

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1 Google	Technology	229,198	4	32%	1
2 Apple	Technology	228,460	4	-8%	-1
3 Microsoft	Technology	121,824	3	5%	0
4 AT&T	Telecom Providers	107,387	3	20%	2
5 facebook	Technology	102,551	4	44%	7
6 VISA	Payments	100,800	4	10%	-1
7 amazon	Retail	98,988	3	59%	7
8 verizon	Telecom Providers	93,220	3	8%	-1
9 McDonald's	Fast Food	88,654	4	9%	0
10 IBM	Technology	86,206	4	-8%	-6
11 Tencent 腾讯	Technology	84,945	4	11%	0
12 Marlboro	Tobacco	84,143	3	5%	-2
13 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14 WIRELESS PLANS	Regional Banks	58,540	3	-1%	2
15 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16 GE	Conglomerate	54,093	2	-9%	1
17 UPS	Logistics	49,816	4	-4%	1
18 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19 Disney	Entertainment	49,229	4	15%	0
20 MasterCard	Payments	46,141	4	15%	0
21 Starbucks	Fast Food	43,565	4	49%	8
22 SAP	Technology	39,023	3	2%	2
23 T-Mobile	Telecom Providers	37,733	3	12%	4
24 Nike	Apparel	37,472	4	26%	4
25 Vodafone	Telecom Providers	36,750	3	-4%	-2


























Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26 THE KROGER CO.	Retail	36,440	2	32%	5
27 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28 TOYOTA	Cars	29,501	3	2%	2
29 Baidu 百度	Technology	29,030	4	-27%	-8
30 LV	Luxury	28,508	4	4%	2
31 Budweiser	Beer	27,925	4	5%	2
32 Walmart	Retail	27,275	2	-23%	-6
33 BMW	Cars	26,837	4	2%	1
34 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35 ZARA	Apparel	25,221	3	14%	7
36 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37 Pampers	Baby Care	22,911	5	-4%	0
38 accenture	Technology	22,813	3	13%	13
39 Mercedes-Benz	Cars	22,708	4	4%	4
40 movistar	Telecom Providers	21,945	3	3%	6
41 SUBWAY	Fast Food	21,567	4	-4%	-1
42 hp	Technology	21,387	2	-7%	-3
43 HSBC	Global Banks	20,276	2	-16%	-8
44 HERMES PARIS	Luxury	19,821	5	5%	11
45 RBC	Regional Banks	19,635	4	-18%	-9
46 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47 NTT	Telecom Providers	19,552	2	N/A	N/A
48 SAMSUNG	Technology	19,490	4	-10%	-3
49 ORACLE	Technology	19,489	1	-10%	-5
50 HUAWEI	Technology	18,652	3	22%	20






The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
NTT is now valued as a telecom provider and its brand value is restated this year

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51  Intel	Technology	18,632	2	1%	5
52  BT	Telecom Providers	18,575	3	3%	6
53  Orange	Telecom Providers	18,465	3	6%	8
54  Colgate	Personal Care	18,319	4	2%	3
55  IKEA	Retail	18,082	3	6%	9
56  Citi	Global Banks	17,055	2	-2%	4
57  中国平安 PING AN	Insurance	16,910	2	6%	11
58  ExxonMobil	Oil & Gas	16,838	1	-18%	-9
59  中国人寿 CHINA LIFE	Insurance	16,712	2	-4%	3
60  TD	Regional Banks	16,543	3	-20%	-13
61  Gillette	Personal Care	16,400	4	-17%	-9
62  中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	16,331	2	-19%	-12
63  FedEx	Logistics	16,236	4	-17%	-10
64  CommonwealthBank	Regional Banks	16,227	3	-21%	-16
65  PayPal	Payments	15,910	4	35%	23
66  Shell	Oil & Gas	14,940	1	-21%	-12
67  CISCO	Technology	14,508	2	-10%	0
68  COSTCO WHOLESALE	Retail	14,461	2	29%	29
69  HDFC BANK	Regional Banks	14,440	3	3%	5
70  USbank	Regional Banks	14,098	2	-5%	2
71  中国银行 BANK OF CHINA	Regional Banks	13,803	2	-16%	-6
72  Sinopec	Oil & Gas	13,206	1	-24%	-9
73  DHL	Logistics	13,199	4	-19%	-7
74  HONDA	Cars	13,195	3	-1%	4
75  Ford	Cars	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76  Lowe's	Retail	13,001	2	21%	NEW
77  ANZ	Regional Banks	12,883	3	-27%	-18
78  Telstra	Telecom Providers	12,825	3	1%	4
79  H&M	Apparel	12,665	2	-8%	-4
80  GUCCI	Luxury	12,592	5	-9%	-4
81  SIEMENS	Conglomerate	12,485	2	-19%	-12
82  KFC	Fast Food	12,386	3	-2%	1
83  CNOOC	Oil & Gas	12,341	1	-18%	-12
84  CHASE	Regional Banks	12,330	3	6%	5
85  LinkedIn	Technology	12,314	4	1%	0
86  pepsi	Soft Drinks	12,188	4	-7%	-7
87  ALDI	Retail	12,077	2	4%	3
88  CVS/pharmacy	Retail	12,074	3	17%	NEW
89  J.P.Morgan	Global Banks	11,943	2	-12%	-12
90  Red Bull	Soft Drinks	11,667	3	3%	4
91  ebay	Retail	11,509	2	-19%	-18
92  NISSAN	Cars	11,479	2	1%	1
93  WENDY'S	Alcohol	11,465	4		NEW
94  SoftBank	Telecom Providers	11,343	2	2%	4
95  Bank of America	Regional Banks	11,289	2	0%	0
96  HP	Oil & Gas	10,552	1	-18%	-15
97  Heineken	Beer	10,549	4	9%	NEW
98  THE REAL LIFE COMPANY	Insurance	10,545	2	10%	NEW
99  JD 京东 .COM	Retail	10,496	2	37%	NEW
100  Adobe	Technology	10,440	2	41%	NEW

The Brand Value of Pepsi includes Diets.  
The Brand Value of Red Bull includes sugar-free and Cola