotive	Japan	9.794	-33,45%
95 (66)	 HONDA	Automotive	Japan	9.792	-24,60%
96 (103)	 Henkel	Consumer goods	Germany	9.741	4,00%
97 (74)	 Itaú	Financial services	Brasilien	9.717	-13,80%
98 (84)	 EDF SUEZ	Utilities	France	9.704	-10,10%
99 (100)	 REWE GROUP	Retail	Germany	9.638	0,10%
100 (128)	 Allianz	Financial services	Germany	9.574	21,40%