

GLOBAL TOP 100



BRAND CORPORATIONS 2018

APPLE remains **most valuable brand corporation worldwide**. Europe's most valuable brand corporation **LVMH Group** ranks **No. 6** worldwide **(+41,6%)**. **CHINA** shows highest brand value increase **+63,8%**. **GLOBAL TOP 100** show a brand value **INCREASE** of **+7%**.

AMERICA

Brand Value: 1.689.387
Value Share: 58,50%
Quantity Share: 48 (-1)

EUROPE

Brand Value: 713.715
Value Share: 24,72%
Quantity Share: 34 (0)

ASIA

Brand Value: 484.509
Value Share: 16,78%
Quantity Share: 18 (+1)

GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	INDUSTRY	COUNTRY	BV 2018 *	+/-
1 ➡ (1-2017)		IT & Technology	USA	153.315	6,0%
2 ➡ (2-2017)		IT & Technology	USA	119.209	10,5%
3 ➡ (3-2017)		IT & Technology	USA	88.243	14,8%
4 ⬆ (6-2017)		Retail	USA	81.549	18,5%
5 ⬆ (10-2017)		IT & Technology	USA	71.166	30,0%
6 ⬆ (12-2017)		Luxury	France	70.776	41,6%
7 ⬇ (4-2017)		Consumer goods	USA	61.208	-14,5%
8 ⬇ (7-2017)		Consumer goods	USA	61.180	0,2%
9 ⬇ (5-2017)		Telco	USA	58.886	-17,5%
10 ⬇ (8-2017)		Telco	China	50.413	-9,3%

*BV = Brand Value

* in billion EUR

USA
1.675.318*
+ 0,7%

U.K.
143.458
+ 2,2%

GERMANY
178.196
+ 5,2%

FRANCE
150.479
+ 23,9%

CHINA
292.032
+ 63,8%

84% of GLOBAL TOP 100 BRAND VALUE derives from 5 countries.

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