

The ranking of the 100 most valuable global brands

01	02	03	04	05	06	07	08	09	10
	Google	amazon	Microsoft	Coca Cola	SAMSUNG			M	DISNEP
+9% 234,241 \$m	+8% 167,713 \$m	+24% 125,263 \$m	+17% 108,847 \$m	-4% 63,365 \$m	+2% 61,098 \$m	TOYOTA +5% 56,246 \$m	+5% 50,832 \$m	+4% 45,362 \$m	+11% 44,352 \$m
11	12	13	14	15	16	17	18	19	20
W de	IBM.	(intel)	•	cisco		LOUIS VUITTON	ORACLE°	(ge)	SAP
+1% 41,440 \$m	-6% 40,381 \$m	-7% 40,197 \$m	-12% 39,857 \$m	+3% 35,559 \$m	+7% 32,376 \$m	+14% 32,223 \$m	+1% 26,288 \$m	-22% 25,566 \$m	+10% 25,092 \$m
21	22	23	24	25	26	27	28	29	30
HONDA	CHANEL	AMERICAN EXPRESS	pepsi	J.P.Morgan	THE A	Ups	HERMES PARIS	ZABA	HEM
+3% 24,422 \$m	+11% 22,134 \$m	+13% 21,629 \$m	-1% 20,488 \$m	+8% 19,044 \$m	+5% 18,407 \$m	+7% 18,072 \$m	+9% 17,920 \$m	-3% 17,175 \$m	-3% 16,345 \$m
31	32	33	34	35	36	37	38	39	40
accenture	Budweiser	GUCCI	Pampers.	Ford	НУППОНІ	Gillette [*]	NESCAFÉ.	Adobe	
+14% 16,205 \$m	+3% 16,018 \$m	+23% 15,949 \$m	-5% 15,773 \$m	+2% 14,325 \$m	+5% 14,156 \$m	-18% 13,753 \$m	+4% 13,605 \$m	+20% 12,937 \$m	+6% 12,921 \$m
41	42	43	44	45	46	47	48	49 PHILIPS	50
citi®	∞	Allianz (11)	ebay	adidas	AXA	HSBC	TM TM		PORSCHE
+10% 12,697 \$m	+4% 12,689 \$m	+12% 12,078 \$m	-8% 12,010 \$m	+11% 11,992 \$m	+6% 11,830 \$m	+5% 11,816 \$m	+23% 11,798 \$m	-4% 11,661 \$m	+9% 11,652 \$m
L'ORÉAL	NISSAN 8	Goldman Sachs	54	VISA	SONY	Kellogg's	SIEMENS	DANONE ONE PLANET, ONE HEALTH	Nestle
+4% 11,589 \$m	-6% 11,502 \$m	-4% 11,352 \$m	+4% 10,891 \$m	+19% 10,756 \$m	+13% 10,514 \$m	-2% 10,419 \$m	+1% 10,259 \$m	+4% 9,915 \$m	+7% 9,534 \$m
Canon	62 mastercard.	63 DELLTechnologies	3 M	NETFLIX	Colgate*	Santander	Cartier	Morgan Stanley	salesforce
-9% 9,482 \$m	+25% 9,430 \$m	New 9,086 \$m	-1% 9,035 \$m	+10% 8,963 \$m	+2% 8,824 \$m	+13% 8,521 \$m	+7% 8,192 \$m	-7% 8,185 \$m	+24% 8,004 \$m
71	72	73	74	75	76	77	78	79	80
Hewlett Packard Enterprise	P PayPal	FedEx.	HUAWEI	LEGO	CATERPILLAR®	Ferrari	KIN	Corona.	PACK DANKEL
-3% 7,909 \$m	+15% 7,604 \$m	+2% 6,998 \$m	-9% 6,887 \$m	+5% 6,884 \$m	+19% 6,791 \$m	+12% 6,458 \$m	-7% 6,428 \$m	+15% 6,369 \$m	+13% 6,347 \$m
81	82	83	84	85	86	87	88	89	90
Panasonic	DIOR		JOHN DEERE	LAND = -ROVER	JohnsonaJohnson	Uber	Heineken	Nintendo	MINI
-2% 6,189 \$m	+16% 6,045 \$m	+2% 5,987 \$m	+9% 5,883 \$m	-6% 5,855 \$m	-8% 5,720 \$m	New 5,714 \$m	+4% 5,626 \$m	+18% 5,550 \$m	+5% 5,532 \$m
91	92	93	94	95	96	97	98	99	100
Siscovery	Spotify ®		TIFFANY & CO.	Hennessy	BURBERRY LONDON ENGLAND		Linked in.	HARLEY-DAVIDSON	PRADA
-4% 5,525 \$m	+7% 5,516 \$m	+1% 5,509 \$m	-5% 5,335 \$m	+12% 5,297 \$m	+4% 5,205 \$m	-3% 5,105 \$m	New 4,836 \$m	-7% 4,793 \$m	-1% 4,781 \$m