

# Brand Finance Global 500 – Full Table

## Top 500 most valuable brands 1-50.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
1	2	Google	Technology	United States	109,470	24%	88,173	AAA+	AAA+
2	1	Apple	Technology	United States	107,141	-27%	145,918	AAA	AAA
3	3	Amazon.com	Technology	United States	106,396	53%	69,642	AAA-	AA+
4	6	AT&T	Telecoms	United States	87,016	45%	59,904	AAA	AA+
5	4	Microsoft	Technology	United States	76,265	13%	67,258	AAA	AAA
6	7	Samsung Group	Conglomerate	South Korea	66,219	13%	58,619	AAA-	AAA
7	5	Verizon	Telecoms	United States	65,875	4%	63,116	AAA-	AAA-
8	8	Walmart	Retail	United States	62,211	16%	53,657	AA+	AA
9	17	Facebook	Technology	United States	61,998	82%	34,002	AAA	AAA-
10	13	ICBC	Banks	China	47,832	32%	36,334	AAA	AA+
11	9	China Mobile	Telecoms	China	46,734	-6%	49,810	AAA	AAA-
12	11	Toyota	Automobiles	Japan	46,255	7%	43,064	AAA-	AAA-
13	10	Wells Fargo	Banks	United States	41,618	-6%	44,170	AA+	AAA-
14	14	China Construction Bank	Banks	China	41,377	17%	35,394	AAA-	AAA
15	22	NTT Group	Conglomerate	Japan	40,542	28%	31,678	AA+	AA
16	12	McDonald's	Restaurants	United States	38,966	-9%	42,937	AAA	AAA
17	15	BMW	Automobiles	Germany	37,124	6%	34,968	AAA-	AAA
18	23	Shell	Oil & Gas	Netherlands	36,783	16%	31,665	AAA-	AA+
19	18	T (Deutsche Telekom)	Telecoms	Germany	36,433	10%	33,194	AA+	AA+
20	21	IBM	Technology	United States	36,112	14%	31,786	AA+	AA
21	20	Mercedes-Benz	Automobiles	Germany	35,544	11%	32,049	AAA-	AAA
22	27	General Electric	Engineering &	United States	35,318	21%	29,211	AAA	AA+
23	60	Alibaba	Technology	China	34,859	94%	17,968	AA+	AA+
24	24	Walt Disney	Media	United States	34,454	10%	31,231	AAA+	AAA+
25	25	Chase	Banks	United States	33,737	10%	30,603	AAA-	AAA-
26	26	Marlboro	Tobacco	United States	32,471	8%	29,935	AA+	AAA-
27	16	Coca-Cola	Non Alcoholic	United States	31,885	-7%	34,180	AAA	AAA+
28	29	Nike	Apparel	United States	31,762	13%	28,041	AAA+	AAA+
29	32	Bank of China	Banks	China	31,250	13%	27,735	AAA	AAA
30	33	Bank of America	Banks	United States	30,273	12%	26,928	AAA-	AA
31	28	Home Depot	Retail		30,216	5%	28,798	AAA-	AAA-
32	45	Sinopec	Oil & Gas	China	29,555	47%	20,156	AA+	AA
33	43	PetroChina	Oil & Gas	China	29,003	43%	20,318	AA+	AA
34	19	Agricultural Bank Of China	Banks	China	28,511	-12%	32,264	AA+	AAA
35	31	Mitsubishi Group	Conglomerate	Japan	27,954	1%	27,775	A+	AA
36	34	Citi	Banks	United States	27,674	6%	26,031	AA+	AA+
37	35	Xfinity	Telecoms	United States	26,180	8%	24,186	AA+	AA+
38	42	Oracle	Technology	United States	25,878	17%	22,136	AA	AA
39	39	Starbucks	Restaurants	United States	25,615	10%	23,185	AAA	AAA-
40	47	Huawei	Technology	China	25,230	28%	19,743	AAA-	AA
41	56	Volkswagen	Automobiles	Germany	25,014	32%	18,923	AAA	AA+
42	62	Nissan	Automobiles	Japan	24,768	39%	17,785	AAA-	AAA-
43	63	IKEA	Retail	Netherlands	24,119	42%	17,009	AA	AA
44	40	CVS Caremark	Retail	United States	23,286	2%	22,891	AA+	AA+
45	54	Siemens	Engineering &	Germany	23,088	22%	19,002	AAA-	AA+
46	46	Ford	Automobiles	United States	22,432	13%	19,771	AAA-	AAA-
47	117	Tencent	Technology	China	22,287	124%	9,953	AAA	AA+
48	48	UPS	Logistics	United States	22,128	13%	19,565	AAA-	AA+
49	61	Chevron	Oil & Gas	United States	22,058	24%	17,822	AAA-	AA+
50	30	Vodafone	Telecoms	United Kingdom	21,831	-22%	27,820	AA+	AA+

