Brand Finance®



Global 500 2026

The annual report on the world's most valuable and strongest brands

1996 - 2026
30th ANNIVERSARY
Brand Finance®

NVIDIA’s brand is now more valuable than Facebook and Walmart

- **$608 billion:** Apple’s brand value, up 6% from 2025
- **239%:** Revolut enters the Global 500 for the first time
- **AAA+:** YouTube becomes the world’s strongest brand

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About
Brand Finance

Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 30 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

Quantifying the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

Unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.



The world's **leading brand valuation consultancy**

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Foreword



David Haigh
Chairman & CEO,
Brand Finance

This year marks Brand Finance's 30th anniversary. Throughout our history as a company, there has been one enduring truism: brands operate in a world shaped by continual change.

Rapid advancements in AI, geopolitical fragmentation, economic uncertainty, and rising expectations of corporate behaviour have all placed new pressures on organisations. While the challenges have evolved, the importance of building and maintaining brand strength has remained constant.

Looking back to 1996, the global brand landscape was dominated by traditional consumer names. Since then, the rise of technology and digital services, the move from products to ecosystems, the increasing prominence of B2B brands, and the growth of place branding have fundamentally reshaped how value is created.

Today, the commercial contribution of a strong brand is well recognised. It drives demand, supports premium pricing, attracts and retains talent, increases resilience during uncertainty, and provides confidence to investors. Despite this awareness, many organisations still struggle to quantify brand value or explain its role in business performance. This lack of clarity often creates a gap between marketing ambition and financial decision-making, limiting the ability to invest for the long term.

At Brand Finance, our mission for 30 years has been to close that gap. By bringing together robust valuation methodologies and in-depth research, we help leaders understand the financial impact of their brand and make better-informed decisions. Whether you are looking to strengthen brand performance, evaluate marketing investment, support a transaction, or bring greater alignment across your organisation, our team is here to help.

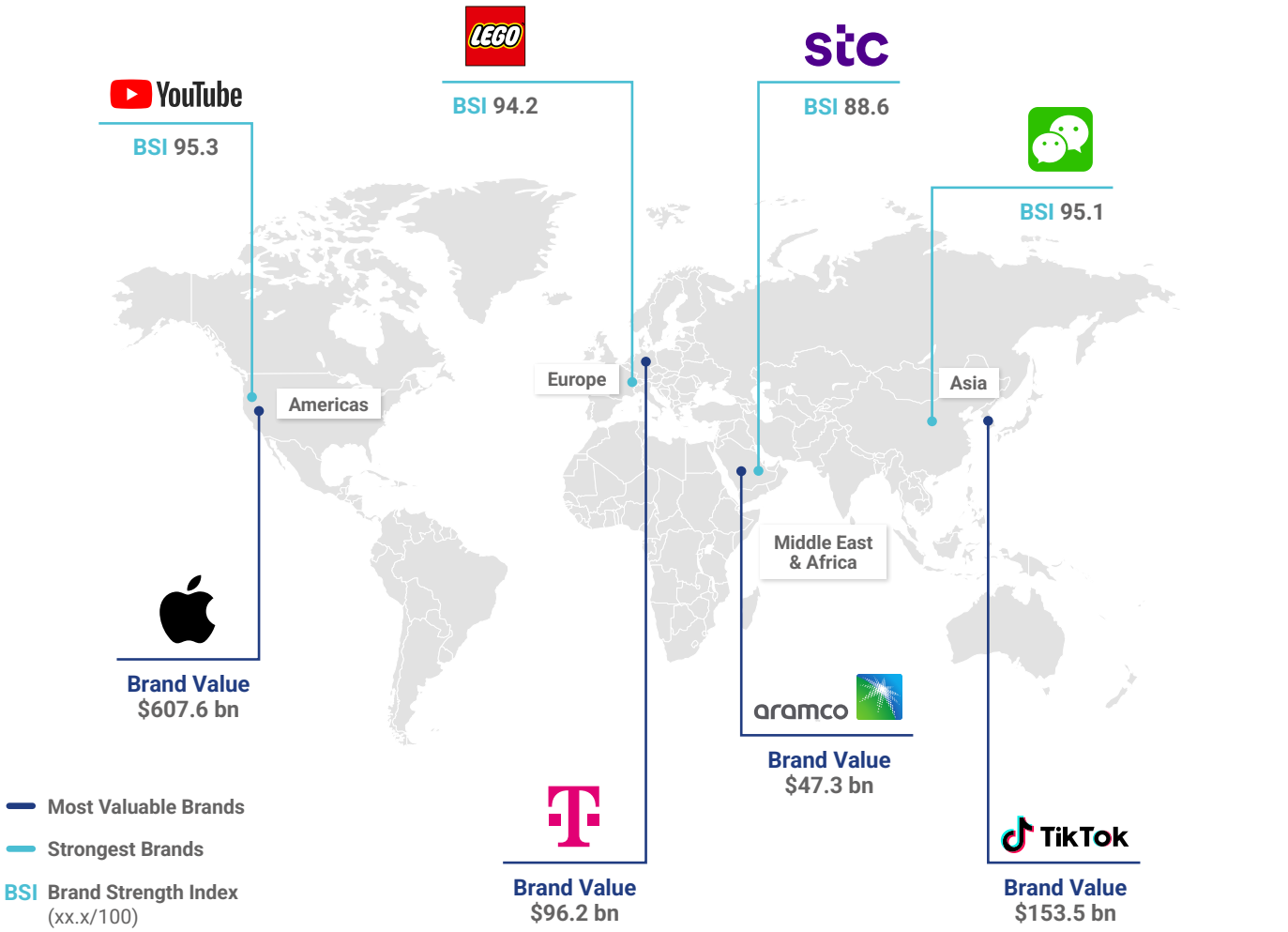
As you explore this year's findings, I encourage you to consider how the insights can support clearer decision-making within your organisation. Strong brands are built through informed choices and consistent investment, and our team is ready to help you translate the data into practical next steps for your strategy.

