

# WELCOME TO THE...

## BRANDZ TOP 100 Most Valuable Global Brands 2019

Total Value of The Top 100 Most Valuable Global Brands

# \$4.7 TRIL.

BrandZ Portfolios vs. the S&P and MSCI World Index

Download the full report at [www.brandz.com](http://www.brandz.com)

### Top 10 B2B Brands

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

#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

### 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.

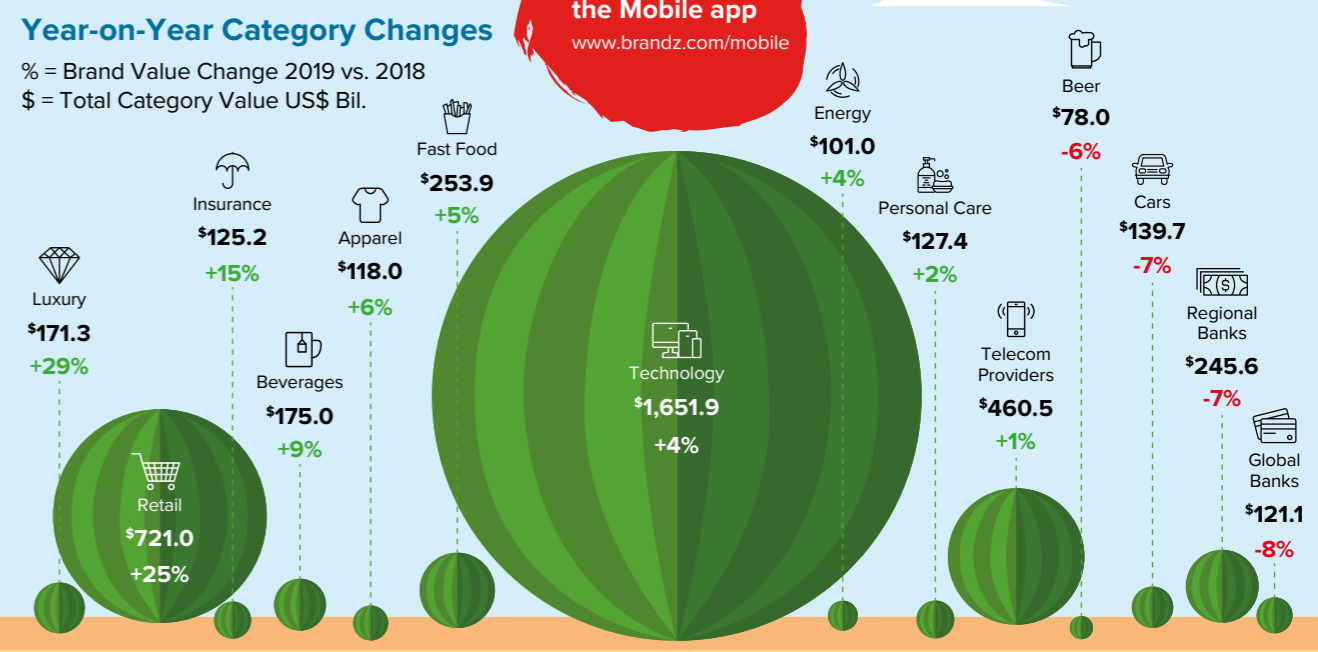
Pampers Baby Care \$18,664 5	Modelo Beer \$3,270 5	Coca-Cola Beverages \$68,613 5	ESTÉE LAUDER Personal Care \$6,103 5	SKOL Beer \$7,253 5
CHANEL Luxury \$37,006 5	Corona Beer \$7,529 5	HEINEKEN Beer \$11,554 5	GUCCI Luxury \$25,274 5	HERMÈS PARIS Luxury \$30,966 5



### Top 10 Risers

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

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%
amazon Retail \$315,505 +52%	Uber Transport \$24,206 +51%	Linked in Technology \$22,816 +46%	CHIPOTLE Fast Food \$6,201 +40%	



### Top 10 Most Valuable Global Brands

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

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

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### Newcomer Brands

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

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

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