## Top 500 most valuable brands 51-100.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
51	53	Orange	Telecoms	France	21,526	13%	19,096	AAA-	AA+
52	49	Honda	Automobiles	Japan	21,318	10%	19,332	AAA-	AAA-
53	44	CSCEC	Engineering &	China	21,050	4%	20,214	AA-	AA-
54	51	ExxonMobil	Oil & Gas	United States	20,736	8%	19,227	AA+	AA
55	52	Cisco	Technology	United States	20,734	8%	19,162	AA+	AAA-
56	36	HSBC	Banks	United Kingdom	20,688	-14%	24,174	AA+	AAA-
57	101	Visa	Banks	United States	20,660	81%	11,394	AAA+	AAA-
58	67	SoftBank	Telecoms	Japan	20,621	26%	16,371	AA	AA
59	41	Intel	Technology	United States	20,369	-11%	22,845	AAA	AA+
60	37	Hyundai Group	Conglomerate	South Korea	19,975	-16%	23,796	AA-	AA+
61	38	Nestlé	Food	Switzerland	19,416	-17%	23,395	AAA-	AAA
62	144	SK Group	Conglomerate	South Korea	19,358	126%	8,582	A+	AA
63	74	H&M	Apparel	Sweden	19,177	24%	15,510	AAA	AA+
64	64	BP	Oil & Gas	United Kingdom	18,857	11%	16,962	AA+	AA
65	78	Total	Oil & Gas	France	18,514	26%	14,737	AAA-	AA
66	57	PWC	Pro Services -	United States	18,510	0%	18,569	AAA+	AAA+
67	55	Pepsi	Non Alcoholic Drinks	United States	18,279	-4%	18,947	AAA	AAA
68	120	Dell	Technology	United States	18,186	86%	9,786	AA	AA
69	71	Bosch	Engineering &	Germany	17,991	15%	15,612	AAA-	AAA-
70	83	China Telecom	Telecoms	China	17,599	29%	13,684	AA+	AA
71	89	Accenture	Technology	United States	17,464	38%	12,687	AA+	AA+
72	90	Sumitomo Group	Conglomerate	Japan	17,209	36%	12,678	A-	AA-
73	85	FedEx	Logistics	United States	17,092	31%	13,079	AA+	AA
74	75	Target	Retail	United States	17,016	11%	15,331	AA+	AA
75	87	au	Telecoms	Japan	16,919	32%	12,788	AAA-	AA
76	76	Johnson's	Cosmetics & Personal	United States	16,829	11%	15,115	AAA	AAA+
77	69	Deloitte	Pro Services -	United States	16,776	4%	16,160	AAA	AAA
78	80	Boeing	Aerospace & Defence	United States	16,333	17%	13,956	AAA	AAA
79	92	Ping An	Insurance	China	16,324	29%	12,671	AAA-	AAA+
80	79	Walgreens	Retail	United States	15,969	12%	14,315	AA+	AA
81	70	Santander	Banks	Spain	15,929	2%	15,689	AA+	AA+
82	72	Fox	Media	United States	15,814	2%	15,541	AAA-	AAA-
83	New	Spectrum	Telecoms	United States	15,738			AA	
84	86	J.P. Morgan	Banks	United States	15,710	21%	12,948	AA	AA-
85	65	Allianz	Insurance	Germany	15,197	-7%	16,426	AA	AA
86	134	SAP	Technology	United States	15,158	66%	9,107	AA-	AA
87	58	American Express	Banks	United States	15,014	-19%	18,483	AA+	AA+
88	81	Hitachi Group	Conglomerate	Japan	14,766	8%	13,697	AA+	A+
89	105	Uber	Technology	United States	14,596	32%	11,023	AA-	AA
90	115	Zara	Apparel	Spain	14,399	43%	10,086	AAA-	AA+
91	84	China Merchants Bank	Banks	China	14,269	8%	13,239	AAA-	AAA
92	88	Lowe's	Retail	United States	13,938	10%	12,717	AAA-	AA
93	100	NBC	Media	United States	13,736	20%	11,401	AAA+	AAA+
94	73	BNP Paribas	Banks	France	13,644	-12%	15,531	AA	AA+
95	97	Costco	Retail	United States	13,455	14%	11,847	AA	AA+
96	77	UnitedHealth Group	Pro Services - Healthcare	United States	13,379	-10%	14,934	AA	AA
97	130	JD.com	Technology	China	13,377	46%	9,194	A+	A+
98	91	EY	Pro Services -	United Kingdom	13,357	5%	12,672	AAA	AAA
99	93	MUFG	Banks	Japan	13,215	4%	12,651	AA	AA
100	207	WeChat	Technology	China	13,189	103%	6,496	AAA-	AA+

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## Top 500 most valuable brands 100 - 150.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
101	110	Louis Vuitton	Apparel	France	13,183	26%	10,444	AAA	AAA-
102	125	PAYPAL	Technology	United States	13,123	38%	9,492	AAA-	AA+
103	82	Tata Group	Conglomerate	India	13,117	-4%	13,688	AA+	A+
104	68	Barclays	Banks	United Kingdom	13,006	-20%	16,236	AA	AA
105	102	L'Oréal Group	Cosmetics &	France	12,965	17%	11,076	AAA-	AAA+
106	118	Royal Bank Of Canada	Banks	Canada	12,659	28%	9,880	AA+	AA-
107	124	TD Bank	Banks	Canada	12,565	31%	9,607	AAA-	AA
108	119	Audi	Automobiles	Germany	12,546	28%	9,836	AAA-	AAA-
109	332	Porsche	Automobiles	Germany	12,396	178%	4,463	AAA	AAA
110	165	Mastercard	Banks	United States	12,256	58%	7,775	AAA	AAA-
111	141	JR	Conglomerate	Japan	12,233	38%	8,890	AA	AA
112	96	LG Group	Conglomerate	South Korea	12,196	1%	12,115	AA	AA
113	123	Youtube	Technology	United States	12,123	25%	9,674	AAA	AAA-
114	185	Gillette	Cosmetics &	United States	12,065	68%	7,189	AAA	AAA
115	210	Shanghai Pudong Development	Banks	China	11,963	87%	6,393	AA+	AAA-
116	66	Baidu	Technology	China	11,813	-28%	16,418	AA+	AAA-
117	109	Bank of Communications	Banks	China	11,632	11%	10,486	AA+	AAA
118	184	Moutai	Spirits	China	11,548	60%	7,211	AAA-	AA+
119	140	Chevrolet	Automobiles	United States	11,525	29%	8,918	AAA-	AAA-
120	59	BT	Telecoms	United Kingdom	11,439	-38%	18,442	AAA-	AAA-
121	98	Capital One	Banks	United States	11,374	-2%	11,658	AA+	AAA-
122	137	Eni	Oil & Gas	Italy	11,278	26%	8,975	AA+	AA+
123	132	CRECG	Engineering &	China	11,149	22%	9,127	AA-	A+
124	107	KPMG	Pro Services -	United States	10,978	3%	10,689	AAA-	AAA-
125	106	Telstra	Telecoms	Australia	10,943	2%	10,707	AAA-	AAA-
126	94	Tesco	Retail	United Kingdom	10,843	-13%	12,499	AA	AA
127	113	Anthem	Pro Services -	United States	10,611	3%	10,263	AA-	AA
128	116	Petronas	Oil & Gas	Malaysia	10,596	6%	10,024	AAA-	AA+
129	209	Industrial Bank	Banks	China	10,567	64%	6,455	AA+	AAA-
130	139	Mitsui Group	Conglomerate	Japan	10,449	17%	8,926	A	AA-
131	New	UNIVERSAL	Media	United States	10,435			AA+	
132	103	Sky	Telecoms	United Kingdom	10,368	-6%	11,060	AAA-	AAA-
133	136	CRCC	Engineering &	China	10,361	15%	9,019	A+	A+
134	135	Sony	Technology	Japan	10,309	14%	9,045	AA+	AA+
135	171	Renault	Automobiles	France	10,302	37%	7,533	AAA-	AAA-
136	108	China Life	Insurance	China	10,300	-4%	10,686	AA+	AAA
137	122	DHL	Logistics	Germany	10,251	5%	9,723	AA	AA
138	189	Adidas	Apparel	Germany	10,169	43%	7,098	AA+	AAA-
139	99	Engie	Utilities	France	10,078	-12%	11,443	AA	AA
140	164	CBS	Media	United States	9,902	27%	7,777	AAA-	AA+
141	175	AIA	Insurance	China (Hong	9,881	33%	7,434	AA+	AAA
142	225	American Airlines	Airlines	United States	9,811	59%	6,156	AAA	AAA-
143	151	O2	Telecoms	United Kingdom	9,719	18%	8,224	AAA-	AAA-
144	129	Bell	Telecoms	Canada	9,686	5%	9,198	AAA-	AAA-
145	179	Uniqlo	Apparel	Japan	9,597	31%	7,335	AA	AA-
146	143	ALDI	Retail	Germany	9,489	8%	8,783	AA-	AA-
147	187	China CITIC Bank	Banks	China	9,479	33%	7,103	AA+	AAA-
148	142	Axa	Insurance	France	9,437	7%	8,809	AA-	AA
149	138	UBS	Banks	Switzerland	9,375	5%	8,931	AA+	AA-
150	180	ABC	Media	United States	9,371	28%	7,324	AAA	AAA-

