








TOP 10 BRAND CORPORATIONS EUROPE 2022

RANK	BRAND CORPORATION	BRAND VALUE*	+ / -
1.	 LVMH	125.338	↑ 43%
2.	 Nestlé	49.715	↑ 13%
3.	 ABInBev	34.724	↑ 16%
4.	Christian Dior	34.483	↑ 20%
5.	 Unilever	31.439	↑ 13%
6.	 T...	29.928	↑ 10%
7.	VOLKSWAGEN <small>VOLKSWAGENGROUPE</small>	28.444	↑ 9%
8.	L'ORÉAL	26.212	↑ 20%
9.	 BRITISH AMERICAN TOBACCO	24.736	↑ 6%
10.	 SAP	24.342	↑ 5%



BRANDS
IN TOP 100
32

TOP RANK
5

TOP
SEGMENTS
LUXURY &
CONSUMER
GOODS

SHARE
IN TOP 100
19%

* in billion EUR All data referring to brand value study „GLOBAL TOP 100“ 2022
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