

Rank	Brand	Brand Value (US\$ Mil.)	% Brand Value Change vs 2021	Category	Rank change	Market of Origin
1	APPLE	947,062	55%	Consumer Technology	1	US
2	GOOGLE	819,573	79%	Media and Entertainment	1	US
3	AMAZON*	705,646	3%	Retail	-2	US
4	MICROSOFT	611,460	49%	Business Solutions and Technology Providers	0	US
5	TENCENT**	214,023	-11%	Media and Entertainment	0	China
6	MCDONALD'S	196,526	27%	Fast Food	3	US
7	VISA	191,032	0%	Payments	1	US
8	FACEBOOK	186,421	-18%	Media and Entertainment	-2	US
9	ALIBABA***	169,966	-14%	Retail	-2	China
10	LOUIS VUITTON	124,273	64%	Luxury	11	France
11	NVIDIA	124,161	19%	Business Solutions and Technology Providers	1	US
12	MASTERCARD	117,253	4%	Payments	-2	US
13	NIKE	109,601	31%	Apparel	4	US
14	MOUTAI	103,380	-5%	Alcohol	-3	China
15	VERIZON	101,962	0%	Telecom Providers	-2	US
16	ARAMCO	99,327	N/A	Energy	N/A	Saudi Arabia
17	COCA-COLA****	97,883	12%	Food and Beverages	-1	US
18	IBM	96,992	6%	Business Solutions and Technology Providers	-3	US
19	ADOBE	92,830	18%	Business Solutions and Technology Providers	1	US
20	INSTAGRAM	92,098	11%	Media and Entertainment	-2	US
21	UPS	91,361	25%	Logistics	1	US
22	ORACLE	90,356	49%	Business Solutions and Technology Providers	6	US
23	AT&T	87,169	-13%	Telecom Providers	-9	US
24	YOUTUBE	86,212	83%	Media and Entertainment	15	US
25	THE HOME DEPOT	84,220	19%	Retail	0	US
26	ACCENTURE	82,597	28%	Business Solutions and Technology Providers	1	US
27	HERMES	80,323	73%	Luxury	16	France
28	PAYPAL	78,745	-2%	Payments	-9	US
29	TESLA	75,933	78%	Cars	18	US
30	NETFLIX	73,518	3%	Media and Entertainment	-6	US
31	SAP	69,014	0%	Business Solutions and Technology Providers	-5	Germany
32	TELEKOM/T-MOBILE	64,572	50%	Telecom Providers	14	Germany
33	QUALCOMM	62,439	29%	Business Solutions and Technology Providers	4	US
34	INTEL	62,387	-13%	Business Solutions and Technology Providers	-11	US
35	STARBUCKS	61,758	2%	Fast Food	-6	US
36	XFINITY	61,613	4%	Telecom Providers	-5	US
37	WALMART	61,492	3%	Retail	-7	US
38	DISNEY	60,487	10%	Media and Entertainment	-5	US
39	MARLBORO	58,384	2%	Tobacco	-7	US
40	LINKEDIN	58,077	63%	Media and Entertainment	14	US
41	CISCO	57,026	22%	Business Solutions and Technology Providers	0	US
42	TEXAS INSTRUMENTS	56,123	14%	Business Solutions and Technology Providers	-7	US
43	SALESFORCE	54,970	12%	Business Solutions and Technology Providers	-7	US
44	SAMSUNG	54,029	16%	Consumer Technology	-2	South Korea
45	CHANEL	53,021	13%	Luxury	-5	France
46	TATA CONSULTANCY SERVICES	50,349	61%	Business Solutions and Technology Providers	12	India
47	INTUIT	49,618	38%	Business Solutions and Technology Providers	6	US
48	COSTCO	49,614	41%	Retail	7	US
49	SPECTRUM	49,554	5%	Telecom Providers	-11	US