## Top 500 most valuable brands 151 - 200

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
151	111	China Unicom	Telecoms	China	9,355	-10%	10,414	AA	AA
152	213	Delta	Airlines	United States	9,232	47%	6,301	AAA	AAA-
153	112	Airbus	Aerospace &	France	9,229	-10%	10,290	AA+	AA+
154	172	Johnson & Johnson	Cosmetics &	United States	9,177	22%	7,529	AAA+	AAA+
155	New	Hewlett Packard Enterprise	Technology	United States	9,114			AA+	
156	200	Sberbank	Banks	Russia	9,075	33%	6,807	AAA-	AAA-
157	128	Carrefour	Retail	France	9,059	-3%	9,366	AA	AA
158	152	Goldman Sachs	Banks	United States	8,955	9%	8,209	AA+	AA
159	158	Sprint	Telecoms	United States	8,848	12%	7,886	AA	AA-
160	149	China Minsheng Bank	Banks	China	8,770	4%	8,400	AA+	AAA-
161	191	Nissay	Insurance	Japan	8,713	24%	7,038	AA-	AA
162	95	Sam's Club	Retail	United States	8,708	-29%	12,202	AA-	AA
163	163	ING	Banks	Netherlands	8,660	11%	7,807	AA+	AA+
164	176	Cognizant	Technology	United States	8,631	18%	7,342	AA+	AA+
165	188	Aetna	Pro Services -	United States	8,624	21%	7,100	AA	AA
166	178	Scotiabank	Banks	Canada	8,605	17%	7,336	AAA-	AAA-
167	114	Medtronic	Pro Services -	Ireland	8,602	-15%	10,113	AA-	AA
168	262	Dalian Wanda Commercial	Pro Services - Real	China	8,557	58%	5,432	A+	AA-
169	121	PEMEX	Oil & Gas	Mexico	8,477	-13%	9,768	AAA-	AA+
170	195	Canon	Technology	Japan	8,372	21%	6,902	AAA-	AA+
171	162	Hilton	Conglomerate	United States	8,370	7%	7,819	AAA	AAA
172	169	Hermes	Apparel	France	8,342	10%	7,568	AAA-	AAA-
173	308	Poly Real Estate	Pro Services - Real	China	8,276	76%	4,714	A+	A+
174	133	EDF	Utilities	France	8,268	-9%	9,121	AA+	AAA-
175	299	Pantene	Cosmetics &	United States	8,261	72%	4,802	AAA	AAA
176	157	Philips	Technology	Netherlands	8,226	4%	7,926	AA+	AA+
177	186	Commonwealth Bank of Australia	Banks	Australia	8,207	14%	7,186	AAA-	AAA
178	150	BBVA	Banks	Spain	8,183	-2%	8,380	AAA-	AAA-
179	379	Subaru	Automobiles	Japan	8,127	100%	4,070	AA+	AA+
180	173	ANZ	Banks	Australia	8,124	9%	7,458	AA+	AAA-
181	203	Warner Bros.	Media	United States	8,055	21%	6,683	AA+	AA
182	168	Union Pacific	Logistics	United States	8,005	4%	7,665	AA+	AA+
183	New	Country Garden	Pro Services - Real	China	7,947	168%	2,961	A+	AA-
184	148	eBay	Technology	United States	7,938	-6%	8,413	AAA-	AA+
185	145	Lidl	Retail	Germany	7,903	-7%	8,531	AA-	AA
186	155	Danone	Food	France	7,894	-2%	8,094	AA+	AAA-
187	300	7-Eleven	Retail	Japan	7,862	64%	4,798	AA+	AA-
188	236	Bank of Montreal	Banks	Canada	7,778	33%	5,856	AA+	AA-
189	234	NETFLIX	Technology	United States	7,748	31%	5,898	AA+	AA
190	242	airtel	Telecoms	India	7,722	34%	5,768	AA+	AA+
191	193	Panasonic	Technology	Japan	7,718	12%	6,919	AA+	AA
192	268	Tim Horton's	Restaurants	Canada	7,681	45%	5,282	AA+	AA+
193	240	Lockheed Martin	Aerospace &	United States	7,673	32%	5,820	AAA-	AA+
194	50	HP	Technology	United States	7,659	-60%	19,305	AA+	AA
195	204	Statoil	Oil & Gas	Norway	7,641	16%	6,559	AAA-	AA
196	326	Lego	Toys	Denmark	7,597	68%	4,520	AAA+	AAA+
197	154	Morgan Stanley	Banks	United States	7,484	-8%	8,106	AA-	AA-
198	431	NetEase	Technology	China	7,471	105%	3,639	AAA-	AA+
199	381	Evergrande Real	Pro Services - Real	China	7,439	84%	4,048	AA	A+
200	206	Bridgestone	Tires	Japan	7,413	14%	6,528	AA+	AA+