Global Market Overview

Global Market Overview

Most Valuable & Strongest World Brands Per Region 2026

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The world's leading brands enter 2026 operating in a global environment that remains constrained and uneven. While economic conditions have improved modestly compared to 2025, they continue to fall short of long-term pre-pandemic norms, limiting the extent to which brands can rely on market-wide growth to drive value. Brand Finance research finds that the total brand value of the world's 500 most valuable and strongest brands reaches USD10.4 trillion in 2026, marking an 11% increase from 2025.

Within this context, global economic growth in 2026 is expected to remain just below 3% in real terms, up marginally from 2.8% in 2025. This modest improvement reinforces a shift in how brand value is created. Rather than benefitting from broad-based economic expansion, the strongest brands are driving growth through scale, sustained consumer demand, continued investment in innovation, and expansion into high-growth developing markets. Technological disruption remains a defining feature of the global brand landscape, while geopolitical and policy uncertainty continues to influence decision-making. Brands that maintain relevance, consistency and visibility are better positioned to protect and grow long-term brand value.

The U.S. continues to play a central role in supporting global brand performance, reflecting the concentration of large, highly invested brands and comparatively resilient domestic demand. In 2026, 192 American brands are featured in the Global 500, collectively contributing over half of the total brand value.

China remains the second-largest contributor, with 68 brands accounting for just over 15%, followed by Germany with 26 brands contributing more than 5%. Japan and France complete the top five. The UK ranks sixth and has recorded a 27% increase in its brand value, while Spain has also posted strong growth. Several Nordic markets, including Denmark and Norway, have also seen notable upticks in brand value.

At a sector level, banking continues to dominate, with 79 brands contributing 13% of the total brand value in the ranking, followed by media and electronics. Retail has fallen from second to fifth place after a 34% decline in total brand value.

Internet and software (+24%) brands, semiconductors (+63%), and broader technology (+70%) categories have all recorded strong total brand value growth, reinforcing the role of innovation, digital infrastructure and AI in shaping the global brand economy.

Beyond technology, brands in other sectors are also leveraging digital capabilities to fuel growth.

Banking brands, for example, are leveraging AI and rich customer data to uncover new growth opportunities and make payment easier and more seamless for consumers, helping to embed their brands more deeply into everyday financial behaviours and interactions.



Valuation Analysis

+ The World's Most Valuable Brands 2026
+ Fastest Growing Brand Value: Revolut

The World's Most Valuable Brands 2026

U.S. technology brands continue to dominate the top 10 of the Global 500 ranking in 2026, reinforcing the scale advantage and global reach of the world's largest digital ecosystems. The top four spots remain unchanged, with four of the Magnificent Seven - **Apple**, **Microsoft**, **Google**, and **Amazon** - holding their positions at the top of the ranking.

