

GLOBAL TOP 100

BRAND CORPORATIONS 2015

RANKING 2015 (2014)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in Mio. €	PERCENT CHANGE
1 (1)		IT & Technology	USA	136.903	21%
2 (2)		IT & Technology	USA	73.632	9%
3 (4)		IT & Technology	USA	66.598	7%
4 (3)		Consumer goods	USA	66.521	3%
5 (8)		Consumer goods	USA	52.212	11%
6 (11)		Telco	China	48.679	11%
7 (7)		Consumer goods	USA	47.931	0,%
8 (16)		Telco	USA	47.257	38%
9 (9)		Telco	USA	47.064	5%
10 (10)		Consumer goods	USA	46.339	3%

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11 (5)		IT & Technology	USA	43.709	-20%
12 (14)		Retail	USA	42.397	16%
13 (13)		Consumer goods	USA	41.329	8%
14 (12)		Luxury	France	39.829	1%
15 (6)		Consumer goods	USA	39.685	-17%
16 (19)		Consumer goods	Belgium	35.781	20%
17 (15)		Utilities	USA	35.609	2%
18 (17)		Retail	USA	35.298	5%
19 (18)		Consumer goods	Switzerland	34.289	4%
20 (26)		IT & Technology	USA	30.010	35%

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21 (22)	 TOYOTA	Automotive	Japan	28.339	11%
22 (20)	The  Company	Media & Entertainment	USA	28.217	1%
23 (29)		Financial services	USA	27.745	31%
24 (21)	VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small>	Automotive	Germany	27.332	7%
25 (24)		IT & Technology	Korea	25.576	1%
26 (39)		IT & Technology	USA	24.209	28%
27 (28)		Consumer goods	U.K.	23.692	12%
28 (32)	 中国建设银行 China Construction Bank	Financial services	China	23.408	15%
29 (23)		Telco	U.K.	23.222	-8%
30 (33)		IT & Technology	USA	22.892	14%

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31 (25)	 Unilever	Consumer goods	U.K.	22.765	-9%
32 (47)		IT & Technology	USA	21.931	26%
33 (40)		Industry	India	21.335	15%
34 (38)		Industry	USA	21.001	11%
35 (36)		Telco	Germany	20.990	9%
36 (34)		Automotive	Germany	20.780	4%
37 (31)		Pharma, Health & Biotech	USA	20.496	-1%
38 (51)		Logistics	USA	20.211	28%
39 (50)	 中国农业银行 AGRICULTURAL BANK OF CHINA	Financial services	China	20.205	28%
40 (42)		Financial services	USA	20.000	9%

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41 (46)	 NOVARTIS	Pharma, Health & Biotech	Switzerland	19.926	13%
42 (45)	 HEINEKEN	Consumer Goods	Netherlands	19.257	8%
43 (49)	 Citi	Financial services	USA	19.033	16%
44 (44)		Automotive	Germany	18.894	4%
45 (35)	 DIAGEO	Consumer goods	U.K.	18.708	-3%
46 (43)	 Telefonica	Telco	Spain	18.639	2%
47 (37)	 BASF We create chemistry	Industry	Germany	18.582	-3%
48 (48)	 HSBC	Financial services	U.K.	18.067	9%
49 (63)	 ICBC	Financial services	China	17.836	31%
50 (66)	 hp	IT & Technology	USA	17.784	36%

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51 (56)		Durables	USA	17.328	20%
52 (30)		Telco	Japan	17.209	-17%
53 (55)		Financial services	USA	17.007	17%
54 (64)		Pharma, Health & Biotech	USA	16.986	27%
55 (41)		Utilities	USA	16.579	-10%
56 (52)		Consumer goods	U.K.	16.506	6%
57 (58)		Automotive	USA	15.709	11%
58 (68)		Financial services	USA	15.252	19%
59 (61)		Utilities	China	15.198	8%
60 (60)		Utilities	U.K.	14.971	6%

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61 (108)	 中國銀行 BANK OF CHINA	Financial services	China	14.823	55%
62 (53)	 Red Bull	Consumer goods	Austria	14.819	-4%
63 (62)	 COMCAST	IT & Technology	USA	14.209	4%
64 (79)		Retail	USA	14.152	22%
65 (94)		Financial services	USA	14.091	36%
66 (70)		Automotive	USA	13.735	8%
67 (64)	L'ORÉAL	Consumer goods	France	13.519	1%
68 (89)	JPMORGAN CHASE & CO.	Financial services	USA	13.396	23%
69 (65)	 SANOFI	Pharma, Health & Biotech	France	13.339	1%
70 (67)		Business services	Germany	13.170	2%

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71 (87)		Telco	France	13.017	18%
72 (76)		Logistics	USA	12.865	10%
73 (113)	UNITEDHEALTH GROUP [®]	Financial services	USA	12.861	37%
74 (69)		Luxury	France	12.858	1%
75 (98)		Retail	USA	12.841	29%
76 (71)		Durables	Germany	12.727	2%
77 (86)		Pharma, Health & Biotech	USA	12.669	14%
78 (78)		Pharma, Health & Biotech	Germany	12.629	8%
79 (100)		IT & Technology	China	12.611	28%
80 (92)		Utilities	China	12.416	16%

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81 (125)	 Baidu 百度	IT & Technology	China	12.413	47%
82 (73)	 MITSUBISHI MOTORS	Automotive	Japan	12.352	3%
83 (88)	 THE HOME DEPOT	Retail	USA	12.258	11%
84 (n.a.)	 SoftBank	Telco	Japan	12.103	n.a.
85 (75)	 H&M	Retail	Sweden	12.076	3%
86 (84)	 BNP PARIBAS	Financial services	France	12.051	8%
87 (72)	 INDITEX	Retail	Spain	11.957	-1%
88 (74)	 BERTELSMANN	Media & Entertainment	Germany	11.839	1%
89 (59)	 ArcelorMittal	Industry	India	11.793	-17%
90 (77)	 IKEA®	Retail	Sweden	11.720	0%

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91 (91)		Consumer goods	USA	11.422	6%
92 (111)		Financial services	Spain	11.397	20%
93 (81)		Financial services	USA	11.321	0%
94 (54)		Retail	U.K	11.303	-22%
95 (93)	 The Power of Dreams	Automotive	Japan	11.245	8%
96 (141)	 保险·银行·投资	Financial services	China	11.200	54%
97 (96)		Industry	USA	11.044	9%
98 (90)		Business services	Netherlands	10.921	1%
99 (114)		Consumer goods	USA	10.832	17%
100 (104)		Telco	U.K.	10.811	11%