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## Top 500 most valuable brands 201 -250.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
201	New	China Resources Land	Pro Services -	China	7,345	132%	3,160	A+	A+
202	196	ASDA	Retail	United Kingdom	7,286	6%	6,894	AA+	AA+
203	160	Enel	Utilities	Italy	7,284	-8%	7,883	AAA-	AAA-
204	199	Vanke	Pro Services -	China	7,266	6%	6,833	A+	A+
205	230	Sumitomo Mitsui Financial Group	Banks	Japan	7,232	21%	5,983	AA-	A+
206	214	Zurich	Insurance	Switzerland	7,202	14%	6,297	AA-	AA
207	159	Land Rover	Automobiles	United Kingdom	7,199	-9%	7,886	AA+	AA+
208	156	Movistar	Telecoms	Spain	7,189	-10%	8,018	AAA	AAA-
209	219	Telenor	Telecoms	Norway	7,163	15%	6,238	AAA-	AA+
210	330	United Airlines	Airlines	United States	7,161	60%	4,474	AAA-	AA
211	194	Humana	Pro Services -	United States	7,147	4%	6,903	AA	AA-
212	215	U.S. Bancorp	Banks	United States	7,076	12%	6,293	AA+	AA-
213	182	Kellogg's	Food	United States	7,068	-3%	7,312	AAA-	AAA-
214	202	E.ON	Utilities	Germany	7,061	5%	6,709	AA+	AA
215	177	CRRC	Engineering &	China	7,047	-4%	7,337	AA-	AA-
216	232	Rolex	Apparel	Switzerland	6,988	18%	5,927	AAA	AAA
217	226	Honeywell	Engineering &	United States	6,963	15%	6,060	AA	AA
218	340	Rogers	Telecoms	Canada	6,898	58%	4,370	AAA-	AA
219	261	Gucci	Apparel	Italy	6,883	27%	5,439	AAA-	AAA-
220	423	Itau	Banks	Brazil	6,862	85%	3,712	AA+	AA
221	373	Qualcomm	Technology	United States	6,830	65%	4,138	AA	AA
222	283	LIC	Insurance	India	6,814	37%	4,988	AA	AA
223	250	ABB	Engineering &	Switzerland	6,795	21%	5,632	AA+	AA
224	161	Cartier	Apparel	France	6,765	-14%	7,875	AA+	AAA-
225	198	Toshiba	Technology	Japan	6,764	-1%	6,848	A+	AA-
226	272	Schlumberger	Oil & Gas	United States	6,763	31%	5,148	AA+	AA
227	205	Red Bull	Non Alcoholic	Austria	6,738	3%	6,538	AAA	AAA
228	223	Nivea	Cosmetics &	Germany	6,689	8%	6,171	AAA	AAA-
229	197	Swisscom	Telecoms	Switzerland	6,633	-4%	6,876	AAA	AAA-
230	183	Société Générale	Banks	France	6,620	-9%	7,278	AA	AA
231	170	Metlife	Insurance	United States	6,616	-12%	7,542	AA	AA+
232	291	Bud Light	Beers	United States	6,608	34%	4,922	AAA-	AA+
233	217	BASF	Chemicals	Germany	6,596	5%	6,265	AAA-	AA+
234	264	Vinci	Engineering &	France	6,583	24%	5,326	AA+	AA
235	248	Donna Karan	Apparel	United States	6,575	15%	5,709	AA+	AA-
236	190	Marubeni	Food	Japan	6,573	-7%	7,082	A	A
237	312	Telus	Telecoms	Canada	6,564	40%	4,674	AAA-	AA
238	241	Mizuho Financial Group	Banks	Japan	6,527	13%	5,776	AA-	AA-
239	220	Telecom Italia	Telecoms	Italy	6,492	4%	6,215	AA+	AA+
240	256	nab	Banks	Australia	6,473	17%	5,550	AAA-	AAA-
241	221	Pall Mall	Tobacco	United Kingdom	6,427	4%	6,201	AA	AA
242	166	Woolworths	Retail	Australia	6,423	-17%	7,755	AA	AA+
243	216	Centurylink	Telecoms	United States	6,412	2%	6,273	AA-	AA-
244	153	Lloyds Bank	Banks	United Kingdom	6,398	-21%	8,120	AAA-	AAA-
245	249	3	Telecoms	United Kingdom	6,367	13%	5,637	AA+	AA
246	212	Allstate	Insurance	United States	6,335	0%	6,317	AA	AAA-
247	243	Victoria's Secret	Apparel	United States	6,294	9%	5,765	AAA	AAA-
248	314	CIBC	Banks	Canada	6,262	34%	4,665	AA+	AA
249	238	Kroger	Retail	United States	6,254	7%	5,824	AA-	AA
250	313	Taiwan Semiconductor	Technology	China (Taiwan)	6,247	34%	4,666	AA	AA-

