

# BrandZ™ Top 100 Most

Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1 Google	Technology	302,063	4	+23%	0	USA
2 Apple	Technology	300,595	4	+28%	0	USA
3 Amazon	Retail	207,594	4	+49%	1	USA
4 Microsoft	Technology	200,987	4	+40%	-1	USA
5 Tencent 腾讯	Technology	178,990	5	+65%	3	China
6 Facebook	Technology	162,106	4	+25%	-1	USA
7 VISA	Payments	145,611	5	+31%	0	USA
8 McDonald's	Fast Food	126,044	4	+29%	2	USA
9 Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	China
10 AT&T	Telecom Providers	106,698	3	-7%	-4	USA
11 IBM	Technology	96,269	4	-6%	-2	USA
12 Verizon	Telecom Providers	84,897	3	-5%	-1	USA
13 Marlboro	Tobacco	81,914	3	-6%	-1	USA
14 Coca-Cola	Soft Drinks	79,964	5	+2%	-1	USA
15 Mastercard	Payments	70,872	4	+42%	5	USA
16 UPS	Logistics	60,412	5	+4%	0	USA
17 SAP	Technology	55,366	3	+23%	4	Germany
18 Wells Fargo	Regional Banks	54,952	3	-6%	-3	USA
19 Disney	Entertainment	53,833	5	+3%	-1	USA
20 Home Depot	Retail	47,229	3	+17%	4	USA
21 China Mobile 中国移动	Telecom Providers	46,349	4	-18%	-4	China
22 ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	China
23 Starbucks	Fast Food	44,503	4	+1%	-1	USA
24 Xfinity	Telecom Providers	43,056	3	+3%	-1	USA
25 T-Mobile	Telecom Providers	41,499	3	+8%	0	Germany

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Valuable Global Brands 2018

Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26 LV	Luxury	41,138	5	+41%	3	France
27 Spectrum	Telecom Providers	39,372	2	NEW		USA
28 GE	Conglomerate	39,041	2	-22%	-9	USA
29 Nike	Apparel	38,479	4	+13%	-3	USA
30 PayPal	Payments	35,440	5	+85%	22	USA
31 Walmart	Retail	34,002	2	+22%	0	USA
32 Accenture	Technology	33,723	3	+24%	0	USA
33 Samsung	Technology	32,191	4	+34%	4	South Korea
34 Absolut	Alcohol	32,113	4	+89%	30	USA
35 American Express	Payments	30,046	4	+24%	1	USA
36 Toyota	Cars	29,987	4	+5%	-6	Japan
37 Vodafone	Telecom Providers	28,860	3	-9%	-10	UK
38 Intel	Technology	28,316	2	+29%	6	USA
39 Hermès	Luxury	28,063	5	+20%	2	France
40 Budweiser	Beer	27,031	4	0%	-7	USA
41 Baidu 百度	Technology	26,861	5	+14%	-2	China
42 ZARA	Apparel	26,860	3	+7%	-8	Spain
43 Ping An 中国平安	Insurance	26,141	3	+51%	18	China
44 L'ORÉAL PARIS	Personal Care	26,107	4	+9%	-6	France
45 Oracle	Technology	25,802	2	+21%	1	USA
46 Mercedes-Benz	Cars	25,684	5	+9%	-6	Germany
47 BMW	Cars	25,624	4	+4%	-12	Germany
48 Huawei	Technology	24,922	3	+22%	1	China
49 China Construction Bank 中国建设银行	Regional Banks	23,747	2	+27%	5	China
50 HSBC	Global Banks	23,633	3	+15%	-2	UK

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

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51  YouTube	Technology	22,958	4	+37%	14	
52  RBC	Regional Banks	22,924	4	+8%	-5	
53  movistar	Telecom Providers	22,824	3	+4%	-10	
54  GUCCI	Luxury	22,442	5	+66%	26	
55  NTT	Telecom Providers	22,377	3	+11%	-5	
56  FedEx	Logistics	22,218	5	+14%	-5	
57  CISCO	Technology	21,331	2	+28%	9	
58  citi	Global Banks	21,258	2	+21%	1	
59  JD.COM	Retail	20,933	3	+94%	NEW	
60  HDFC BANK	Regional Banks	20,874	4	+22%	3	
61  NETFLIX	Entertainment	20,819	3	+73%	31	
62  DHL	Logistics	20,568	4	+30%	8	
63  Shell	Oil & Gas	20,264	1	+10%	-6	
64  Pampers	Baby Care	20,183	5	-10%	-22	
65  orange	Telecom Providers	19,647	3	+14%	-3	
66  TD	Regional Banks	19,628	3	+6%	-10	
67  CHASE	Regional Banks	19,324	3	+35%	6	
68  Commonwealth Bank	Regional Banks	19,286	3	+11%	-8	
69  中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	19,141	2	+28%	3	
70  SUBWAY	Fast Food	18,766	4	-14%	-25	
71  Colgate	Personal Care	18,516	5	+4%	-13	
72  COSTCO WHOLESALE	Retail	18,265	3	+12%	-4	
73  J.P.Morgan	Global Banks	18,251	3	+29%	1	
74  ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75  Adobe	Technology	17,831	3	+53%	23	

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Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76  IKEA	Retail	17,481	3	-8%	-23	
77  Bank of America	Regional Banks	17,439	2	+42%	10	
78  salesforce	Technology	17,026	3	+39%	12	
79  中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80  usbank	Regional Banks	16,278	3	+7%	-9	
81  UBER	Transport	16,045	3	NEW		
82  SIEMENS	Conglomerate	15,965	2	+14%	-5	
83  LinkedIn	Technology	15,657	5	+15%	-4	
84  中国银行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85  Gillette	Personal Care	15,358	5	-6%	-18	
86  THE REAL LIFE COMPANY AIA	Insurance	15,131	3	+29%	11	
87  KFC	Fast Food	15,131	4	+12%	-6	
88  ebay	Retail	14,829	3	+20%	-2	
89  hp	Technology	14,797	3	NEW		
90  SF SF Express	Logistics	14,537	4	NEW		
91  Instagram	Technology	14,496	5	NEW		
92  ANZ	Regional Banks	14,465	3	+3%	-17	
93  ALDI	Retail	13,785	3	+12%	-4	
94  BT	Telecom Providers	13,604	3	-15%	-25	
95  LOWE'S	Retail	13,111	3	-2%	-13	
96  Ford	Cars	12,742	3	-2%	-13	
97  HONDA	Cars	12,695	4	+4%	-6	
98  pepsi	Soft Drinks	12,685	4	0%	-14	
99  BCA	Regional Banks	12,674	4	NEW		
100  adidas	Apparel	12,456	4	+50%	NEW	

The Brand Value of Pepsi includes Diets