

GLOBAL TOP 100 BRAND CORPORATIONS

eurobrand

RANKING 2012 (2011)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
1 (1)		IT & Technology	USA	100.239	43,9%
2 (2)	<i>The Coca-Cola Company</i>	Consumer goods	USA	59.978	8,9%
3 (3)	Microsoft	IT & Technology	USA	53.973	5,1%
4 (5)		IT & Technology	USA	52.637	13,8%
5 (4)		IT & Technology	USA	50.603	5,0%
6 (10)		Consumer goods	USA	48.309	12,4%
7 (8)		Consumer goods	USA	47.144	6,6%
8 (6)		Consumer goods	USA	45.847	2,0%
9 (11)	<i>Johnson & Johnson</i>	Consumer goods	USA	44.662	5,5%
10 (7)		Telco	USA	44.494	-0,1%

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11 (12)	 中国移动通信 CHINA MOBILE	Telco	Hong Kong (China)	43.983	11,0%
12 (9)		Consumergoods	USA	41.569	-3,8%
13 (13)		Retail	USA	35.278	2,5%
14 (15)	 MOËT HENNESSY, LOUIS VUITTON	Luxury	France	34.306	8,2%
15 (14)		Utilities	USA	32.168	0,6%
16 (17)		Telco	USA	30.373	7,5%
17 (16)		Telco	U.K.	28.578	0,3%
18 (18)		Consumer goods	USA	28.527	10,9%
19 (19)		Consumer goods	Belgium	28.021	10,0%
20 (20)		Consumer goods	Switzerland	27.473	8,1%


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21 (22)	 Unilever	Consumer goods	U.K.	26.022	6,9%
22 (26)		IT & Technology	USA	25.002	14,5%
23 (21)		Financial Services	China	24.079	-1,4%
24 (44)		IT & Technology	Korea	23.038	39,7%
25 (25)		Media & Entertainment	USA	22.405	-0,2%
26 (36)		Retail	USA	22.260	24,5%
27 (27)		Automotive	Japan	22.210	4,3%
28 (23)		Telco	Spain	21.993	-5,9%
29 (29)		Pharma, Health & Biotech	USA	20.396	3,3%
30 (28)		Telco	USA	20.010	-0,1%

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31 (40)	 NTT	Telco	Japan	19.302	12,5%
32 (37)		Consumer goods	U.K.	18.870	6,2%
33 (32)	 中国建设银行 China Construction Bank	Financial services	China	18.807	2,3%
34 (31)	 ORACLE	IT & Technology	USA	18.619	0,0%
35 (41)		Durables	USA	18.619	8,6%
36 (53)	 VOLKSWAGEN AKTIENGESELLSCHAFT	Automotive	Germany	18.483	26,7%
37 (35)	 BASF The Chemical Company	Industry	Germany	18.374	2,7%
38 (42)	 BMW Group	Automotive	Germany	18.238	7,7%
39 (54)	 NOVARTIS	Pharma, Health & Biotech	Switzerland	17.490	20,2%
40 (47)	 DIAGEO	Consumer goods	U.K.	17.256	8,1%

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41 (34)	 Deutsche Telekom	Telco	Germany	17.009	-6,0%
42 (39)	Heineken Holding N.V.	Consumer goods	NL	16.267	-5,8%
43 (43)		Financial services	USA	16.222	-4,1%
44 (24)		IT & Technology	USA	16.202	-28,3%
45 (46)		Industry	India	16.149	0,3%
46 (57)	ExxonMobil	Utilities	USA	16.141	15,1%
47 (60)		Utilities	U.K.	16.067	17,0%
48 (30)	DAIMLER	Automotive	Germany	15.981	-18,3%
49 (59)	 BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	15.800	13,9%
50 (49)	TESCO	Retail	U.K.	15.460	-1,0%

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51 (51)	 BOEING	Industry	USA	15.382	0,1%
52 (48)	HSBC 	Financial services	U.K.	15.185	-3,7%
53 (38)	vivendi	Media entertainment	France	14.983	-13,5%
54 (33)	 MITSUBISHI	Automotive	Japan	14.716	-19,2%
55 (50)	Bank of America 	Financial services	USA	14.458	-7,1%
56 (61)		Logistics	USA	14.343	4,8%
57 (65)	 中国农业银行 AGRICULTURAL BANK OF CHINA	Financial services	China	14.305	11,0%
58 (66)		Financial services	USA	14.199	10,3%
59 (64)		Automotive	USA	14.143	5,8%
60 (55)	MCKESSON	Pharma, Health & Biotech	USA	14.112	-0,8%

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61 (63)	 Red Bull	Consumer goods	Austria	13.929	3,9%
62 (52)		Telco	France	13.538	-9,8%
63 (75)	 PetroChina	Utilities	China	13.501	19,5%
64 (62)		Financial services	USA	13.303	-1,0%
65 (67)	 中國銀行 BANK OF CHINA	Financial services	China	13.043	1,8%
66 (68)	 HONDA	Automotive	Japan	12.980	4,7%
67 (72)	 sanofi aventis Because health matters	Pharma, Health & Biotech	France	12.659	8,3%
68 (74)	 BOSCH	Durables	Germany	12.565	10,8%
69 (69)	 GM	Automotive	USA	12.407	2,1%
70 (78)	 Chevron	Utilities	USA	12.334	11,9%

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71 (58)	 ArcelorMittal	Industry	India	12.311	-12,0%
72 (86)	 VISA	Financial services	USA	12.198	18,4%
73 (n.a.)	 facebook	IT & Technology	USA	11.455	94,2%
74 (70)	 Itaú	Financial services	Brasil	11.270	-5,3%
75 (92)	 comcast.	IT & Technology	USA	11.204	11,4%
76 (71)	 TARGET	Retail	USA	11.095	-5,9%
77 (93)	 TOTAL	Utilities	France	11.082	10,4%
78 (88)	 bhpbilliton	Industry	U.K.	11.072	8,0%
79 (56)	 Deutsche Bank	Financial services	Germany	11.037	-21,7%
80 (79)	L'ORÉAL	Consumer goods	France	10.985	2,4%











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81 (73)		Utilities	Germany	10.929	-3,9%
82 (76)		Media & Entertainment	Germany	10.906	-3,4%
83 (84)		Pharma, Health & Biotech	U.K.	10.825	4,8%
84 (89)		Utilities	France	10.790	6,4%
85 (83)		Retail	Sweden	10.745	3,7%
86 (96)		Utilities	China	10.743	10,1%
87 (85)		Business services	NL	10.690	3,7%
88 (98)		Business services	Germany	10.675	11,0%
89 (104)		Consumer goods	France	10.625	13,6%
90 (94)		Retail	Spain	10.620	7,3%

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91 (81)		Luxury	France	10.590	0,3%
92 (80)		Financial services	France	10.416	-1,6%
93 (97)		Automotive	Japan	10.367	6,9%
94 (105)		Consumer goods	USA	10.331	11,1%
95 (100)		Retail	Sweden	10.083	6,5%
96 (87)		Financial services	USA	9.966	-3,1%
97 (99)		Pharma, Health & Biotech	Germany	9.753	1,4%
98 (108)		Industry	Japan	9.704	6,8%
99 (122)		Retail	USA	9.669	13,3%
100 (91)		Retail	Germany	9.626	-4,5%