## Top 500 most valuable brands 251 - 300.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
251	301	Infosys	Technology	India	6,224	30%	4,794	AA+	AA+
252	253	STC	Telecoms	Saudi Arabia	6,218	11%	5,613	AA+	AA
253	247	Neutrogena	Cosmetics &	United States	6,189	8%	5,709	AAA	AAA
254	303	Daiwa House	Engineering &	Japan	6,167	29%	4,770	AA	AA
255	257	PNC	Banks	United States	6,166	12%	5,513	AA+	AA
256	281	Yahoo! Group	Technology	Japan	6,163	23%	5,029	AA-	AA
257	147	KFC	Restaurants	United States	6,155	-27%	8,453	AAA-	AA+
258	336	Ferrari	Automobiles	Italy	6,153	39%	4,411	AAA+	AAA
259	324	Esso	Oil & Gas	United States	6,103	35%	4,530	AA+	AA
260	181	Credit Suisse	Banks	Switzerland	6,098	-17%	7,314	AA	AA
261	395	Roche	Pharma	Switzerland	6,089	56%	3,892	AA	AA+
262	233	Michelin	Tires	France	6,089	3%	5,922	AAA-	AAA-
263	296	Coles	Retail	Australia	6,084	26%	4,826	AA+	AA+
264	167	Emirates	Airlines	Uae	6,082	-21%	7,743	AAA	AAA
265	371	Western Digital	Technology	United States	6,051	46%	4,155	AA+	AA-
266	174	Rabobank	Banks	Netherlands	6,026	-19%	7,445	AA	AA
267	429	Southwest Airlines	Airlines	United States	6,001	63%	3,679	AAA	AAA-
268	398	Activision Blizzard	Technology	United States	5,991	54%	3,885	AA	AA
269	352	China Everbright Bank	Banks	China	5,950	38%	4,312	AA	AAA-
270	361	Optum	Pro Services -	United States	5,949	40%	4,240	AA-	A+
271	267	Ping An Bank	Banks	China	5,949	12%	5,296	AA	AAA-
272	245	Purina	Food	Switzerland	5,948	3%	5,753	AA	AA+
273	289	Mobil	Oil & Gas	United States	5,947	21%	4,930	AA+	AA+
274	201	booking.com	Technology	United States	5,947	-12%	6,756	AA	AA
275	374	Under Armour	Apparel	United States	5,889	43%	4,126	AA+	AAA-
276	104	3M	Technology	United States	5,882	-47%	11,057	AA	AAA-
277	192	BBC	Media	United Kingdom	5,871	-16%	7,028	AA+	AA+
278	328	Budweiser	Beers	United States	5,863	30%	4,503	AAA-	AA+
279	228	Publix	Retail	United States	5,840	-3%	6,021	AA-	AA
280	237	Westpac	Banks	Australia	5,829	0%	5,846	AA+	AAA-
281	295	Dollar General	Retail	United States	5,811	20%	4,829	AAA-	AA
282	383	SFR	Telecoms	France	5,808	44%	4,035	AAA-	AA
283	222	Camel	Tobacco	United States	5,781	-6%	6,182	AA	AA
284	New	Chubb	Insurance	Switzerland	5,658	180%	2,020	AA+	AA-
285	235	Kraft	Food	United States	5,631	-4%	5,865	AAA-	AAA-
286	255	Nordea	Banks	Sweden	5,600	1%	5,572	AA	AA
287	New	Bradesco	Banks	Brazil	5,579	76%	3,163	AAA-	AAA-
288	New	T.J. Maxx	Retail	United States	5,568	79%	3,104	AA+	AA
289	329	Prudential (US)	Insurance	United States	5,536	23%	4,483	AA-	AA-
290	315	salesforce	Technology	United States	5,532	19%	4,658	AA	AA
291	386	Merrill Lynch	Banks	United States	5,523	38%	4,012	AA	AA-
292	346	Exxon	Oil & Gas	United States	5,517	27%	4,359	AA+	AA+
293	406	Etisalat	Telecoms	Uae	5,512	45%	3,797	AA+	AA-
294	244	State Bank of India	Banks	India	5,509	-4%	5,760	AA+	AA+
295	286	AIG	Insurance	United States	5,500	11%	4,961	AA-	AA
296	280	L&M	Tobacco	United States	5,481	9%	5,032	AA+	AA
297	343	MINI	Automobiles	United Kingdom	5,476	26%	4,362	AAA-	AA+
298	239	Macy's	Retail	United States	5,462	-6%	5,821	AA	AA-
299	254	PICC	Insurance	China	5,443	-2%	5,577	AA	AAA-
300	260	Lotte Group	Conglomerate	South Korea	5,438	0%	5,452	A	A+

