

GLOBAL TOP 100



BRAND CORPORATIONS 2023

2023	2022	Brand Corporation	Segment	Country	Brand Value in Mio EUR	+ / -
1	1	Apple Inc	USA	IT & Technology	367 834	↓ -8%
2	2	Alphabet Inc	USA	IT & Technology	304 759	↑ 1%
3	4	Microsoft Corp	USA	IT & Technology	240 563	↑ 7%
4	3	Amazon.com Inc	USA	Retail	206 372	↓ -15%
5	5	LVMH Moët Hennessy Louis Vuitton SE	France	Luxury	135 640	↑ 8%
6	6	Alibaba Group Holding Ltd	China	Retail	112 628	↑ 5%
7	8	Johnson & Johnson	USA	Consumer goods	76 121	↑ 10%
8	7	Facebook Inc	USA	IT & Technology	75 938	↓ -29%
9	10	Walmart Inc	USA	Retail	69 540	↑ 10%
10	13	Coca-Cola Co	USA	Consumer goods	66 387	↑ 17%
11	12	Procter & Gamble Co	USA	Consumer goods	66 265	↑ 12%
12	18	Tesla Inc	USA	Automotive	64 115	↑ 23%
13	20	Saudi Aramco	Saudi Arabia	Utilities	63 076	↑ 33%
14	15	PepsiCo Inc	USA	Consumer goods	62 577	↑ 13%
15	9	Huawei	China	IT & Technology	53 749	↓ -9%
16	21	Pfizer Inc	USA	Pharma, Health & Biotech	52 885	↑ 12%
17	17	Verizon Communications Inc	USA	Telco	50 406	↓ -5%
18	25	Berkshire Hathaway Inc	USA	Financial services	50 353	↑ 13%
19	14	Samsung Electronics Co Ltd	Korea; Republic (S. Korea)	IT & Technology	50 338	↓ -10%
20	27	Visa Inc	USA	Financial services	49 919	↑ 27%

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21	22	Walt Disney Co	USA	Media & Entertainment	49 580	↑ 6%
22	19	Nestle SA	Switzerland	Consumer goods	49 484	↔ 0%
23	11	AT&T Inc	USA	Telco	47 915	↓ -22%
24	24	China Mobile Ltd	China	Telco	46 789	↑ 4%
25	33	Industrial and Commercial Bank of China Ltd	China	Financial services	45 763	↑ 33%
26	16	Tencent Holdings Ltd	China	IT & Technology	43 721	↓ -19%
27	40	China Construction Bank Corp	China	Financial services	41 365	↑ 32%
28	30	Toyota Motor Corp	Japan	Automotive	40 888	↑ 17%
29	31	Anheuser Busch Inbev SA	Belgium	Consumer goods	39 103	↑ 13%
30	n.a.	Accenture PLC	USA	Business services	37 985	↑ 9%
31	36	UnitedHealth Group Inc	USA	Financial services	37 361	↑ 16%
32	32	Christian Dior SE	France	Luxury	37 345	↑ 8%
33	26	Mc' Donalds Corp	USA	Consumer goods	37 011	↓ -7%
34	28	United Parcel Service Inc	USA	Logistics	36 798	↑ 5%
35	37	Mastercard Inc	USA	Financial services	35 709	↑ 13%
36	39	International Business Machines Corp	USA	IT & Technology	35 365	↑ 13%
37	34	Bank of America Corp	USA	Financial services	35 173	↑ 5%
38	41	Philip Morris International Inc	USA	Consumer goods	34 231	↑ 11%
39	38	Unilever NV	Netherlands	Consumer goods	33 101	↑ 5%
40	45	Deutsche Telekom AG	Germany	Telco	32 820	↑ 10%

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41	23	 Intel Corp	USA	IT & Technology	32 590	↓ -30%
42	35	 Home Depot Inc	USA	Retail	31 729	↓ -3%
43	42	 Cisco Systems Inc	USA	Telco	31 525	↑ 3%
44	29	 Ping An Insurance Group Co of China Ltd	China	Financial services	30 433	↓ -8%
45	43	 Nike Inc	USA	Durables	30 111	↔ 0%
46	44	 Wells Fargo & Co	USA	Financial services	30 016	↔ 0%
47	47	 JPMorgan Chase & Co	USA	Financial services	29 550	↑ 9%
48	42	 China Life Insurance Co Ltd	China	Financial services	27 895	↑ 3%
49	46	 Volkswagen AG	Germany	Automotive	27 777	↓ -2%
50	50	 Agricultural Bank of China Ltd	China	Financial services	27 777	↑ 7%
51	45	 Oracle Corp	USA	IT & Technology	27 064	↑ 10%
52	52	 British American Tobacco PLC	UK	Consumer goods	26 292	↑ 6%
53	54	 CVS Health Corp	USA	Pharma, Health & Biotech	26 052	↑ 6%
54	49	 L'Oréal SA	France	Consumer goods	26 012	↓ -1%
55	51	 General Electric Co	USA	Utilities	25 647	↑ 2%
56	63	 Starbucks Corp	USA	Consumer goods	25 380	↑ 18%
57	57	 Novartis AG	Switzerland	Pharma, Health & Biotech	25 180	↑ 5%
58	96	 Exxon Mobil Corp	USA	Utilities	24 932	↑ 69%
59	59	 Citigroup Inc	USA	Financial services	24 163	↑ 6%
60	62	 Diageo PLC	UK	Consumer goods	24 081	↑ 10%

