











# TOP 10 BRAND CORPORATIONS CHINA 2022

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	 Alibaba.com	107.445	↑ 10%
2.	 HUAWEI	64.887	↑ 18%
3.	 Tencent 腾讯	53.921	↓ -5%
4.	 中国移动 China Mobile	45.165	↑ 6%
5.	 中国平安 PING AN 保险 · 银行 · 投资	35.132	↓ -6%
6.	 ICBC	34.249	↑ 13%
7.	 中国建设银行 China Construction Bank	31.255	↑ 12%
8.	 中国人寿 CHINA LIFE	26.964	↑ 6%
9.	 中国农业银行 AGRICULTURAL BANK OF CHINA	26.068	↑ 7%
10.	 中国银行 BANK OF CHINA	22.625	↑ 7%



BRANDS  
IN TOP 100  
**11**

TOP RANK  
**6**

TOP  
SEGMENTS  
**FINANCIAL  
SERVICES**

BRAND VALUE\*  
TOP 10  
**447**

\* in billion EUR

All data referring to brand value study „GLOBAL TOP 100“ 2022

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