# Brand Finance Global 500 – Full Table

## Top 500 most valuable brands 301 - 350.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
301	306	Generali Group	Insurance	Italy	5,434	14%	4,751	AA-	A
302	311	Claro	Telecoms	Brazil	5,430	16%	4,682	AAA-	AA+
303	266	DBS	Banks	Singapore	5,403	2%	5,314	AAA-	AAA-
304	New	Head & Shoulders	Cosmetics & Personal	United States	5,394	101%	2,680	AAA	AAA
305	439	CIGNA	Pro Services -	United States	5,380	50%	3,592	AA	AA-
306	287	Adobe	Technology	United States	5,366	9%	4,944	AAA-	AA+
307	224	Nescafe	Food	Switzerland	5,364	-13%	6,169	AAA-	AAA-
308	399	MCC	Engineering &	China	5,314	37%	3,870	A+	A+
309	347	Enterprise	Pro Services - Car	United States	5,313	22%	4,354	AA	AA+
310	251	20th Century Fox	Media	United States	5,301	-6%	5,625	AAA-	AA+
311	278	CPIC	Insurance	China	5,301	5%	5,054	AA-	AA-
312	334	Heinz	Food	United States	5,292	19%	4,429	AAA-	AAA
313	285	Newport	Tobacco	United States	5,290	6%	4,968	AA	AA
314	New	Ross Dress For Less	Retail	United States	5,278	71%	3,094	AA+	AA-
315	325	CNOOC	Oil & Gas	China	5,266	16%	4,523	AA	AA
316	443	Brookfield Asset	Banks	Canada	5,259	48%	3,553	A+	A+
317	350	Heineken	Beers	Netherlands	5,237	21%	4,326	AA	AA-
318	353	Dai-ichi Life	Insurance	Japan	5,230	21%	4,312	A+	AA-
319	440	Banco do Brasil	Banks	Brazil	5,217	46%	3,579	AAA-	AA+
320	358	Travelers	Insurance	United States	5,192	22%	4,249	AA	AA
321	273	Petrobras	Oil & Gas	Brazil	5,186	1%	5,122	AAA-	AA
322	364	Bouygues Group	Conglomerate	France	5,168	22%	4,234	AA-	AA-
323	355	Fresenius	Pro Services -	Germany	5,157	21%	4,255	A+	A+
324	277	Sainsbury's	Retail	United Kingdom	5,144	1%	5,070	AA	AA-
325	270	KT	Telecoms	South Korea	5,091	-3%	5,234	AA+	AA+
326	430	Valero	Oil & Gas	United States	5,087	40%	3,646	AA-	A
327	382	AutoZone	Retail	United States	5,084	26%	4,036	AA+	AA+
328	322	Geico	Insurance	United States	5,075	12%	4,551	AA+	AA+
329	321	Burger King	Restaurants	United States	5,068	11%	4,569	AA+	AAA-
330	297	Garnier	Cosmetics & Personal	France	5,062	5%	4,815	AAA	AAA
331	127	Ericsson	Technology	Sweden	5,047	-47%	9,445	AA	AA+
332	265	Marriot	Conglomerate	United States	5,037	-5%	5,315	AAA-	AAA
333	424	Chow Tai Fook	Apparel	China (Hong	5,011	35%	3,712	AA	A
334	275	Thomson Reuters	Media	United States	5,000	-2%	5,086	AA+	AA+
335	231	Clinique	Cosmetics & Personal	United States	4,987	-16%	5,960	AAA-	AAA-
336	146	Deutsche Bank	Banks	Germany	4,947	-41%	8,456	AA-	AA-
337	402	GMC	Automobiles	United States	4,930	28%	3,844	AA+	AA+
338	310	Tyson	Food	United States	4,925	5%	4,702	AA	AA+
339	293	Kia	Automobiles	South Korea	4,921	1%	4,874	AA	AA+
340	218	E Leclerc	Retail	France	4,918	-21%	6,249	AA-	A+
341	New	Nokia	Technology	Finland	4,916	62%	3,039	AA+	AA
342	New	McLane	Logistics	United States	4,898			AA-	
343	354	Kohl's	Retail	United States	4,892	14%	4,300	AA+	AA
344	302	Gazprom	Oil & Gas	Russia	4,865	2%	4,773	AA	AA
345	442	Reliance	Oil & Gas	India	4,848	36%	3,554	AA+	AA+
346	337	Pfizer	Pharma	United States	4,841	10%	4,401	AA+	AA+
347	375	Dove	Cosmetics & Personal	United Kingdom	4,822	17%	4,104	AAA	AAA-
348	323	ADP	Pro Services -	United States	4,804	6%	4,548	AA+	AA+
349	New	Broadcom	Technology	Singapore	4,802	127%	2,112	AA-	AA-
350	288	Lexus	Automobiles	Japan	4,793	-3%	4,937	AA+	AA+

## Top 500 most valuable brands 351 - 400.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
351	290	Nordstrom	Retail	United States	4,772	-3%	4,927	AA	AA+
352	491	Tide/Ariel	Cosmetics & Personal	United States	4,768	46%	3,272	AAA	AAA
353	227	Conocophillips	Oil & Gas	United States	4,760	-21%	6,056	AA+	AA
354	307	Standard Chartered	Banks	United Kingdom	4,749	0%	4,750	AA-	AA
355	New	Nintendo	Technology	Japan	4,747	73%	2,750	AA+	AA-
356	New	Dow	Chemicals	United States	4,745	57%	3,031	AAA-	AAA-
357	320	Swiss Re	Insurance	Switzerland	4,730	3%	4,584	AA	AA-
358	378	Suzuki	Automobiles	Japan	4,688	15%	4,074	AA+	AA
359	309	Huggies	Cosmetics & Personal	United States	4,684	0%	4,704	AAA-	AA+
360	397	Fujitsu	Technology	Japan	4,670	20%	3,888	AA	A+
361	489	KDDI	Telecoms	Japan	4,656	42%	3,284	AA+	A+
362	342	Bayer	Pharma	Germany	4,654	7%	4,365	AA+	AAA-
363	New	FIS	Technology	United States	4,653	136%	1,968	AA-	A
364	376	Novartis	Pharma	Switzerland	4,615	13%	4,096	AA	AA
365	259	TeliaSonera	Telecoms	Sweden	4,614	-16%	5,469	AA	AA+
366	416	Colgate	Cosmetics & Personal	United States	4,611	23%	3,759	AAA	AAA
367	348	Expedia.com	Technology	United States	4,609	6%	4,347	AA-	AA
368	New	Coach	Apparel	United States	4,598	54%	2,983	AAA	AA+
369	494	Indian Oil	Oil & Gas	India	4,595	41%	3,263	AA	AA
370	351	Dish Network	Telecoms	United States	4,593	6%	4,324	AA-	AA-
371	258	Intesa Sanpaolo Financial	Conglomerate	Italy	4,582	-16%	5,478	AA-	AA+
372	380	Gatorade	Non Alcoholic Drinks	United States	4,573	12%	4,070	AAA-	AA+
373	359	Saint-Gobain	Engineering &	France	4,554	7%	4,248	AA-	AA-
374	317	Johnnie Walker	Spirits	United Kingdom	4,548	-2%	4,629	AAA-	AAA-
375	229	Lukoil	Oil & Gas	Russia	4,525	-24%	5,985	AA	AA+
376	New	Maybelline	Cosmetics & Personal	United States	4,487	41%	3,178	AAA	AAA-
377	338	China Southern	Airlines	China	4,475	2%	4,388	AAA	AAA-
378	496	HCL	Technology	India	4,463	38%	3,236	AA+	AA+
379	252	Aviva	Insurance	United Kingdom	4,448	-21%	5,623	AA-	AA
380	360	General Dynamics	Aerospace & Defence	United States	4,439	5%	4,244	AA+	AA+
381	356	ESPN	Media	United States	4,411	4%	4,253	AAA	AA+
382	New	PTT	Oil & Gas	Thailand	4,411	55%	2,846	A+	A
383	422	Caterpillar	Engineering &	United States	4,410	19%	3,716	AA+	AA
384	365	Winston	Conglomerate	Japan	4,406	4%	4,224	AA-	AA
385	New	Auchan	Retail	France	4,396	44%	3,042	AA-	AA-
386	357	priceline.com	Technology	United States	4,388	3%	4,249	AA+	AA+
387	211	EE	Telecoms	United Kingdom	4,377	-31%	6,323	AA	AA
388	415	Sprite	Non Alcoholic Drinks	United States	4,372	16%	3,762	AA+	AAA-
389	396	Xerox	Technology	United States	4,359	12%	3,890	AA	AA-
390	419	KEPCO	Utilities	South Korea	4,353	16%	3,752	AA+	AA+
391	384	Aflac	Insurance	United States	4,350	8%	4,031	AA+	AA+
392	292	McKinsey	Pro Services -	United States	4,347	-11%	4,881	AAA+	AAA+
393	New	Telkom Indonesia	Telecoms	Indonesia	4,335	65%	2,620	AAA-	AAA-
394	486	Hikvision	Technology	China	4,320	31%	3,309	AAA-	AAA-
395	341	Chanel	Cosmetics & Personal	France	4,317	-1%	4,367	AAA-	AAA-
396	366	Yili	Food	China	4,294	2%	4,216	AAA-	AA+
397	335	Unilever	Food	United Kingdom	4,290	-3%	4,423	AA+	AAA-
398	New	Yanghe	Spirits	China	4,281	50%	2,850	AA	AA-
399	389	Dollar Tree	Retail	United States	4,280	8%	3,978	AA	AA
400	369	Estée Lauder	Cosmetics & Personal	United States	4,277	3%	4,170	AAA-	AAA-



