

BRANDZ TOP 100 Most Valuable



Global Brands 2020

TOTAL VALUE OF THE TOP 100
\$4,989 Billion

YEAR-ON-YEAR CHANGE
+6%

THE TOP 10 RISERS

\$ = Brand Value US\$ Mil. % = Brand Value Change 2020 vs. 2019

#1 McJugai Alcohol \$53,755 +58%	#2 Instagram Technology \$41,501 +47%	#3 lululemon Apparel \$9,669 +40%	#4 COSTCO WHOLESALE Retail \$28,677 +35%
#5 NETFLIX Entertainment \$45,889 +34%	#6 amazon Retail \$415,855 +32%	#7 LinkedIn Technology \$29,936 +31%	#8 Microsoft Technology \$326,544 +30%
#9 Adobe Technology \$35,904 +29%	#10 美团 Meituan Lifestyle Platform \$23,911 +27%		

BRAND CONTRIBUTION TOP 10

= Brand Rank. Brand Contribution measures the influence of brand alone and is measured on a scale of 1 to 5. 5 being the highest. All brands scored 5.

#1 TikTok Entertainment \$16,878	#2 Coca-Cola Beverages \$71,707	#3 ESTÉE LAUDER Personal Care \$7,048	#4 Cerveza Modelo Beer \$3,326
#5 Pampers Baby Care \$18,502	#6 GUCCI Luxury \$27,238	#7 SKQI Beer \$6,819	#8 Corona Beer \$7,853
#9 BRABMA Beer \$3,733	#10 CHANEL Luxury \$36,120		

NEWCOMERS

= Rank in the Top 100 \$ = Brand Value in US\$ Million

#79 TikTok \$16,878	#86 UnitedHealthcare \$15,799
#97 中國銀行 BANK OF CHINA \$13,686	#98 LANCÔME PARIS \$13,617
#99 pepsi \$13,319	

Download the full Report at
www.brandz.com



THE TOP 10 MOST VALUABLE GLOBAL BRANDS 2020

= Rank in Top 100 \$ = Brand Value US\$ Mil.

#1 amazon Retail \$415,855	#2 Apple Technology \$352,206	#3 Microsoft Technology \$326,544	#4 Google Technology \$323,601	#5 VISA Payments \$186,809
#6 Alibaba Group Retail \$152,525	#7 腾讯 Tencent Technology \$150,978	#8 FACEBOOK Technology \$147,190	#9 McDonald's Fast Food \$129,321	#10 Mastercard Payments \$108,129

YEAR-ON-YEAR CATEGORY CHANGES

% = Brand Value Change 2020 vs. 2019 \$ = Brand Value US\$ Mil.