50	L'ORÉAL PARIS	47,480	24%	Personal Care	-2	France
51	MEITUAN	45,051	-14%	Services Platform	-17	China
52	AMD	44,677	36%	Business Solutions and Technology Providers	5	US
53	TIKTOK	43,483	0%	Media and Entertainment	-8	China
54	AMERICAN EXPRESS	43,358	52%	Payments	7	US
55	WELLS FARGO	43,052	54%	Banks	7	US
56	XBOX	39,674	31%	Consumer Technology	3	US
57	RBC	39,522	43%	Banks	6	Canada
58	GUCCI	37,887	12%	Luxury	-2	Italy
59	J.P. MORGAN	37,412	55%	Banks	15	US
60	JD	36,812	-17%	Retail	-16	China
61	HDFC BANK	35,603	35%	Banks	5	India
62	ICBC	35,315	-6%	Banks	-11	China
63	HAIER	35,152	33%	IoT ecosystem	2	China
64	INFOSYS	33,551	N/A	Business Solutions and Technology Providers	N/A	India
65	VODAFONE	33,357	12%	Telecom Providers	-5	UK
66	TOYOTA	33,108	23%	Cars	-2	Japan
67	HUAWEI	32,672	-14%	Consumer Technology	-17	China
68	CHASE	32,098	47%	Banks	12	US
69	BANK OF AMERICA	30,846	60%	Banks	29	US
70	MERCEDES-BENZ	30,349	17%	Cars	-3	Germany
71	MERCADO LIBRE	29,916	N/A	Retail	N/A	Argentina
72	TD	29,720	47%	Banks	18	Canada
73	SIEMENS	29,197	24%	Conglomerate	2	Germany
74	SNAPCHAT	28,934	34%	Media and Entertainment	8	US
75	UNITEDHEALTHCARE	28,315	36%	Insurance	10	US
76	BMW	27,594	11%	Cars	-5	Germany
77	PING AN	27,438	-28%	Insurance	-28	China
78	DHL	26,951	34%	Logistics	14	Germany
79	UBER	26,892	20%	Services Platform	-1	US
80	COMMONWEALTH BANK OF AUSTRALIA	26,601	37%	Banks	17	Australia
81	DELL TECHNOLOGIES	26,544	7%	Business Solutions and Technology Providers	-9	US
82	KUAISHOU	26,535	N/A	Media and Entertainment	N/A	China
83	ZARA	25,400	19%	Apparel	0	Spain
84	NTT	25,244	23%	Telecom Providers	4	Japan
85	FEDEX	24,626	4%	Logistics	-9	US
86	LOWE'S	24,562	19%	Retail	0	US
87	LANCÔME	23,871	37%	Personal Care	N/A	France
88	CHINA MOBILE	23,813	-8%	Telecom Providers	-20	China
89	ADIDAS	23,791	6%	Apparel	-10	Germany
90	TARGET	23,539	39%	Retail	N/A	US
91	IKEA	23,414	11%	Retail	-7	Sweden
92	LIC	23,265	-4%	Insurance	-19	India
93	BUDWEISER*****	23,163	-9%	Alcohol	-24	US
94	AIA	22,733	10%	Insurance	-7	Hong Kong
95	KFC	22,293	23%	Fast Food	N/A	US
96	ADYEN	21,757	N/A	Payments	N/A	Netherlands
97	XIAOMI	21,653	-13%	Consumer Technology	-27	China
98	ALDI	21,282	20%	Retail	N/A	Germany
99	AIRBNB	21,276	N/A	Services Platform	N/A	US
100	MORGAN STANLEY	21,219	N/A	Banks	N/A	US

\*Brand Value of Amazon includes Prime and Amazon Web Services. \*\*Brand Value of Tencent includes QQ, WeChat, WeSing, WeBank and v.qq.com. \*\*\*Brand Value of Alibaba includes Ant Financial, Freshhema, Taobao and Tmall. \*\*\*\*The Brand Value of Coca-Cola includes Lights, Diets and Zero. \*\*\*\*\*The Brand Value of Budweiser includes Bud Light. Source: Kantar/BrandZ (inc. data from S&P Capital IQ and Kantar Consulting)