# Brand Finance Global 500 – Full Table

## Top 500 most valuable brands 401 - 450.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
401	441	Thermo Fisher Scientific	Technology	United States	4,272	20%	3,572	AA-	AA-
402	New	Isuzu	Automobiles	Japan	4,256	45%	2,943	AA	AA-
403	448	Edeka	Retail	Germany	4,253	21%	3,511	AA	A-
404	368	Tiffany & Co.	Apparel	United States	4,245	1%	4,206	AAA-	AA+
405	294	Marks & Spencer	Retail	United Kingdom	4,241	-12%	4,841	AAA-	AA+
406	408	John Deere	Engineering &	United States	4,227	11%	3,795	AAA-	AA
407	449	Clarins	Cosmetics & Personal	France	4,215	20%	3,501	AA+	AA+
408	463	Oxy	Oil & Gas	United States	4,211	23%	3,435	AA	AA
409	344	Burberry	Apparel	United Kingdom	4,175	-4%	4,361	AAA-	AAA-
410	284	Glencore	Mining	Switzerland	4,174	-16%	4,976	A+	AA-
411	393	Halliburton	Oil & Gas	United States	4,161	7%	3,895	AA	AA
412	339	LinkedIn	Technology	United States	4,157	-5%	4,383	AA	AA
413	New	Recruit	Technology	Japan	4,153	38%	3,018	A	A
414	New	Wrigley's	Food	United States	4,150			A+	
415	495	Capgemini	Technology	France	4,137	27%	3,262	AA	AA
416	367	Iberdrola	Utilities	Spain	4,126	-2%	4,212	AAA-	AAA-
417	464	Carmax	Retail	United States	4,108	20%	3,435	A+	AA-
418	New	Northrop Grumman	Aerospace & Defence	United States	4,104	50%	2,732	AA+	AA
419	403	Crédit Agricole	Banks	France	4,104	7%	3,842	AA	AA
420	New	QVC	Technology	United States	4,089			A+	
421	391	Express Script	Pro Services -	United States	4,059	3%	3,958	A-	A
422	458	Hyatt	Conglomerate	United States	4,037	17%	3,452	AA+	AAA-
423	New	Poste Italiane	Logistics	Italy	4,023			AA	
424	388	Discover	Banks	United States	4,016	1%	3,983	AAA-	AA+
425	407	Virgin Media	Telecoms	United Kingdom	4,011	6%	3,796	AA	AA
426	246	Shinhan Financial Group	Banks	South Korea	3,992	-30%	5,716	AA	AA+
427	304	Domino's Pizza	Restaurants	United States	3,983	-16%	4,764	AAA-	AA+
428	459	Electronic Arts	Technology	United States	3,975	15%	3,451	AA-	AA
429	269	BHP Billiton	Mining	Australia	3,947	-25%	5,275	AA	AA+
430	456	La Poste	Logistics	France	3,933	14%	3,460	AA	AA-
431	New	CNRL	Oil & Gas	Canada	3,933	53%	2,576	AA-	AA-
432	331	Mazda	Automobiles	Japan	3,924	-12%	4,468	AA	AA
433	462	China Eastern	Airlines	China	3,920	14%	3,436	AAA-	AA
434	433	KB Financial Group	Banks	South Korea	3,899	8%	3,622	AA	AA+
435	New	Wolseley	Engineering &	Switzerland	3,882	35%	2,884	AA-	A+
436	327	Lay's	Food	United States	3,874	-14%	4,513	AAA-	AAA-
437	372	Air China	Airlines	China	3,865	-7%	4,154	AAA-	AAA-
438	497	CSX	Logistics	United States	3,849	19%	3,231	AA+	AA+
439	499	Suning Appliance	Retail	China	3,834	19%	3,217	AA	AA-
440	451	Emerson Electric	Technology	United States	3,829	10%	3,490	AA+	AA
441	New	QNB	Banks	Qatar	3,826	56%	2,453	AA+	AA
442	493	Schneider Electric	Engineering &	France	3,820	17%	3,265	AA+	AA
443	470	Sheraton	Hotels	United States	3,819	12%	3,404	AAA-	AAA-
444	477	Canadian National Railway	Logistics	Canada	3,818	13%	3,366	AA	AA
445	New	Sampoerna	Tobacco	Indonesia	3,813	33%	2,868	AA	AA-
446	New	Olay	Cosmetics & Personal	United States	3,805	74%	2,191	AAA-	AAA-
447	New	Bloomberg	Media	United States	3,804			AA-	
448	482	Whole Foods	Retail	United States	3,803	14%	3,339	AA	AA
449	480	Progressive	Insurance	United States	3,785	13%	3,354	AA-	AA
450	New	Munich Re	Insurance	Germany	3,783	29%	2,942	AA-	A+