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61	58	FedEx Corp	USA	Logistics	23 980	↑ 1%	
62	n.a.	Abbott Laboratories	USA	Industry	23 955	↓ -5%	
63	61	中國銀行 BANK OF CHINA	China	Financial services	23 578	↑ 4%	
64	71	AMERICAN EXPRESS	USA	Financial services	23 433	↑ 15%	
65	65	BMW GROUP	Bayerische Motoren Werke AG	Germany	Automotive	22 994	↑ 10%
66	60	DAIMLER	Daimler AG	Germany	Automotive	22 962	↑ 1%
67	70	HERMÈS PARIS	Hermès International SCA	France	Luxury	22 866	↑ 12%
68	56	SAP	SAP SE	Germany	Business services	22 788	↓ -6%
69	n.a.	Morgan Stanley	Morgan Stanley	USA	Financial services	22 434	↑ 1%
70	53	COMCAST	Comcast Corp	USA	IT & Technology	22 222	↓ -10%
71	n.a.	Lilly	Eli Lilly and Co	USA	Pharma, Health & Biotech	22 191	↑ 24%
72	n.a.	NETFLIX	Netflix Inc	USA	IT & Technology	21 997	↓ -17%
73	69	SoftBank	SoftBank Group Corp	Japan	Telco	21 456	↑ 5%
74	79	MONSTER BEVERAGE	Monster Beverage Group	USA	Consumer goods	21 450	↑ 16%
75	73	HEINEKEN	Heineken NV	Netherlands	Consumer goods	21 447	↑ 10%
76	64	STELLANTIS	Stellantis NV	Netherlands	Automotive	21 040	↔ 0%
77	78	BOEING	Boeing Co	USA	Industry	20 416	↑ 8%
78	68	vodafone	Vodafone Group PLC	UK	Telco	20 160	↓ -2%
79	75	IKEA	Ikea	Sweden	Retail	20 123	↑ 4%
80	n.a.	charles SCHWAB	Charles Schwab Corp	USA	Financial services	20 085	↑ 14%

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81	81	 BOSCH Bosch	Germany	Durables	19 990	↑ 9%
82	n.a.	 salesforce Salesforce.Com Inc	USA	IT & Technology	19 785	↑ 19%
83	77	 Goldman Sachs Goldman Sachs Group Inc	USA	Financial services	19 748	↑ 4%
84	66	 GM General Motors Co	USA	Automotive	19 615	↓ -6%
85	n.a.	 MERCK Merck & Co Inc	USA	Pharma, Health & Biotech	19 441	↑ 26%
86	89	INDITEX Industria de Diseno Textil SA	Spain	Retail	19 383	↑ 22%
87	67	 BASF We create chemistry BASF SE	Germany	Industry	19 114	↓ -8%
88	84	 NTT Nippon Telegraph and Telephone Corp	Japan	Telco	18 521	↑ 8%
89	85	SONY Sony Corp	Japan	IT & Technology	18 501	↑ 8%
90	86	 Red Bull Red Bull	Austria	Consumer goods	18 400	↑ 8%
91	88	 HSBC HSBC Holdings PLC	UK	Financial services	18 380	↑ 16%
92	n.a.	 PayPal PayPal Holdings Inc	USA	Financial services	18 171	↓ -23%
93	74	 Roche Roche Holding AG	Switzerland	Pharma, Health & Biotech	18 111	↓ -7%
94	n.a.	 AMGEN Amgen Inc	USA	Business services	18 042	↑ 13%
95	n.a.	 ESTÉE LAUDER COMPANIES Estee Lauder Companies Inc	USA	Consumer goods	17 822	↔ 0%
96	72	 TARGET Target Corp	USA	Retail	17 618	↓ -10%
97	n.a.	 TCS TATA CONSULTANCY SERVICES Tata Consultancy Services Ltd	India	Business services	17 587	↑ 19%
98	76	 Ford Ford Motor Co	USA	Automotive	17 374	↓ -8%
99	91	 SANOFI Sanofi SA	France	Pharma, Health & Biotech	16 909	↑ 9%
100	n.a.	 NVIDIA NVIDIA Corp	USA	IT & Technology	16 599	↓ -19%