



BRAND RANKING – BRAND CORPORATIONS EUROPE

RANKING 2011 (2010)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
1 (1)	 LVMH <small>MOËT HENNESSY, LOUIS VUITTON</small>	Luxury	France	31.699	14,7%
2 (3)	 vodafone	Telco	U.K.	28.505	12,6%
3 (4)	 AB InBev	Consumer goods	Belgium	25.481	8,0%
4 (7)	 Nestlé	Consumer goods	Switzerland	25.418	29,9%
5 (5)	 Unilever	Consumer goods	U.K.	24.344	9,6%
6 (6)	 Telefonica	Telco	Spain	23.384	6,9%
7 (10)	 DAIMLER	Automotive	Germany	19.552	15,4%
8 (8)	 Deutsche Telekom	Telco	Germany	18.102	0,6%
9 (-)	 BASF The Chemical Company	Industry	Germany	17.884	17,6%
10 (9)	 SAB MILLER	Consumer goods	U.K.	17.764	1,1%

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RANKING 2011 (2010)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
11 (12)		Media & Entertainment	France	17.327	7,3%
12 (13)		Consumer goods	Netherlands	17.262	11,8%
13 (14)		Automotive	Germany	16.934	11,4%
14 (2)		IT & Technology	Finland	16.129	-36,3%
15 (11)		Consumer goods	U.K.	15.957	-3,5%
16 (23)		Financial services	U.K.	15.766	47,4%
17 (-)		Retail	U.K.	15.622	2,4%
18 (15)		Telco	France	15.016	-0,7%
19 (16)		Automotive	Germany	14.591	21,7%
20 (18)		Pharma, Health & Biotech	Switzerland	14.556	21,8%

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RANKING 2011 (2010)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
21 (21)	 Deutsche Bank	Financial services	Germany	14.102	25,2%
22 (19)	 BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	13.876	17,6%
23 (-)		Utilities	U.K.	13.744	19,5%
24 (17)	 Red Bull	Consumer goods	Austria	13.401	11,9%
25 (20)	 sanofi aventis <small>Because health matters</small>	Pharma, Health & Biotech	France	11.693	2,5%
26 (35)	 e.on	Utilities	Germany	11.377	35,9%
27 (-)		Durables	Germany	11.342	18,8%
28 (22)	 BERTELSMANN <small>media worldwide</small>	Media & Entertainment	Germany	11.287	2,0%
29 (-)	 CNP ASSURANCES	Financial services	France	11.086	11,3%
30 (-)	 L'ORÉAL	Consumer goods	France	10.723	11,6%

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31 (42)	 BNP PARIBAS	Financial services	France	10.590	42,9%
32 (29)	Dior	Luxury	France	10.562	19,3%
33 (24)	 IKEA	Retail	Sweden	10.357	0,7%
34 (25)	 gsk GlaxoSmithKline	Pharma, Health & Biotech	U.K.	10.326	3,9%
35 (-)	 KPMG	Business services	Netherlands	10.310	9,7%
36 (-)	 bhpbilliton	Industry	U.K.	10.252	9,4%
37 (-)	 GDF SUEZ	Utilities	France	10.137	5,7%
38 (26)	 FIAT GROUP	Automotive	Italy	10.126	2,3%
39 (-)	 REWE GROUP	Retail	Germany	10.078	9,8%
40 (-)	 TOTAL	Utilities	France	10.034	17,5%

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41 (33)	INDITEX	Retail	Spain	9.896	16,7%
42 (36)		Business services	Germany	9.619	16,8%
43 (32)	 Bayer	Pharma, Health & Biotech	Germany	9.614	13,3%
44 (31)		Retail	Sweden	9.471	9,9%
45 (-)		Utilities	France	9.449	1,7%
46 (-)	METRO Group	Retail	Germany	9.416	2,6%
47 (71)	 DANONE	Consumer goods	France	9.356	24,9%
48 (41)	SIEMENS	Industry	Germany	9.117	21,0%
49 (30)		Telco	Italy	9.098	3,5%
50 (28)		Pharma, Health & Biotech	Switzerland	9.055	0,2%