

KANTAR BRANDZ

2023 MOST VALUABLE GLOBAL BRANDS

Brand Value (US\$M)		
1	APPLE	880,455
2	GOOGLE	577,683
3	MICROSOFT	501,856
4	AMAZON	468,737
5	MCDONALD'S	191,109
6	VISA	169,092
7	TENCENT	141,020
8	LOUIS VUITTON	124,822
9	MASTERCARD	110,631
10	COCA-COLA	106,109
11	ARAMCO	105,800
12	FACEBOOK	93,024
13	ORACLE	91,992
14	ALIBABA	91,898
15	AT&T	88,999
16	VERIZON	88,976
17	IBM	87,662
18	MOUTAI	87,524
19	HERMÈS	76,299
20	THE HOME DEPOT	74,954
21	NIKE	74,890
22	ACCENTURE	73,640
23	UPS	73,598
24	NVIDIA	72,685
25	TESLA	67,662
26	TELEKOM/T-MOBILE	65,103
27	STARBUCKS	61,534
28	WALMART	59,873
29	INSTAGRAM	58,947
30	MARLBORO	57,576
31	CHANEL	55,939
32	QUALCOMM	54,013
33	COSTCO	53,383
34	YOUTUBE	53,007
35	ADOBE	51,247
36	NETFLIX	49,763
37	LINKEDIN	48,529
38	CISCO	47,171
39	DISNEY	46,970
40	XFINITY	44,354
41	TIKTOK	44,349
42	TATA CONSULTANCY SERVICES	41,964
43	TEXAS INSTRUMENTS	41,276
44	INTUIT	38,617
45	L'ORÉAL PARIS	38,084
46	SPECTRUM	37,346
47	AMERICAN EXPRESS	37,219
48	SAP	34,874
49	SALESFORCE	34,709
50	AMD	33,796
51	RBC	33,744
52	INTEL	33,253
53	WELLS FARGO	32,466
54	SAMSUNG	32,303
55	MEITUAN	32,029
56	HDFC BANK	31,159
57	UNITEDHEALTHCARE	30,938
58	HUAWEI	30,847
59	HAIER	30,485
60	XBOX	30,404
61	PAYPAL	30,296
62	TOYOTA	28,513
63	VODAFONE	27,030
64	JD	26,601
65	GUCCI	26,306
66	INFOSYS	26,156
67	TD	25,969
68	J.P. MORGAN	25,429
69	ICBC	25,419
70	SHEIN	24,250
71	MERCEDES-BENZ	23,978
72	MERCADO LIBRE	23,241
73	CHINA MOBILE	23,231
74	BCA	22,684
75	CHASE	22,431
76	AIRTEL	22,332
77	SIEMENS	22,167
78	COMMBANK	22,069
79	EXXONMOBIL	22,068
80	KFC	22,056
81	NONGFU SPRING	21,764
82	BANK OF AMERICA	21,548
83	LOWE'S	21,500
84	NTT	21,385
85	PING AN	21,183
86	IKEA	21,049
87	BMW	20,944
88	BUDWEISER	19,888
89	LANCÔME	19,400
90	AIA	19,231
91	PEPSI	18,826
92	DHL	18,723
93	RED BULL	18,554
94	ZARA	18,395
95	COLGATE	18,360
96	UBER	18,329
97	FEDEX	18,231
98	SHELL	17,952
99	SONY	17,814
100	PAMPERS	17,376

