











# TOP 10 BRAND CORPORATIONS

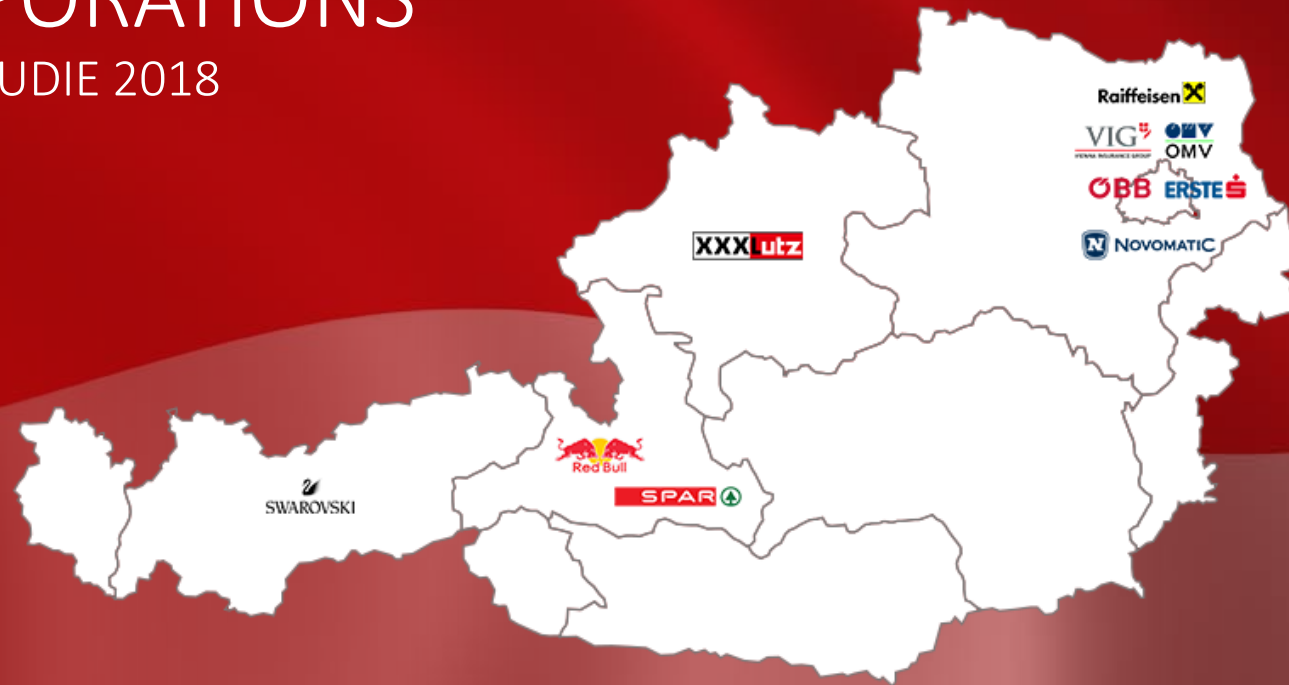
ÖSTERREICHISCHE MARKENWERT STUDIE 2018



## TOP 10 Brand Corporations 2018

Markenwert in Mio EUR im Vergleich zum Vorjahr

|     |   |          |         |
|-----|---|----------|---------|
| 1.  |    | € 15.391 | ↑ +0,9% |
| 2.  |    | € 3.604  | ↑ +2,7% |
| 3.  |    | € 3.408  | ↑ +7,5% |
| 4.  |    | € 2.357  | ↑ +4,1% |
| 5.  |    | € 1.927  | ↑ +3,1% |
| 6.  |    | € 1.891  | ↑ +0,1% |
| 7.  |  | € 1.751  | ↑ +5,8% |
| 8.  |  | € 1.229  | ↑ +4,7% |
| 9.  |  | € 900    | ↑ +3,8% |
| 10. |  | € 796    | ↑ +0,7% |



## Wachstumssieger TOP 10 Brand Corporations 2018 in %

|   |   |        |
|---|---|--------|
| 1 |  | + 7,5% |
| 2 |  | + 5,8% |
| 3 |  | + 4,7% |

## Entwicklung Markenwert TOP 10 2015 – 2018 in Mio EUR

