











# TOP 10 BRAND CORPORATIONS SWITZERLAND 2022



RANK	BRAND CORPORATION	BRAND VALUE*
1.	 Nestle	49.715
2.	 NOVARTIS	23.914
3.	 Roche	19.472
4.	 ZÜRICH	9.738
5.	 CREDIT SUISSE	9.607
6.	 UBS	7.742
7.	 ABB	6.698
8.	 KUEHNE+NAGEL	5.636
9.	 Swiss Re	5.057
10.	 coop	4.913

BRANDS  
IN TOP 100  
**3**

TOP RANK  
**19**

TOP  
SEGMENT  
**CONSUMER  
GOODS**

BRAND VALUE\*  
TOP 10  
**142**