Apple retains its position as the world's most valuable brand with a 6% brand value growth to USD607.6 billion. While hardware growth remains measured, Apple continues to strengthen its ecosystem through services. Growth in advertising, cloud services and the App Store has supported overall performance, while steady demand across the Americas, Europe and Asia Pacific has reinforced Apple's global scale and resilience.

Microsoft ranks second, recording a 23% increase in brand value to USD565.2 billion. The brand's performance reflects sustained momentum across its enterprise-focused portfolio, with cloud services, subscriptions and professional software providing stable, recurring revenues. Microsoft's growing role in enterprise AI and cloud infrastructure has further strengthened perceptions of reliability and long-term relevance, supporting sustained brand value growth.

Google remains the third most valuable brand globally, with its brand value increasing by 5% to USD433.1 billion. Strength across search, advertising and cloud services underpin its position, while ongoing investments in AI-driven products and platforms continue to reinforce the brand's central role in the digital economy.

Amazon ranks fourth, with a brand value rise of 4% to USD369.9 billion, supported by its scale in e-commerce and the strength of its cloud business, despite margin pressures in retail operations.

NVIDIA climbed four ranks to become the world's fifth-most valuable brand. NVIDIA's brand value has more than doubled since 2025, rising 110% to USD184.3 billion, reflecting its central role in powering global AI infrastructure. As demand for advanced computing accelerates, NVIDIA has overtaken established brands including **TikTok/Douyin**, **Walmart**, **Samsung Group** and **Facebook**.

#1	Apple	$607.6 bn	+6%
#2	Microsoft	$565.2 bn	+23%
#3	Google	$433.1 bn	+5%
#4	Amazon	$369.9 bn	+4%
#5	NVIDIA	$184.3 bn	+110%
#6	TikTok/Douyin	$153.5 bn	+45%
#7	Walmart	$141.0 bn	+3%
#8	Samsung Group	$119.2 bn	+8%
#9	Facebook	$107.1 bn	+17%
#10	State Grid Corporation of China	$102.4 bn	+20%
#11	T	$96.2 bn	+13%
#12	ICBC	$90.9 bn	+15%
#13	Instagram	$80.8 bn	+1%
#14	China Construction Bank	$77.2 bn	-2%
#15	Home Depot	$73.4 bn	+13%
#16	Verizon	$73.0 bn	+1%
#17	Bank of China	$70.8 bn	+11%
#18	Oracle	$68.0 bn	+19%
#19	Agricultural Bank of China	$62.8 bn	-11%
#20	Toyota	$62.7 bn	-3%
#21	Allianz Group	$60.7 bn	+22%
#22	Moutai	$59.6 bn	+2%
#23	American Express	$57.3 bn	+45%
#24	UnitedHealthcare	$54.7 bn	+1%
#25	AT&T	$53.9 bn	+3%

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China's **TikTok/Douyin** climbs one spot to seventh following a 45% brand value growth to USD153.5 billion, supported by global expansion and strong engagement across markets. **Walmart**, despite recording a 3% brand value uptick to USD141.0 billion, falls two places to seventh. **Samsung Group** (up 8% to USD119.2 billion), **Facebook** (up 17% to USD107.1 billion) and **State Grid Corporation of China** (up 16% to USD99.1 billion) round out the top 10.

Beyond the Top 10

Beyond the top 10, several sectors are experiencing notable changes in brand value.

While digital-native brands continue to dominate the ranking, traditional media brands also continue to grow in brand value as the sector undergoes a period of transformation.

Major U.S. broadcasters including **NBC**, **Fox**, and **CBS** recorded significant gains, rising 44, 37, and 81 places respectively in the Global 500, driven by strong advertising demand around live events, improved monetisation of streaming platforms, and continued strength in news and sports programming.

Across the pond, the **BBC** continues to strengthen its position, climbing 87 ranks following a 30% increase to USD6.8 billion. Despite domestic funding constraints, the broadcaster is boosting audience engagement, while its commercial ventures and global reach are helping to drive growth and enable continued investment in content through BBC Studios.

The world's leading auto brands are seeing notables declines in brand value amid intensifying competition, pricing pressure, and reputational challenges. **Tesla** stands out as one of the most affected brands, as ongoing controversies and trust concerns have continued to erode its standing across key global markets. Tesla's brand value fell by 36% to USD27.6 billion, representing the largest drop among the world's top 500 brands and pushing it down to 75th place in the Global 500.

