

# GLOBAL TOP 100 BRAND CORPORATIONS 2017



RANKING 2017 (2016)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
1 (1)		IT & Technology	USA	144.571	-3%
2 (2)		IT & Technology	USA	107.913	17%
3 (3)		IT & Technology	USA	76.867	2%
4 (4)		Consumer goods	USA	71.593	-2%
5 (5)		Telco	USA	71.412	20%
6 (7)		Retail	USA	68.793	27%
7 (6)		Consumer Goods	USA	61.038	10%
8 (9)		Telco	China	55.589	5%
9 (8)		Telco	USA	55.462	4%
10 (19)		IT & Technology	USA	54.763	44%

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11 (11)		Consumer goods	USA	50.811	4%
12 (14)	LVMH	Luxury	France	49.979	15%
13 (13)		Retail	USA	49.276	10%
14 (10)		Consumer goods	USA	48.593	-4%
15 (12)		Consumer goods	USA	47.078	4%
16 (15)		IT & Technology	USA	45.409	7%
17 (17)		Consumer goods	Belgium	41.674	3%
18 (16)		Consumer goods	USA	41.121	-2%
19 (18)		Utilities	USA	40.200	3%
20 (20)		Consumer goods	Switzerland	37.745	-1%











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21 (21)	 The WALT DISNEY Company	Media & Entertainment	USA	35.637	2%
22 (22)	 intel	IT & Technology	USA	35.221	8%
23 (25)	 SAMSUNG	IT & Technology	Korea	35.126	18%
24 (24)	 WELLS FARGO	Financial services	USA	33.579	10%
25 (23)	 TOYOTA	Automotive	Japan	31.998	0%
26 (27)	 Unilever	Consumer goods	U.K.	29.171	8%
27 (29)	 CISCO	Telco	USA	28.125	6%
28 (26)	 SAB MILLER	Consumer goods	U.K.	27.628	-6%
29 (32)	 中国建设银行 China Construction Bank	Financial services	China	26.917	12%
30 (45)	 Bank of America	Financial services	USA	25.589	21%

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31 (50)		IT & Technology	China	25.529	37%
32 (31)		Telco	Germany	25.217	2%
33 (40)		Logistics	USA	24.836	13%
34 (36)		Pharma, Health & Biotech	USA	24.166	6%
35 (43)		Consumer goods	U.K.	23.781	12%
36 (28)		Automotive	Germany	23.363	-12%
37 (38)		Financial services	USA	23.014	3%
38 (33)		Consumer goods	NL	22.940	-2%
39 (35)		Automotive	Germany	22.764	-2%
40 (34)	 中国农业银行 AGRICULTURAL BANK OF CHINA	Financial services	China	22.630	-3%










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41 (39)		Industry	Indien	22.405	2%
42 (67)		Telco	Japan	21.887	9%
43 (42)		IT & Technology	USA	21.815	-1%
44 (44)		Industry	USA	21.753	2%
45 (30)		Telco	U.K.	21.666	-15%
46 (48)		Financial services	USA	21.482	9%
47 (37)		Durables	USA	21.292	-6%
48 (46)		Consumer goods	U.K.	20.813	0%
49 (68)		Retail	China	19.877	29%
50 (51)		Retail	USA	19.535	6%

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51 (57)	 COMCAST	IT & Technology	USA	19.472	14%
52 (47)	 NOVARTIS	Pharma, Health & Biotech	Switzerland	19.360	-5%
53 (78)	 KraftHeinz	Consumer goods	USA	19.305	34%
54 (52)	 BASF We create chemistry	Industry	Germany	18.810	3%
55 (55)	 GENERAL MOTORS	Automotive	USA	18.479	6%
56 (61)	 MasterCard	Financial services	USA	18.405	10%
57 (49)	 BMW	Automotive	Germany	18.248	-6%
58 (54)	 HSBC	Financial services	U.K.	18.159	3%
59 (72)	 FedEx®	Logistics	USA	17.755	18%
60 (59)	 THE HOME DEPOT	Retail	USA	17.676	5%



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61 (65)		Business services	Germany	17.607	9%
62 (58)		Telco	Spain	17.520	3%
63 (75)	JPMORGAN CHASE & CO.	Financial services	USA	17.001	16%
64 (41)		Financial services	China	16.844	-23%
65 (56)	UNITEDHEALTH GROUP*	Financial services	USA	16.657	-3%
66 (62)	<b>BOSCH</b> Technik fürs Leben	Durables	Germany	16.626	2%
67 (81)	<b>Dior</b>	Luxury	France	16.350	18%
68 (69)	L'ORÉAL	Consumer goods	France	16.335	6%
69 (66)		Consumer goods	USA	16.109	0%
70 (73)	<b>INDITEX</b>	Retail	Spain	15.878	7%

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71 (88)		Financial services	USA	15.490	20%
72 (63)		Automotive	USA	15.386	-5%
73 (60)		Pharma, Health & Biotech	USA	15.345	-9%
74 (70)		Consumer goods	Austria	15.247	2%
75 (91)		Utilities	U.K.	15.211	24%
76 (71)		IT & Technology	China	15.094	0%
77 (64)		Financial services	China	15.072	-7%
78 (n.a.)		Durables	Germany	14.905	41%
79 (74)		Retail	USA	14.724	0%
80 (84)		Utilities	USA	14.606	9%













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81 (76)		Pharma, Health & Biotech	USA	14.457	-1%
82 (77)		Financial services	USA	14.438	-1%
83 (85)	<b>HONDA</b> The Power of Dreams	Automotive	Japan	13.980	4%
84 (93)		Telco	Japan	13.912	14%
85 (99)		Financial services	USA	13.507	14%
86 (95)		Financial services	France	13.307	11%
87 (83)		Pharma, Health & Biotech	France	13.272	-2%
88 (n.a.)	<b>TimeWarner</b>	Media & Entertainment	USA	13.216	22%
89 (90)		Retail	Sweden	13.034	5%
90 (87)		Consumer goods	USA	12.993	0%

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91 (86)		Pharma, Health & Biotech	Germany	12.532	-7%
92 (n.a.)		Automotive	Italy	12.470	13%
93 (n.a.)		Industry	USA	12.457	11%
94 (n.a.)		Utilities	China	12.444	9%
95 (97)		Financial services	Spain	12.353	4%
96 (n.a.)		Consumer goods	Germany	12.275	6%
97 (92)		Consumer goods	France	12.196	0%
98 (98)		Automotive	Japan	12.140	2%
99 (n.a.)		Financial services	Japan	11.991	5%
100 (n.a.)		Industry	NL	11.919	2%