



BRAND RANKING – SINGLE BRANDS

RANKING 2010 (2009)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
1 (1)		IT & Technology	Finland	25.331	-28,1%
2 (2)		Telco	U.K.	25.318	6,4%
3 (4)		Luxury	France	17.186	-10,0%
4 (3)	 Mercedes-Benz	Automotive	Germany	16.940	-12,6%
5 (5)		Automotive	Germany	15.267	-9,5%
6 (7)		Telco	Spain	15.061	-0,5%
7 (10)		Consumer goods	Switzerland	14.567	14,0%
8 (9)		Telco	France	12.900	-5,5%
9 (8)		Telco	Germany	12.663	-11,5%
10 (11)		Consumer goods	Austria	11.973	-5,4%

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RANKING 2010 (2009)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
11 (6)	Deutsche Bank 	Financial services	Germany	11.265	-29,9%
12 (12)	HSBC 	Financial services	U.K.	10.696	-5,1%
13 (14)		Retail	Sweden	10.286	4,5%
14 (13)	ERICSSON 	IT & Technology	Sweden	9.367	-8,1%
15 (-)	Dior	Luxury	France	8.853	-11,2%
16 (21)		Retail	Sweden	8.615	11,5%
17 (18)		Financial services	Italy	8.467	1,6%
18 (15)		Business Services	Germany	8.236	-16,3%
19 (17)	SIEMENS	Industry	Germany	7.533	-10,4%
20 (16)		Financial services	France	7.413	-12,5%

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RANKING 2010 (2009)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in €m	PERCENT CHANGE
21 (19)	 Allianz	Financial services	Germany	7.400	-9,1%
22 (22)	 AXA	Financial services	France	6.269	-5,5%
23 (23)	 BARCLAYS	Financial services	U.K.	5.882	-9,1%
24 (26)	 UBS	Financial services	Switzerland	5.830	-10,3%
25 (-)	 TESCO	Retail	U.K.	5.763	19,5%