

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
1 (1)		IT & Technology	USA	148.531	8%
2 (2)		IT & Technology	USA	91.850	25%
3 (3)		IT & Technology	USA	75.572	13%
4 (4)		Consumer goods	USA	73.426	10%
5 (9)		Telco	USA	59.486	26%
6 (5)		Consumer goods	USA	55.413	6%
7 (18)		Retail	USA	54.200	54%
8 (8)		Telco	USA	53.334	13%
9 (6)		Telco	China	52.946	9%
10 (7)		Consumer goods	USA	50.390	5%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
11 (10)		Consumer goods	USA	49.007	6%
12 (13)		Consumer goods	USA	45.074	9%
13 (12)		Retail	USA	44.855	6%
14 (14)	LVMH	Luxury	France	43.510	9%
15 (11)		IT & Technology	USA	42.278	-3%
16 (15)		Consumer goods	USA	42.127	6%
17 (16)		Consumer goods	Belgium	39.468	10%
18 (17)		Utilities	USA	38.918	9%
19 (26)		IT & Technology	USA	38.020	57%
20 (19)		Consumer goods	Switzerland	37.957	11%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
21 (22)	The Walt Disney Company	Media & Entertainment	USA	35.046	24%
22 (20)	intel	IT & Technology	USA	32.471	8%
23 (21)	TOYOTA	Automotive	Japan	31.906	13%
24 (23)	WELLS FARGO	Financial Services	USA	30.467	10%
25 (25)	SAMSUNG	IT & Technology	Korea	29.748	16%
26 (27)	SAB MILLER	Consumer goods	U.K.	29.490	24%
27 (31)	Unilever	Consumer goods	U.K.	26.898	18%
28 (24)	VW	Automotive	Germany	26.662	-2%
29 (30)	CISCO	Telco	USA	26.647	16%
30 (29)	Vodafone	Telco	U.K.	25.628	10%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
31 (35)		Telco	Germany	24.675	18%
32 (28)		Financial Services	China	24.121	3%
33 (42)		Consumer goods	Netherlands	23.506	22%
34 (39)		Financial services	China	23.421	16%
35 (36)	DAIMLER	Automotive	Germany	23.167	11%
36 (37)		Pharma, Health & Biotech	USA	22.776	11%
37 (51)		Durables	USA	22.572	30%
38 (53)	VISA	Financial Services	USA	22.244	31%
39 (33)		Industry	India	22.040	3%
40 (38)		Logistics	USA	21.993	4%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
41 (49)	ICBC 	Financial services	China	21.980	23%
42 (32)	ORACLE® 	IT & Technology	USA	21.952	0%
43 (45)	DIAGEO 	Consumer goods	U.K.	21.289	14%
44 (34)	 BOEING	Industry	USA	21.244	1%
45 (40)	Bank of America 	Financial services	USA	21.109	6%
46 (56)	 BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	20.744	26%
47 (41)	 NOVARTIS	Pharma, Health & Biotech	Switzerland	20.430	3%
48 (43)		Financial services	USA	19.794	4%
49 (44)		Automotive	Germany	19.357	2%
50 (79)		IT & Technology	China	18.649	48%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
51 (75)	 Walgreens Boots Alliance	Retail	USA	18.452	44%
52 (47)	 BASF We create chemistry	Industry	Germany	18.199	-2%
53 (50)		IT & Technology	USA	17.845	0%
54 (48)	HSBC 	Financial services	U.K.	17.557	-3%
55 (66)	GENERAL MOTORS	Automotive	USA	17.470	8%
56 (73)	UNITEDHEALTH GROUP <sup>®</sup>	Financial services	USA	17.126	33%
57 (63)	 COMCAST	IT & Technology	USA	17.018	20%
58 (46)	 Telefonica	Telco	Spain	16.999	-9%
59 (83)		Retail	USA	16.860	38%
60 (54)	MCKESSON	Pharma, Health & Biotech	USA	16.835	-1%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
61 (65)		Financial services	USA	16.784	19%
62 (76)		Durables	Germany	16.240	28%
63 (57)		Automotive	USA	16.182	3%
64 (61)		Financial services	China	16.176	9%
65 (70)		Business services	Germany	16.115	22%
66 (104)		Consumer goods	USA	16.044	54%
67 (52)		Telco	Japan	15.857	-8%
68 (129)		Retail	China	15.371	77%
69 (67)	L'ORÉAL	Consumer goods	France	15.363	14%
70 (62)		Consumer goods	Austria	15.111	2%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
71 (81)		IT & Technology	China	15.100	22%
72 (72)		Logistics	USA	15.039	17%
73 (87)		Retail	Spain	14.785	24%
74 (64)		Retail	USA	14.785	4%
75 (68)	JPMORGAN CHASE & CO.	Financial services	USA	14.608	9%
76 (77)		Pharma, Health & Biotech	USA	14.582	15%
77 (58)		Financial services	USA	14.540	-5%
78 (n.a.)		Consumer goods	USA	14.355	n.a.
79 (96)		Financial services	China	13.999	25%
80 (100)		Telco	U.K.	13.881	28%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
81 (74)		Luxury	France	13.857	8%
82 (71)		Telco	France	13.613	5%
83 (69)		Pharma, Health & Biotech	France	13.595	2%
84 (55)		Utilities	USA	13.459	-19%
85 (95)		Automotive	Japan	13.437	19%
86 (78)		Pharma, Health & Biotech	Germany	13.434	6%
87 (122)		Consumer goods	USA	13.038	19%
88 (n.a.)		Financial services	USA	12.943	n.a.
89 (85)		Retail	Sweden	12.831	6%
90 (90)		Retail	Sweden	12.426	6%

# GLOBAL TOP 100 BRAND CORPORATIONS 2016



RANKING 2016 (2015)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
91 (60)		Utilities	U.K.	12.281	-18%
92 (101)	 DANONE	Consumer goods	France	12.176	13%
93 (84)		Telco	Japan	12.170	1%
94 (88)	BERTELSMANN	Media & Entertainment	Germany	11.999	1%
95 (86)	 BNP PARIBAS	Financial services	France	11.996	0%
96 (91)		Consumer goods	USA	11.947	5%
97 (92)		Financial services	Spain	11.928	5%
98 (119)		Automotive	Japan	11.909	24%
99 (93)		Financial services	USA	11.849	5%
100 (103)		Financial services	Germany	11.826	13%