








TOP 10 BRAND CORPORATIONS GERMANY 2022

RANK	BRAND CORPORATION	BRAND VALUE ⁺	+ / -	
1.		29.928	↑	10%
2.	VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small>	28.444	↑	9%
3.		24.342	↑	5%
4.	DAIMLER	22.636	↓	-3%
5.	BMW GROUP	20.881	↑	17%
6.	 BASF <small>We create chemistry</small>	20.755	↑	20%
7.	 BOSCH	18.270	↑	7%
8.	 <small>GROUP</small>	15.535	↓	-2%
9.	Allianz 	14.435	↑	2%
10.	 Deutsche Post	14.294	↑	28%



BRANDS
IN TOP 100
10

TOP RANK
45

TOP
SEGMENT
**AUTO
MOTIVE**

BRAND VALUE⁺
TOP 10
209

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