

# Brand Finance Global 500 (USD m).

Top 500 most valuable brands 1-50

Rank 2018	Rank 2017	Brand name	Country	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
1	3	Amazon	United States	150,811	+42%	106,396	AAA-	AAA-
2	2	Apple	United States	146,311	+37%	107,141	AAA+	AAA
3	1	Google	United States	120,911	+10%	109,470	AAA+	AAA+
4	6	Samsung	South Korea	92,289	+39%	66,218	AAA+	AAA-
5	9	Facebook	United States	89,684	+45%	61,998	AAA+	AAA
6	4	AT&T	United States	82,422	-5%	87,016	AAA-	AAA
7	5	Microsoft	United States	81,163	+6%	76,265	AAA+	AAA
8	7	Verizon	United States	62,826	-5%	65,875	AAA-	AAA-
9	8	Walmart	United States	61,480	-1%	62,211	AA+	AA+
10	10	ICBC	China	59,189	+24%	47,832	AAA+	AAA
11	14	China Construction Bank	China	56,789	+37%	41,377	AAA	AAA-
12	22	Alibaba	China	54,921	+58%	34,859	AAA-	AA+
13	11	China Mobile	China (Hong Kong)	53,226	+14%	46,734	AAA	AAA
14	13	Wells Fargo	United States	44,098	+6%	41,618	AAA-	AA+
15	20	Mercedes-Benz	Germany	43,930	+24%	35,544	AAA-	AAA-
16	12	Toyota	Japan	43,701	-6%	46,255	AAA-	AAA-
17	16	BMW	Germany	41,790	+6%	39,335	AAA	AAA-
18	28	Bank of China	China	41,750	+34%	31,250	AAA	AAA
19	New	State Grid	China	40,944	-	-	AA+	-
20	15	NTT Group	Japan	40,872	+1%	40,542	AA+	AA+
21	47	Tencent	China	40,774	+83%	22,287	AAA	AAA
22	18	T (Deutsche Telekom in Germany)	Germany	40,152	+10%	36,433	AA+	AA+
23	17	Shell	Netherlands	39,423	+7%	36,783	AAA-	AAA-
24	24	Chase	United States	38,842	+15%	33,737	AAA	AAA-
25	39	Huawei	China	38,046	+51%	25,230	AAA-	AAA-
26	33	Agricultural Bank Of China	China	37,321	+31%	28,511	AAA	AA+
27	30	Home Depot	United States	33,748	+12%	30,216	AAA-	AAA-
28	40	Volkswagen	Germany	33,670	+35%	25,014	AAA	AAA
29	29	Bank of America	United States	33,289	+10%	30,273	AAA-	AAA-
30	48	Ping An	China	32,609	+46%	22,273	AAA-	AA+
31	23	Disney	United States	32,590	-5%	34,454	AAA+	AAA+
32	19	IBM	United States	32,478	-10%	36,112	AAA-	AA+
33	38	Starbucks	United States	32,421	+27%	25,615	AAA	AAA
34	21	General Electric	United States	32,005	-9%	35,318	AAA	AAA
35	32	PetroChina	China	31,177	+7%	29,003	AA+	AA+
36	34	Citi	United States	30,783	+11%	27,674	AA+	AA+
37	25	Marlboro	United States	30,513	-6%	32,471	AA+	AA+
38	26	Coca-Cola	United States	30,378	-5%	31,885	AAA	AAA
39	37	Oracle	United States	29,634	+15%	25,878	AA	AA
40	27	Nike	United States	28,030	-12%	31,762	AAA	AAA+
41	36	Xfinity	United States	26,121	0%	26,180	AA+	AA+
42	112	Youtube	United States	25,887	+114%	12,123	AAA	AAA
43	35	Mitsubishi Group	Japan	25,280	-9%	27,653	AA-	A+
44	54	CSCEC	China	24,981	+19%	21,050	AA	AA-
45	61	McDonald's	United States	24,872	+23%	20,291	AAA+	AAA
46	42	IKEA	Sweden	24,351	+1%	24,119	AA+	AA
47	70	China Telecom	China	23,979	+36%	17,599	AA+	AA+
48	31	Sinopec	China	23,640	-20%	29,555	AA	AA+
49	100	WeChat	China	22,415	+70%	13,189	AAA	AAA-
50	66	PWC	United States	22,287	+20%	18,510	AAA+	AAA+