## Top 500 most valuable brands 451 - 500.

Rank 2017	Rank 2016	Brand name	Industry Group	Domicile	Brand value (\$m) 2017	% change	Brand value (\$m) 2016	Brand rating 2017	Brand rating 2016
451	455	GS Group	Conglomerate	South Korea	3,781	9%	3,475	A+	AA
452	401	KBC	Banks	Belgium	3,779	-2%	3,849	AA+	AA
453	436	Posco	Mining	South Korea	3,773	5%	3,603	A+	AA
454	457	Ecopetrol	Oil & Gas	Colombia	3,765	9%	3,460	AAA	AAA-
455	New	HBO	Media	United States	3,761	31%	2,878	AA+	AA-
456	319	Prudential (UK)	Insurance	United Kingdom	3,757	-18%	4,598	AA-	AA
457	392	Michael Kors	Apparel	United States	3,749	-4%	3,921	AA+	AA
458	475	TUI	Leisure & Tourism	Germany	3,744	11%	3,376	AA-	AA-
459	New	Bank of Beijing	Banks	China	3,739	113%	1,753	AA	AA
460	345	Falabella	Retail	Chile	3,738	-14%	4,361	AA	AA
461	476	Denso	Tires	Japan	3,732	11%	3,370	AA-	A+
462	420	Arla	Food	Denmark	3,728	0%	3,742	A+	A
463	446	Prada	Apparel	Italy	3,720	5%	3,539	AAA-	AA+
464	417	Subway	Restaurants	United States	3,717	-1%	3,756	AAA-	AAA-
465	New	Veolia	Utilities	France	3,717	18%	3,143	AA+	AA
466	New	Atos	Technology	France	3,716	56%	2,387	A+	AA-
467	New	BNSF	Logistics	United States	3,712			AA-	
468	318	British Airways	Airlines	United Kingdom	3,708	-20%	4,621	AA+	AAA-
469	New	Bank of Shanghai	Banks	China	3,708			AA-	
470	492	Crédit Mutuel	Banks	France	3,708	13%	3,271	AA-	AA
471	New	Texas Instruments	Technology	United States	3,706	51%	2,460	AA	AA+
472	New	Geely	Automobiles	China	3,699	154%	1,458	AA	AA
473	447	Rolls-Royce	Aerospace & Defence	United Kingdom	3,689	5%	3,524	AAA-	AAA-
474	New	Airbnb	Technology	United States	3,673	52%	2,424	A+	AA
475	435	Chunghwa	Telecoms	China (Taiwan)	3,668	2%	3,608	AA+	AAA-
476	349	Lenovo	Technology	China	3,663	-15%	4,329	AA-	AA
477	425	Doosan Group	Conglomerate	South Korea	3,662	-1%	3,708	A+	AA-
478	444	CJ Group	Conglomerate	South Korea	3,654	3%	3,545	A+	AA-
479	498	Playstation	Technology	Japan	3,653	13%	3,220	AA	AA
480	469	The North Face	Apparel	United States	3,644	7%	3,408	AA+	AA+
481	488	OCBC Bank	Banks	Singapore	3,643	11%	3,293	AAA-	AA+
482	New	Enbridge	Oil & Gas	Canada	3,643	52%	2,400	A+	A+
483	New	MAN	Automobiles	Germany	3,638	14%	3,198	AA-	AA-
484	New	Daikin	Engineering &	Japan	3,622	42%	2,560	AA	AA
485	New	UOB	Banks	Singapore	3,619	31%	2,762	AA+	AA
486	413	Continental	Tires	Germany	3,612	-4%	3,774	AA+	AA+
487	New	Blackrock	Banks	United States	3,606	29%	2,789	AA-	A+
488	New	Danske Bank	Banks	Denmark	3,599	27%	2,844	AA+	AA
489	New	Repsol	Oil & Gas	Spain	3,595	65%	2,182	AA	A+
490	New	Nationwide Building	Banks	United Kingdom	3,574	15%	3,105	AA	AA
491	387	Volvo	Automobiles	Sweden	3,572	-11%	3,997	AA+	AA+
492	New	Sodexo	Pro Services -	France	3,570	38%	2,596	AAA-	A+
493	New	Desjardins	Banks	Canada	3,566	27%	2,804	AA	A+
494	New	China Cinda	Banks	China	3,564	83%	1,945	A	A+
495	New	Opel	Automobiles	Germany	3,561	37%	2,595	AA+	AA
496	490	Shiseido	Cosmetics & Personal	Japan	3,559	9%	3,273	AA+	AAA-
497	New	VMWARE	Technology	United States	3,556	47%	2,427	AA-	A+
498	479	Larsen & Toubro	Engineering &	India	3,555	6%	3,360	AA	AA+
499	484	Telcel	Telecoms	Mexico	3,552	7%	3,319	AAA-	AA+
500	New	Christian Dior	Apparel	France	3,537	55%	2,275	AA	A+