

APPLE/GOOGLE/AMAZON/MICROSOFT/
TENCENT/MCDONALD'S/VISA/
FACEBOOK/ALIBABA/LOUIS VUITTON/
NVIDIA/MASTERCARD/NIKE/MOUTAI/
VERIZON/ARAMCO/COCA-COLA/IBM/
ADOBE/INSTAGRAM/UPS/ORACLE/AT&T/
YOUTUBE/THE HOME DEPOT/ACCENTURE/
HERMÈS/PAYPAL/TESLA/NETFLIX/SAP/
TELEKOM/T-MOBILE/QUALCOMM/INTEL/
STARBUCKS/XFINITY/WALMART/DISNEY/
MARLBORO/LINKEDIN/CISCO/
TEXAS INSTRUMENTS/SALESFORCE/
SAMSUNG/CHANEL/TATA CONSULTANCY
SERVICES/INTUIT/COSTCO/SPECTRUM/
L'ORÉAL PARIS/MEITUAN/AMD/TIKTOK/
AMERICAN EXPRESS/WELLS FARGO/
XBOX/RBC/GUCCI/J.P. MORGAN/JD/
HDFC BANK/ICBC/HAIER/INFOSYS/
VODAFONE/TOYOTA/HUAWEI/CHASE/
BANK OF AMERICA/MERCEDES-BENZ/
MERCADO LIBRE/TD/SIEMENS/SNAPCHAT/
UNITEDHEALTHCARE/BMW/PING AN/
DHL/UBER/COMMONWEALTH BANK
OF AUSTRALIA/DELL TECHNOLOGIES/
KUAISHOU/ZARA/NTT/FEDEX/LOWE'S/
LANCÔME/CHINA MOBILE/ADIDAS/
TARGET/IKEA/LIC/BUDWEISER/AIA/
KFC/ADYEN/XIAOMI/ALDI/AIRBNB/
MORGAN STANLEY

KANTAR BRANDZ

2022 MOST VALUABLE
GLOBAL BRANDS

2022 TOP 100 (1-10)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
1	APPLE	\$ 947,062	55%
2	GOOGLE	\$ 819,573	79%
3	AMAZON	\$ 705,646	3%
4	MICROSOFT	\$ 611,460	49%
5	TENCENT	\$ 214,023	-11%
6	MCDONALD'S	\$ 196,526	27%
7	VISA	\$ 191,032	0%
8	FACEBOOK	\$ 186,421	-18%
9	ALIBABA	\$ 169,966	-14%
10	LOUIS VUITTON ↑	\$ 124,273	64%

2022 TOP 100 (11-20)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
11	NVIDIA	\$ 124,161	19%
12	MASTERCARD	\$ 117,253	4%
13	NIKE	\$ 109,601	31%
14	MOUTAI	\$ 103,380	-5%
15	VERIZON	\$ 101,962	0%
16	ARAMCO	\$ 99,327	N/A
17	COCA-COLA	\$ 97,883	12%
18	IBM	\$ 96,992	6%
19	ADOBE	\$ 92,830	18%
20	INSTAGRAM	\$ 92,098	11%

2022 TOP 100

(21-40)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
21	UPS	\$ 91,361	25%
22	ORACLE	\$ 90,356	49%
23	AT&T	\$ 87,169	-13%
24	YOUTUBE	\$ 86,212	83%
25	THE HOME DEPOT	\$ 84,220	19%
26	ACCENTURE	\$ 82,597	28%
27	HERMÈS	\$ 80,323	73%
28	PAYPAL	\$ 78,745	-2%
29	TESLA	\$ 75,933	78%
30	NETFLIX	\$ 73,518	3%
31	SAP	\$ 69,014	0%
32	TELEKOM/T-MOBILE	\$ 64,572	50%
33	QUALCOMM	\$ 62,439	29%
34	INTEL	\$ 62,387	-13%
35	STARBUCKS	\$ 61,758	2%
36	XFINITY	\$ 61,613	4%
37	WALMART	\$ 61,492	3%
38	DISNEY	\$ 60,487	10%
39	MARLBORO	\$ 58,384	2%
40	LINKEDIN	\$ 58,077	63%

2022 TOP 100 (41-60)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
41	CISCO	\$ 57,026	22%
42	TEXAS INSTRUMENTS	\$ 56,123	14%
43	SALESFORCE	\$ 54,970	12%
44	SAMSUNG	\$ 54,029	16%
45	CHANEL	\$ 53,021	13%
46	TATA CONSULTANCY SERVICES	\$ 50,349	61%
47	INTUIT	\$ 49,618	38%
48	COSTCO	\$ 49,614	41%
49	SPECTRUM	\$ 49,554	5%
50	L'ORÉAL PARIS	\$ 47,480	24%
51	MEITUAN	\$ 45,051	-14%
52	AMD	\$ 44,677	36%
53	TIKTOK	\$ 43,483	0%
54	AMERICAN EXPRESS	\$ 43,358	52%
55	WELLS FARGO	\$ 43,052	54%
56	XBOX	\$ 39,674	31%
57	RBC	\$ 39,522	43%
58	GUCCI	\$ 37,887	12%
59	J.P. MORGAN	\$ 37,412	55%
60	JD	\$ 36,812	-17%

2022 TOP 100

(61-80)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
61	HDFC BANK	\$ 35,603	35%
62	ICBC	\$ 35,315	-6%
63	HAIER	\$ 35,152	33%
64	INFOSYS	\$ 33,551	N/A
65	VODAFONE	\$ 33,357	12%
66	TOYOTA	\$ 33,108	23%
67	HUAWEI	\$ 32,672	-14%
68	CHASE	\$ 32,098	47%
69	BANK OF AMERICA	\$ 30,846	60%
70	MERCEDES-BENZ	\$ 30,349	17%
71	MERCADO LIBRE	\$ 29,916	N/A
72	TD	\$ 29,720	47%
73	SIEMENS	\$ 29,197	24%
74	SNAPCHAT	\$ 28,934	34%
75	UNITEDHEALTHCARE	\$ 28,315	36%
76	BMW	\$ 27,594	11%
77	PING AN	\$ 27,438	-28%
78	DHL	\$ 26,951	34%
79	UBER	\$ 26,892	20%
80	COMMONWEALTH BANK OF AUSTRALIA	\$ 26,601	37%

2022 TOP 100 (81-100)

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
81	DELL TECHNOLOGIES	\$ 26,544	7%
82	KUAISHOU	\$ 26,535	N/A
83	ZARA	\$ 25,400	19%
84	NTT	\$ 25,244	23%
85	FEDEX	\$ 24,626	4%
86	LOWE'S	\$ 24,562	19%
87	LANCÔME	\$ 23,871	37%
88	CHINA MOBILE	\$ 23,813	-8%
89	ADIDAS	\$ 23,791	6%
90	TARGET	\$ 23,539	39%
91	IKEA	\$ 23,414	11%
92	LIC	\$ 23,265	-4%
93	BUDWEISER	\$ 23,163	-9%
94	AIA	\$ 22,733	10%
95	KFC	\$ 22,293	23%
96	ADYEN	\$ 21,757	N/A
97	XIAOMI	\$ 21,653	-13%
98	ALDI	\$ 21,282	20%
99	AIRBNB	\$ 21,276	N/A
100	MORGAN STANLEY	\$ 21,219	N/A