

GLOBAL TOP 100








BRAND CORPORATIONS 2021

2021	2020	Brand Corporation	Segment	Country	Brand Value in Mio EUR	+ / -
1	1	Apple Inc	USA	IT & Technology	273.718	↑ 13%
2	4	Amazon.com Inc	USA	Retail	194.648	↑ 39%
3	2	Alphabet Inc	USA	IT & Technology	190.459	↑ 8%
4	3	Microsoft Corp	USA	IT & Technology	178.586	↑ 19%
5	6	Alibaba Group Holding Ltd	China	Retail	97.642	↑ 21%
6	5	LVMH LVMH Group SE	France	Luxury	87.550	↓ -3%
7	8	Facebook Inc	USA	IT & Technology	76.203	↑ 15%
8	10	Walmart Inc	USA	Retail	63.840	↑ 7%
9	9	Johnson & Johnson	USA	Consumer goods	61.703	↓ -6%
10	7	AT&T Inc	USA	Telco	60.864	↓ -20%
11	18	Tencent Holdings Ltd	China	IT & Technology	56.505	↑ 23%
12	13	Procter & Gamble Co	USA	Consumer goods	55.241	↑ 5%
13	21	Huawei	China	IT & Technology	51.948	↑ 20%
14	20	Samsung Electronics Co Ltd	Korea; Republic (S. Korea)	IT & Technology	51.428	↑ 14%
15	11	Verizon Communications Inc	USA	Telco	49.746	↓ -11%
16	19	Walt Disney Co	USA	Media & Entertainment	47.451	↑ 5%
17	12	Coca-Cola Co	USA	Consumer goods	46.413	↓ -15%
18	17	PepsiCo Inc	USA	Consumer goods	44.826	↓ -3%
19	14	Nestle SA	Switzerland	Consumer goods	44.147	↓ -7%
20	15	China Mobile Ltd	China	Telco	42.643	↓ -10%

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21	16	 Intel Corp	USA	IT & Technology	42.153	↓ -10%
22	24	 Toyota Motor Corp	Japan	Automotive	40.996	↑ 4%
23	27	 Ping An Insurance Group Co of China Ltd	China	Financial services	37.350	↔ 0%
24	26	 Visa Inc	USA	Financial services	37.016	↓ -2%
25	22	 Mcdonald's Corp	USA	Consumer goods	36.353	↓ -12%
26	23	 Berkshire Hathaway Inc	USA	Financial services	35.820	↓ -11%
27	49	 Tesla, Inc	USA	Automotive	35.633	↑ 43%
28	25	 International Business Machines Corp	USA	IT & Technology	33.297	↓ -12%
29	40	 United Parcel Service Inc	USA	Logistics	31.534	↑ 14%
30	30	 Industrial and Commercial Bank of China Ltd	China	Financial services	30.220	↓ -8%
31	28	 Anheuser Busch Inbev SA	Belgium	Consumer goods	29.855	↓ -19%
32	34	 Christian Dior SE	France	Luxury	28.697	↓ -7%
33	31	 China Construction Bank Corp	China	Financial services	27.990	↓ -11%
34	37	 Unilever NV	Netherlands	Consumer goods	27.905	↓ -4%
35	45	 Deutsche Telekom AG	Germany	Telco	27.270	↑ 5%
36	47	 Nike Inc	USA	Durables	27.119	↑ 7%
37	35	 Cisco Systems Inc	USA	Telco	26.735	↓ -11%
38	38	 Volkswagen AG	Germany	Automotive	26.095	↓ -10%
39	32	 Bank of America Corp	USA	Financial services	25.963	↓ -17%
40	36	 Philip Morris International Inc	USA	Consumer goods	25.944	↓ -11%

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41	39	 Mastercard Inc	USA	Financial services	25.522	↓ -8%
42	46	 China Life Insurance Co Ltd	China	Financial services	25.518	↑ 1%
43	53	 UnitedHealth Group Inc	USA	Financial services	24.635	↑ 2%
44	57	 Home Depot Inc	USA	Retail	24.477	↑ 7%
45	44	 Agricultural Bank of China Ltd	China	Financial services	24.439	↓ -6%
46	42	 Pfizer Inc	USA	Pharma, Health & Biotech	23.989	↓ -9%
47	33	 General Electric Co	USA	Utilities	23.779	↔ 0%
48	55	 Daimler AG	Germany	Automotive	23.376	↓ -1%
49	43	 British American Tobacco PLC	United Kingdom	Consumer goods	23.232	↓ -11%
50	56	 Oracle Corp	USA	IT & Technology	23.194	↑ 1%
51	54	 SAP SE	Germany	Business services	23.143	↓ -4%
52	29	 Wells Fargo & Co	USA	Financial services	22.890	↓ -31%
53	48	 JPMorgan Chase & Co	USA	Financial services	22.644	↓ -10%
54	52	 Novartis AG	Switzerland	Pharma, Health & Biotech	22.461	↓ -8%
55	69	 FedEx Corp	USA	Logistics	22.283	↑ 20%
56	59	 L'Oreal SA	France	Consumer goods	21.905	↑ 2%
57	50	 Comcast Corp	USA	IT & Technology	21.556	↓ -13%
58	58	 Bank of China Ltd	China	Financial services	21.211	↓ -2%
59	51	 Citigroup Inc	USA	Financial services	20.509	↓ -16%
60	64	 Industria de Diseno Textil SA	Spain	Retail	19.928	↔ 0%

