

# GLOBAL TOP 100



# BRAND CORPORATIONS 2023

European Brand Institute GLOBAL TOP 100 Ranking: 1st Apple, 2nd Google, 3rd Microsoft, Europe's LVMH Group in 5th place, Exxon Mobil and Saudi Aramco show highest brand value growth.

## GLOBAL TOP 10 BRAND CORPORATIONS

RANK	BRAND CORPORATION	SEGMENT	COUNTRY	BRAND VALUE 2023*	+/-
1 (1) ↔		IT & Technology	USA	367.834	-8%
2 (2) ↔		IT & Technology	USA	304.759	1%
3 (1) ↑		IT & Technology	USA	240.563	7%
4 (-1) ↓		Retail	USA	206.372	-15%
5 (5) ↔		Luxury	France	135.640	8%
6 (6) ↔		Retail	China	112.628	5%
7 (1) ↑		Consumer goods	USA	76.121	10%
8 (-1) ↓		IT & Technology	USA	75.938	-29%
9 (1) ↑		Retail	USA	69.540	10%
10 (3) ↑		Consumer goods	USA	66.387	17%

\*Data based on fiscal year 2022 in billion EUR | financial data source: LSEG data

### USA

Brand Value: 2,938.816  
Value Share: 67%  
Quantity Share: 57

in bn EUR

### EUROPE

Brand Value: 761.505  
Value Share: 17,4%  
Quantity Share: 26

in bn EUR

### ASIA

Brand Value: 684.064  
Value Share: 15,6%  
Quantity Share: 17

in bn EUR

The GLOBAL TOP 100 BRAND CORPORATIONS RANKING by the European Brand Institute has analyzed more than 3,000 brand companies and their brands in 16 sectors based on the latest ISO standards. Data based on fiscal year 2022, financial data source: LSEG data.

## EUROPE TOP 10 BRAND CORPORATIONS IN GLOBAL TOP 100

1.	5.		France Luxury
2.	22.		Switzerland Consumer goods
3.	29.		Belgium Consumer goods
4.	32.		France Luxury
5.	39.		Netherlands Consumer goods
6.	40.		Germany Telco
7.	49.		Germany Automotive
8.	52.		UK Consumer goods
9.	54.		France Consumer goods
10.	57.		Switzerland Pharma, Health & Biotech

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EURO 4,384.385 bn  
average 6%