



Top 100 BRAND RANKING – BRAND CORPORATIONS Worldwide

RANKING 2011	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
1		IT & Technology	USA	69.658	n.a.
2	<i>The Coca-Cola Company</i>	Consumer goods	USA	55.079	n.a.
3	Microsoft	IT & Technology	USA	51.331	n.a.
4		IT & Technology	USA	48.175	n.a.
5		IT & Technology	USA	46.243	n.a.
6		Consumer goods	USA	44.949	n.a.
7		Telco	USA	44.552	n.a.
8		Consumer goods	USA	44.215	n.a.
9		Consumer goods	USA	43.195	n.a.
10		Consumer goods	USA	42.985	n.a.

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11		Consumer goods	USA	42.315	n.a.
12		Telco	Hong Kong (China)	39.610	n.a.
13		Retail	USA	34.417	n.a.
14		Utilities	USA	31.972	n.a.
15		Luxury	France	31.699	14,7%
16		Telco	U.K.	28.505	12,6%
17		Telco	USA	28.253	n.a.
18		Consumer goods	USA	25.724	n.a.
19		Consumer goods	Belgium	25.481	8,0%
20		Consumer goods	Switzerland	25.418	29,9%

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RANKING 2011	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
21		Financial services	China	24.414	n.a.
22		Consumer goods	U.K.	24.344	9,6%
23		Telco	Spain	23.384	6,9%
24		IT & Technology	USA	22.590	n.a.
25		Media & Entertainment	USA	22.457	n.a.
26		IT & Technology	USA	21.828	n.a.
27		Automotive	Japan	21.297	n.a.
28		Telco	USA	20.035	n.a.
29		Pharma, Health & Biotech	USA	19.750	n.a.
30		Automotive	Germany	19.552	15,4%

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RANKING 2011	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in € m	PERCENT CHANGE
31		IT & Technology	USA	18.623	n.a.
32		Financial services	China	18.385	n.a.
33		Automotive	Japan	18.204	n.a.
34		Telco	Germany	18.102	0,6%
35		Industry	Germany	17.884	17,6%
36		Retail	USA	17.881	n.a.
37		Consumer goods	U.K.	17.764	1,1%
38		Media & Entertainment	France	17.327	7,3%
39		Consumer goods	Netherlands	17.262	11,8%
40		Telco	Japan	17.156	n.a.

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41		Durables	USA	17.138	n.a.
42	BMW Group	Automotive	Germany	16.934	11,4%
43		Financial services	USA	16.913	n.a.
44		IT & Technology	South Korea	16.485	n.a.
45		IT & Technology	Finland	16.129	-36,3%
46		Industry	India	16.108	n.a.
47	DIAGEO	Consumer goods	U.K.	15.957	-3,5%
48		Financial services	U.K.	15.766	47,4%
49		Retail	U.K.	15.622	2,4%
50		Financial services	USA	15.562	n.a.

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51	 BOEING	Industry	USA	15.368	n.a.
52	 &ftgroup	Telco	France	15.016	-0,7%
53	VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small>	Automotive	Germany	14.591	21,7%
54	 NOVARTIS	Pharma, Health & Biotech	Switzerland	14.556	21,8%
55	MCKESSON	Pharma, Health & Biotech	USA	14.230	n.a.
56	Deutsche Bank 	Financial services	Germany	14.102	25,2%
57	ExxonMobil	Utilities	USA	14.024	n.a.
58	 ArcelorMittal	Industry	India	13.985	n.a.
59	 BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	13.876	17,6%
60		Utilities	U.K.	13.744	19,5%

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61		Logistics	USA	13.691	n.a.
62		Financial services	USA	13.436	n.a.
63		Consumer goods	Austria	13.401	11,9%
64		Automotive	USA	13.362	n.a.
65		Financial services	China	12.892	n.a.
66		Financial services	USA	12.874	n.a.
67		Financial services	China	12.808	n.a.
68		Automotive	Japan	12.396	n.a.
69		Automotive	USA	12.152	n.a.
70		Financial services	Brasil	11.900	n.a.

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71	 TARGET	Retail	USA	11.791	n.a.
72	 sanofi aventis <small>Group</small> <small>Because health matters</small>	Pharma, Health & Biotech	France	11.693	2,5%
73	 e.on	Utilities	Germany	11.377	35,9%
74	 BOSCH	Durables	Germany	11.342	18,8%
75	 PetroChina	Utilities	China	11.298	n.a.
76	 BERTELSMANN <small>media worldwide</small>	Media & Entertainment	Germany	11.287	2,0%
77	 CNP <small>ASSURANCES</small>	Financial services	France	11.086	11,3%
78	 Chevron	Utilities	USA	11.019	n.a.
79	L'ORÉAL	Consumer goods	France	10.723	11,6%
80	 BNP PARIBAS	Financial services	France	10.590	42,9%

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81		Luxury	France	10.562	19,3%
82		IT & Technology	Japan	10.382	n.a.
83		Retail	Sweden	10.357	0,7%
84		Pharma, Health & Biotech	U.K.	10.326	3,9%
85		Business services	Netherlands	10.310	9,7%
86		Financial services	USA	10.300	n.a.
87		Financial services	USA	10.280	n.a.
88		Industry	U.K.	10.252	9,4%
89		Utilities	France	10.137	5,7%
90		Automotive	Italy	10.126	2,3%

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91	 REWE GROUP	Retail	Germany	10.078	9,8%
92	 comcast.	IT & Technology	USA	10.058	n.a.
93	 TOTAL	Utilities	France	10.034	17,5%
94	 INDITEX	Retail	Spain	9.896	16,7%
95	 Goldman Sachs	Financial services	USA	9.869	n.a.
96	 SINOPEC	Utilities	China	9.761	n.a.
97	 NISSAN	Automotive	Japan	9.694	n.a.
98	 SAP	Business services	Germany	9.619	16,8%
99	 Bayer	Pharma, Health & Biotech	Germany	9.614	13,3%
100	 H&M	Retail	Sweden	9.471	9,9%