Top 500 most valuable brands 51-100

Rank 2018	Rank 2017	Brand name	Country	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
51	52	Orange	France	22,206	+3%	21,526	AAA-	AAA-
52	53	Honda	Japan	22,132	+4%	21,318	AAA-	AAA-
53	60	Intel	United States	22,059	+8%	20,369	AAA	AAA
54	49	UPS	United States	22,003	-1%	22,128	AAA-	AAA-
55	45	Siemens	Germany	21,956	-5%	23,088	AAA	AAA-
56	108	Moutai	China	21,243	+73%	12,283	AAA-	AAA-
57	114	Baidu	China	21,046	+78%	11,813	AAA	AA+
58	65	Total	France	20,971	+13%	18,514	AAA-	AAA-
59	77	Deloitte	United States	20,838	+24%	16,776	AAA+	AAA
60	58	Visa	United States	20,651	0%	20,660	AAA+	AAA+
61	44	CVS Caremark	United States	20,603	-12%	23,286	AA+	AA+
62	85	Allianz	Germany	20,229	+33%	15,197	AAA-	AA
63	67	Pepsi	United States	20,035	+8%	18,470	AAA	AAA
64	79	Boeing	United States	19,936	+22%	16,333	AAA+	AAA
65	97	JD.com	China	19,623	+47%	13,377	A	A+
66	64	BP	United Kingdom	19,610	+4%	18,857	AA+	AA+
67	56	Cisco	United States	19,411	-6%	20,734	AA+	AA+
68	41	Nissan	Japan	19,376	-22%	24,768	AA+	AAA-
69	62	Nestlé	Switzerland	19,370	0%	19,416	AAA-	AAA-
70	69	Bosch	Germany	19,341	+8%	17,991	AA+	AAA-
71	107	Porsche	Germany	19,055	+54%	12,396	AAA	AAA
72	63	H&M	Sweden	18,959	-1%	19,177	AAA	AAA
73	59	SoftBank	Japan	18,928	-8%	20,621	AA+	AA
74	51	Vodafone	United Kingdom	18,744	-14%	21,831	AA+	AA+
75	96	UnitedHealth Group	United States	18,614	+39%	13,379	AA	AA
76	57	HSBC	United Kingdom	18,305	-12%	20,688	AA	AA+
77	73	FedEx	United States	18,170	+6%	17,092	AA+	AA+
78	50	Chevron	United States	18,148	-18%	22,058	AAA-	AAA-
79	43	Hyundai Group	South Korea	17,754	-24%	23,395	AA-	AA-
80	76	Johnson's	United States	17,663	+5%	16,829	AAA+	AAA
81	84	JP Morgan	United States	17,651	+12%	15,710	AA+	AA
82	90	Zara	Spain	17,453	+21%	14,399	AAA	AAA-
83	46	Ford	United States	17,294	-23%	22,432	AAA-	AAA-
84	98	EY	United Kingdom	17,130	+28%	13,357	AAA+	AAA
85	86	SAP	Germany	17,057	+13%	15,158	AA-	AA-
86	82	Fox	United States	17,007	+8%	15,814	AAA-	AAA-
87	71	Accenture	United States	16,805	-4%	17,464	AA+	AA+
88	111	LG Group	South Korea	16,796	+38%	12,196	AA+	AA
89	91	China Merchants Bank	China	16,673	+17%	14,269	AAA-	AAA-
90	89	Uber	United States	16,629	+14%	14,596	AA	AA-
91	75	au	Japan	16,626	-2%	16,919	AA+	AAA-
92	68	Dell	United States	16,356	-10%	18,186	AA-	AA
93	201	Evergrande	China	16,229	+118%	7,439	AA+	AA
94	81	Santander	Spain	16,200	+2%	15,929	AA	AA+
95	80	Walgreens	United States	15,546	-3%	15,969	AA+	AA+
96	87	American Express	United States	15,103	+1%	15,014	AA	AA+
97	106	Audi	Germany	14,951	+19%	12,546	AAA-	AAA-
98	93	NBC	United States	14,862	+8%	13,736	AAA+	AAA+
99	113	Shanghai Pudong Development Bank	China	14,772	+23%	11,963	AA	AA+
100	284	Wuliangye	China	14,635	+161%	5,604	AAA-	AA