

**GLOBAL
TOP 100**



**BRAND
CORPORATIONS
2018**

PRESS RELEASE

(Vienna, November 13, 2018)

US- tech brand corporations most valuable: 1. Apple, 2. Google, 3. Microsoft, Europe's most valuable brand corporation LVMH Group ranks No.6 worldwide, China in the fast lane gaining +63,8%

According to **European Brand Institute GLOBAL TOP 100 Brand Corporations Ranking**, **Apple** remains the **world's most valuable brand corporation** at **EUR 153.315 bn (+6%)**, followed by **Google EUR 119.209 bn (+10,5%)** and **Microsoft EUR 88.243 bn (+14,8%)**. Online-Retailer **Amazon** moved up two places to fourth (**EUR 81.549 bn / +18,5%**). **Facebook** increases its brand value by **+30% (EUR 71.166 bn)**, climbing up to global rank 5 within 5 years.

Ranking: <https://www.europeanbrandinstitute.com/brand-rankings/>

French LVMH remains Europe's most valuable brand corporation, representing brand values of **EUR 70.776 bn (+41,6%/global rank 6)**, followed by **Belgian AB Inbev EUR 41.877 bn (+0,5%/global rank 18)** and **Swiss No.1 Nestlé EUR 38.206 bn (+1,2%/global rank 20)**. **German** leading brand corporation **Volkswagen Group** at **EUR 25.375 bn (+8,6%/global rank 37)** overtaking **Deutsche Telekom** worth **EUR 25.217 bn (+0,5%/global rank 38)**. **Austria's Red Bull (EUR 15,391 bn /+0,9%)** holds global rank 78.

Gerhard Hrebicek, President **European Brand Institute**: “**GLOBAL TOP 100** show a brand value increase of **+7%**. **84% of Global TOP 100 total brand value** derives from brand corporations of 5 countries: USA, Germany, U.K., France and China. China's brand corporations growing the fastest (**+63,8%**) whereas Europeans grow by **+8,2%** and Americans could barely grow (**+0,7%**) at a very high level.”

US brand corporations are dominating with **48 (-1)** amongst TOP 100 representing a value share of 58.50%, **Europe** represents **34 (0)** (value share 24,72%) with Germans leading, whilst **Asia** catches up with **18 (+1)** (value share 16,78%).

The **GLOBAL TOP 100 BRAND CORPORATIONS RANKING** by **European Brand Institute** – Europe's independent brand & patent valuation and strategy experts, examined more than **3.000** brand corporations and their brands in **16** industries, according to the latest ISO valuation standards with comparisons of Europe, America and Asia.

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