





# GLOBAL TOP 100 BRAND CORPORATIONS 2014

eurobrand

RANKING 2014 (2013)	BRAND CORPORATION	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE	PERCENT CHANGE
1 (1)		IT & Technology	USA	113.165	3%
2 (3)		IT & Technology	USA	67.471	23%
3 (2)		Consumer goods	USA	64.775	-4%
4 (4)		IT & Technology	USA	62.309	14%
5 (5)		IT & Technology	USA	54.436	6%
6 (6)		Consumer goods	USA	48.058	-6%
7 (7)		Consumer goods	USA	47.768	1%
8 (9)		Consumer goods	USA	47.218	3%
9 (11)		Telco	USA	44.968	10%
10 (8)		Consumer goods	USA	44.838	-4%
11 (10)		Telco	China	43.929	-3%
12 (12)		Luxury	France	39.351	0%
13 (13)		Consumer goods	USA	38.177	-1%
14 (14)		Retail	USA	36.562	3%
15 (17)		Utilities	USA	35.068	9%
16 (16)		Telco	USA	34.209	12%
17 (21)		Retail	USA	33.587	23%
18 (15)		Consumer goods	Switzerland	33.049	-4%
19 (19)		Consumer goods	Belgium	29.858	6%
20 (25)		Media & Entertainment	USA	27.857	23%
21 (23)		Automotive	Germany	25.611	11%
22 (26)		Automotive	Japan	25.605	15%
23 (18)		Telco	Great Britain	25.308	-13%

24 (22)		IT & Technology	Korea	25.218	-1%
25 (20)		Consumer goods	Great Britain	24.899	-10%
26 (24)		IT & Technology	USA	22.244	-3%
27 (59)		Pharma, Health & Biotech	USA	21.963	59%
28 (28)		Consumer goods	Great Britain	21.113	3%
29 (31)		Financial services	USA	21.111	6%
30 (27)		Telco	Japan	20.749	-2%
31 (37)		Pharma, Health & Biotech	USA	20.643	14%
32 (32)		Financial services	China	20.311	4%
33 (30)		Telco	USA	20.104	0%
34 (43)		Automotive	Germany	20.057	21%
35 (29)		Consumer goods	Great Britain	19.370	10%
36 (40)		Telco	Germany	19.242	12%
37 (34)		Industry	Germany	19.233	2%
38 (48)		Industry	USA	18.909	9%
39 (53)		IT & Technology	USA	18.902	28%
40 (44)		Industry	India	18.501	6%
41 (46)		Utilities	USA	18.495	15%
42 (35)		Financial services	USA	18.356	-1%
43 (36)		Telco	Spain	18.260	1%
44 (33)		Automotive	Germany	18.254	-5%
45 (39)		Consumer goods	Netherlands	17.859	3%
46 (42)		Pharma, Health & Biotech	Switzerland	17.700	6%
47 (38)		IT & Technology	USA	17.408	0%
48 (47)		Financial services	Great Britain	16.521	5%
49 (41)		Financial services	USA	16.418	-2%
50 (51)		Financial services	China	15.752	6%

51 (60)		Logistics	USA	15.732	6%
52 (45)		Consumer goods	Great Britain	15.629	-2%
53 (49)		Consumer goods	Austria	15.463	2%
54 (56)		Retail	Great Britain	14.579	3%
55 (62)		Financial services	USA	14.569	10%
56 (61)		Durables	USA	14.484	5%
57 (50)		Media & Entertainment	France	14.388	-5%
58 (55)		Automotive	USA	14.197	0%
59 (58)		Industry	India	14.162	1%
60 (52)		Utilities	Great Britain	14.118	-5%
61 (54)		Utilities	China	14.113	-4%
62 (70)		IT & Technology	USA	13.643	15%
63 (67)		Financial services	China	13.642	12%
64 (69)		Consumer goods	France	13.326	11%
65 (64)		Pharma, Health & Biotech	France	13.180	2%
66 (57)		IT & Technology	USA	13.074	-7%
67 (66)		Business services	Germany	12.948	5%
68 (71)		Financial services	USA	12.834	10%
69 (73)		Luxury	France	12.699	10%
70 (65)		Automotive	USA	12.666	0%
71 (63)		Durables	Germany	12.438	-4%
72 (79)		Retail	Spain	12.041	12%
73 (94)		Automotive	Japan	11.950	-17%
74 (76)		Media & Entertainment	Germany	11.776	4%
75 (78)		Retail	Sweden	11.704	8%
76 (92)		Logistics	USA	11.699	7%
77 (75)		Retail	Sweden	11.687	4%

78 (81)	 Bayer	Pharma, Health & Biotech	Germany	11.646	8%
79 (74)	 TARGET	Retail	USA	11.621	2%
80 (72)	 TOTAL	Utilities	France	11.373	-2%
81 (90)	 Goldman Sachs	Financial services	USA	11.275	11%
82 (82)	 e-on	Utilities	Germany	11.179	4%
83 (88)	 gsk GlaxoSmithKline	Pharma, Health & Biotech	Great Britain	11.178	8%
84 (84)	 BNP PARIBAS	Financial services	France	11.161	6%
85 (80)	 DANONE	Consumer goods	France	11.075	3%
86 (105)	 CVS Pharmacy	Pharma, Health & Biotech	USA	11.068	17%
87 (68)	 &figroup	Telco	France	11.065	-9%
88 (103)	 THE HOME DEPOT	Retail	USA	11.005	16%
89 (91)	 JPMorganChase	Financial services	USA	10.898	8%
90 (86)	 KPMG	Business services	Netherlands	10.785	3%
91 (89)	 Colgate®	Consumer goods	USA	10.774	6%
92 (77)	 SINOPEC	Utilities	China	10.732	-5%
93 (95)	 HONDA	Automotive	Japan	10.422	6%
94 (116)	 MasterCard	Financial services	USA	10.324	14%
95 (99)	 REWE GROUP	Retail	Germany	10.118	5%
96 (107)	 3M	Industry	USA	10.108	9%
97 (85)	 Chevron	Utilities	USA	9.991	-4%
98 (125)	 Walgreens	Retail	USA	9.984	27%
99 (100)	 Allianz	Financial services	Germany	9.961	4%
100 (93)	 bhpbilliton	Industry	Great Britain	9.840	0%