



PRESS RELEASE

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European Brand Institute GLOBAL TOP 100 Ranking: 1st Apple, 2nd Google, 3rd Amazon, France remains Europe's brand hotspot with LVMH Group in 5th place

According to the **European Brand Institute's GLOBAL TOP 100 Brand Corporations 2022 Ranking**, US tech brand companies are the most valuable. US tech giant **APPLE** is the **most valuable brand corporation** worldwide with EUR 398.179 bn (+45%), followed by **Google** (Alphabet Inc.) with EUR 302.818 bn (+59%), while the online retailer **Amazon.com** with EUR 241.966 bn (+24%) takes third place.

Ranking: <https://www.europeanbrandinstitute.com/brand-rankings/>

Study author **Gerhard Hrebicek**, President of the [European Brand Institute](https://www.europeanbrandinstitute.com/): "With average brand value growth of +17% for the GLOBAL TOP 100 BRAND CORPORATIONS, 2021 was a rally year that has not existed for a long time. The TOP 10 brand companies in the automotive (+29%) and pharmaceuticals (+20%) sectors recorded the highest growth."

- US car group **Tesla** rises to **number 1** with EUR 52.063 bn (+46%), **Porsche Holding** to **number 10** in the **automotive sector**. US pharmaceutical giant **Pfizer** made up 25 places with a brand value increase of 97% and a brand value of EUR 47.239 bn (ranked 21st globally) and leads the **pharmaceutical industry** segment.

- **Europe's most valuable brand corporation LVMH Group** climbs to 5th place worldwide. The French **LVMH Group** remains Europe's most valuable brand group with a brand value of EUR 125.338 bn (+43%/global rank 5), followed by the Swiss number 1 **Nestlé** EUR 49.715 bn. (+13%/global rank 19) and the Belgian **Anheuser Busch InBev** EUR 34.724 bn (+16%/global rank 31). **Red Bull**, Austria's only brand corporation in the GLOBAL TOP 100, is in 86th place with EUR 16.961 bn (+6%) in the ranking.

- **France**, the world leader in the luxury segment, confirms its role as **Europe's brand hotspot** with a total value of the TOP 10 brand companies of EUR 285 bn. **Germany's** TOP 10 brand companies, led by **Deutsche Telekom**, are worth EUR 209 bn and **Switzerland's** EUR 142 bn, the **Dutch** TOP 10 are worth EUR 131 bn. When it comes to the ratio of the TOP 10 brand values to the number of inhabitants, Switzerland is by far the world leader. In comparison, the ten most valuable brand corporations in **Austria** with a similar population are worth EUR 34.6 bn.

- China's **ALIBABA Group** is in 6th place in the GLOBAL TOP 100 ranking with EUR 107.445 bn (+10%). Newcomer **Saudi Aramco** debuts with a brand value of EUR 47.485 bn in 20th place.

USA dominates the GLOBAL TOP 100 with 48 (+2) brand corporations, with a value share of 64%, **Europe** has 32 (-1) with a further declining value share of 19%, while **Asia** with 19 (-1) and a value share of 17% falls back slightly for the first time.

The **GLOBAL TOP 100 BRAND CORPORATIONS RANKING** by the European Brand Institute has analyzed more than 3,000 brand companies and their brands in 16 sectors based on the latest ISO standards. Data based on fiscal year 2021, financial data source: REFINITIV an LSEG company.

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