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61	82	 SoftBank SoftBank Group Corp	Japan	Telco	19.460	↑ 25%
62	62	 Vodafone Vodafone Group PLC	United Kingdom	Telco	19.043	↓ -5%
63	60	 Diageo Diageo PLC	United Kingdom	Consumer goods	18.551	↓ -11%
64	63	 CVS CVS Health Corp	USA	Pharma, Health & Biotech	18.533	↓ -8%
65	72	 NTT Group Nippon Telegraph and Telephone Corp	Japan	Telco	18.397	↑ 1%
66	78	 Ikea	Sweden	Retail	18.132	↑ 5%
67	66	 Starbucks Starbucks Corp	USA	Consumer goods	17.958	↓ -7%
68	68	 BMW GROUP Bayerische Motoren Werke AG	Germany	Automotive	17.883	↓ -5%
69	61	 HEINEKEN Heineken NV	Netherlands	Consumer goods	17.698	↓ -13%
70	88	 Bai 百度 Baidu Inc	China	IT & Technology	17.507	↑ 17%
71	75	 BASF We create chemistry BASF SE	Germany	Industry	17.238	↓ -1%
72	41	 BOEING Boeing Co	USA	Industry	17.154	↓ -37%
73	77	 BOSCH Bosch	Germany	Durables	17.075	↓ -2%
74	74	 Roche Roche Holding AG	Switzerland	Pharma, Health & Biotech	17.000	↓ -4%
75	71	 GM General Motors Co	USA	Automotive	16.374	↓ -11%
76	92	 SONY Sony Corp	Japan	IT & Technology	15.991	↑ 11%
77	85	 Red Bull Red Bull	Austria	Consumer goods	15.988	↑ 6%
78	103	 Nintendo Nintendo Co Ltd	Japan	Games	15.864	↑ 24%
79	76	 adidas GROUP Adidas AG	Germany	Durables	15.784	↓ -10%
80	94	 TARGET Target Corp	USA	Retail	15.753	↑ 13%

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81	65	 American Express Co	USA	Financial services	15.671	↓ -21%
82	80	 Honda Motor Co Ltd	Japan	Automotive	15.190	↓ -5%
83	97	 Monster Beverage Corp	USA	Consumer goods	14.934	↑ 11%
84	84	 Sanofi SA	France	Pharma, Health & Biotech	14.516	↓ -4%
85	90	 Goldman Sachs Group Inc	USA	Financial services	14.239	↓ -3%
86	95	 Allianz SE	Germany	Financial services	14.103	↑ 3%
87	81	 Kering SA	France	Luxury	13.988	↓ -11%
88	79	 Walgreens Boots Alliance Inc	USA	Retail	13.608	↓ -17%
89	104	 Hermès International SCA	France	Luxury	13.485	↑ 6%
90	101	 Time Warner Inc	USA	Media & Entertainment	13.481	↑ 4%
91	83	 América Móvil SAB de CV	Mexico	Telco	13.475	↓ -13%
92	67	 Airbus SE	Netherlands	Industry	13.378	↓ -30%
93	106	 Bertelsmann SE & Co KGaA	Germany	Media & Entertainment	13.247	↑ 5%
94	73	 HSBC Holdings PLC	United Kingdom	Financial services	13.104	↓ -26%
95	86	 Tata Motors Ltd	India	Industry	12.592	↓ -17%
96	100	 Kraft Heinz Co	USA	Consumer goods	12.580	↓ -3%
97	110	 Rewe	Germany	Retail	12.571	↑ 4%
98	114	 招商銀行 CHINA MERCHANTS BANK	China	Financial services	12.325	↑ 8%
99	93	 Bayer AG	Germany	Pharma, Health & Biotech	12.241	↓ -15%
100	102	 Nokia Oyj	Finland	IT & Technology	12.108	↓ -6%