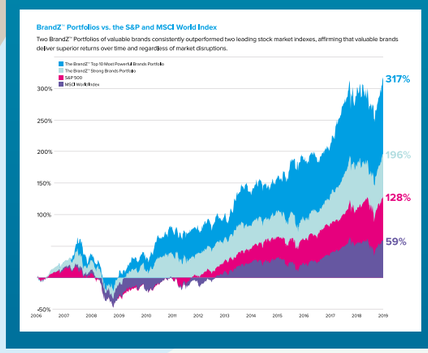
TOP 100: 1 amazon, 2 Apple, 3 Google, 4 Microsoft, 5 VISA, 6 facebook, 7 Alibaba Group, 8 Tencent, 9 McDonald's, 10 AT&T, 11 verizon, 12 MasterCard, 13 IBM, 14 Coca-Cola, 15 Marlboro, 16 SAP, 17 Disney, 18 ups, 19 Home Depot, 20 xfinity, 21 Nike, 22 LV, 23 Wells Fargo, 24 Starbucks, 25 T-Mobile, 26 PayPal, 27 China Mobile, 28 accenture, 29 ICBC, 30 Spectrum, 31 CHANEL, 32 Walmart, 33 American Express, 34 NETFLIX, 35 Pepsi, 36 intel, 37 HERMÈS, 38 SAMSUNG, 39 YouTube, 40 PINGAN, 41 TOYOTA, 42 cisco, 43 L'ORÉAL, 44 Instagram, 45 Adobe, 46 salesforce, 47 HUAWEI, 48 GE, 49 vodafone, 50 ORACLE, 51 Budweiser, 52 GUCCI, 53 Uber, 54 Mercedes-Benz, 55 BMW, 56 HSBC, 57 RBC, 58 LinkedIn, 59 China Construction Bank, 60 HDFC BANK, 62 Costco, 63 Baidu, 64 Nike, 65 Shell, 66 京东, 67 CHASE, 68 LIC, 69 FedEx, 70 NTT, 71 DiDi, 72 TD, 73 J.P.Morgan, 74 mi, 75 movistar, 76 IKEA, 77 citi, 78 美团, 79 Pampers, 80 ExxonMobil, 81 DELL Technologies, 82 中国平安 PING AN, 83 Bank of America, 84 Colgate, 85 KFC, 86 SUBWAY, 87 XBOX, 88 DHL, 89 Haier, 90 AIA, 91 Commonwealth Bank, 92 SIEMENS, 93 hp, 94 Lowe's, 95 US bank, 96 AXA, 97 TATA CONSULTANCY SERVICES, 98 Gillette, 99 BCA, 100 adidas

WELCOME TO THE...

BRANDZ TOP 100 Most Valuable Global Brands 2019

Total Value of The Top 100 Most Valuable Global Brands

$4.7 TRIL.



Top 10 B2B Brands

= Top 100 Rank $ = Brand Value US$ Mil.

#	Brand	Sector	Value
#1	Microsoft	Technology	$251,244
#2	IBM	Technology	$86,005
#3	SAP	Technology	$57,528
#4	ups	Logistics	$54,899
#5	Wells Fargo	Regional Banks	$46,468
#6	accenture	Technology	$39,184
#7	intel	Technology	$31,880
#8	cisco	Technology	$28,861
#9	Adobe	Technology	$27,930
#10	salesforce	Technology	$26,917

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Top 10 Risers

$ = Brand Value US$ Mil.
% = Brand Value Change 2019 vs. 2018

Brand	Sector	Value	%
Instagram	Technology	$28,205	+95%
lululemon	Apparel	$6,921	+77%
NETFLIX	Entertainment	$34,290	+65%
salesforce	Technology	$26,917	+58%
Adobe	Technology	$27,930	+57%
SHISEIDO	Personal Care	$5,986	+56%
amazon	Retail	$315,505	+52%
Uber	Transport	$24,206	+51%
LinkedIn	Technology	$22,816	+46%
SAINT LAURENT	Luxury	$3,572*	

*Brand Value includes Saint Laurent and Yves Saint Laurent

Top 10 Most Valuable Global Brands

$ = Brand Value US$ Mil.
% = Brand Value Change 2019 vs. 2018

#	Brand	Value	%	Sector
#1	amazon	$315,505	+52%	Retail
#2	Apple	$309,527	+3%	Technology
#3	Google	$309,000	+2%	Technology
#4	Microsoft	$251,244	+25%	Technology
#5	VISA	$177,918	+22%	Payments
#6	facebook	$158,968	-2%	Technology
#7	Alibaba Group	$131,246	+16%	Retail
#8	Tencent 腾讯	$130,862	-27%	Technology
#9	McDonald's	$130,368	+3%	Fast Food
#10	AT&T	$108,375	+2%	Telecom Providers

Top 10 in Brand Contribution

$ = Brand Value US$ Mil.
Brand Contribution measures the influence of brand alone and is measured on a scale of 1 to 5, with 5 the highest. All of these brands scored 5.

Brand	Sector	Value	Brand Contribution
Pampers	Baby Care	$18,664	5
Modelo Especial	Beer	$3,270	5
Coca-Cola	Beverages	$68,613	5
ESTÉE LAUDER	Personal Care	$6,103	5
SKOL	Beer	$7,253	5
CHANEL	Luxury	$37,006	5
Corona	Beer	$7,529	5
HEINEKEN	Beer	$11,554	5
GUCCI	Luxury	$25,274	5
HERMÈS PARIS	Luxury	$30,966	5

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Year-on-Year Category Changes

% = Brand Value Change 2019 vs. 2018
$ = Total Category Value US$ Bil.

Category	Value	%
Luxury	$171.3	+29%
Insurance	$125.2	+15%
Apparel	$118.0	+6%
Fast Food	$253.9	+5%
Beverages	$175.0	+9%
Retail	$721.0	+25%
Technology	$1,651.9	+4%
Energy	$101.0	+4%
Personal Care	$127.4	+2%
Telecom Providers	$460.5	+1%
Beer	$78.0	-6%
Cars	$139.7	-7%
Regional Banks	$245.6	-7%
Global Banks	$121.1	-8%

Newcomer Brands

#= Top 100 Rank $ = Brand Value US$ Mil.

#	Brand	Value	Sector
#31	CHANEL	$37,006	Luxury
#68	LIC	$20,314	Insurance
#71	DiDi	$20,041	Transport
#74	Xiaomi	$19,805	Technology
#78	Meituan 美团	$18,760	Lifestyle Platform
#81	DELL Technologies	$18,486	Technology
#87	XBOX	$16,690	Technology
#89	Haier	$16,272	IoT Ecosystem
#97	TATA CONSULTANCY SERVICES	$14,282	Technology

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