Chinese electric vehicle manufacturers, however, are continuing to gain momentum as they aggressively undercut global automakers on price and scale and gain international popularity among consumers as a result.

BYD's brand value rose 23% to USD17.3 billion in 2026, supported by strong global EV sales growth and a rising Brand Strength Index (BSI), fuelled by exceptionally high levels of recommendation and consumer advocacy in its home market.

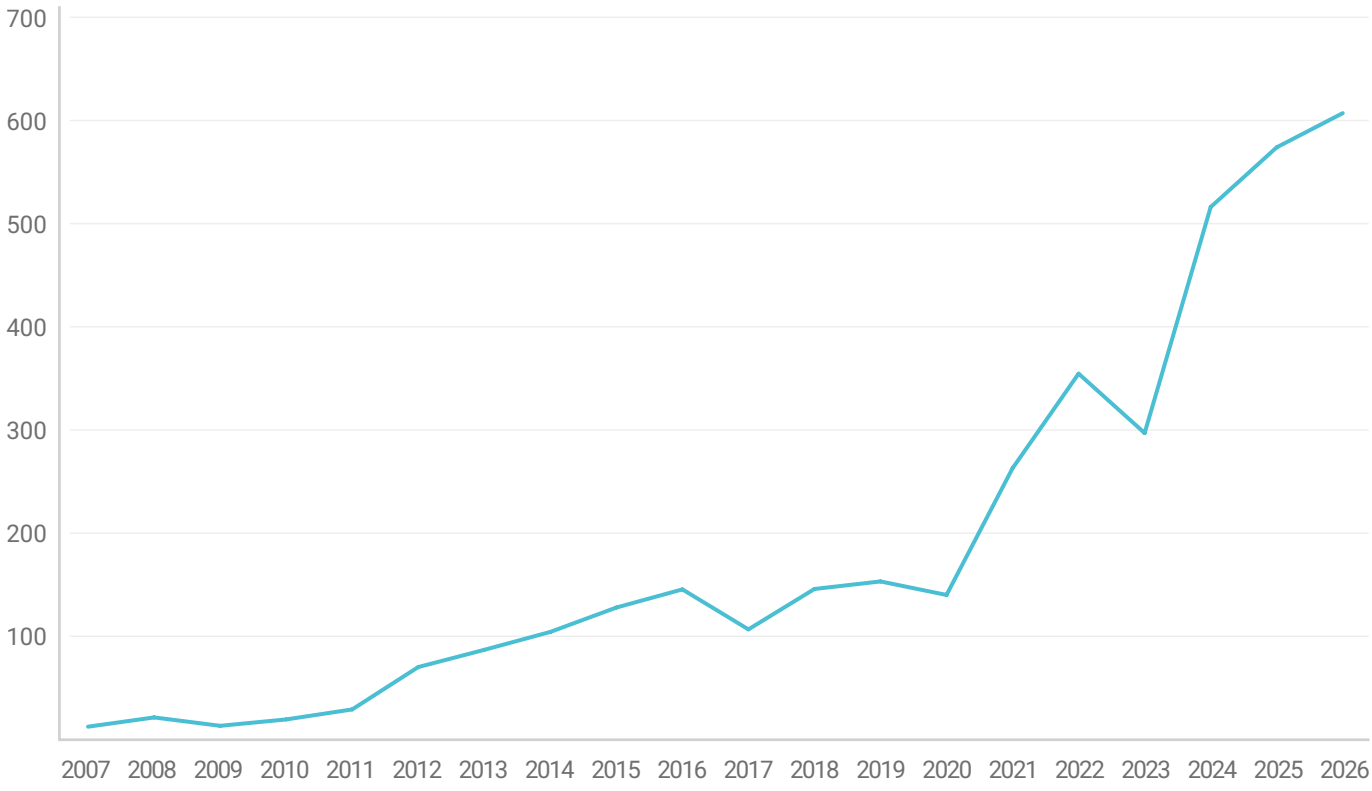
Another Elon Musk-owned brand, **Starlink**, has entered the Global 500 for the first time following a period of rapid expansion. Starlink more than doubled its brand value to USD5.2 billion, becoming the world's third-fastest growing brand. Starlink's brand value growth is driven primarily by explosive subscriber growth and its increasing strategic importance to **SpaceX**. Starlink's customer base nearly doubled in 2025, adding around 4.6 million new users to surpass 9 million subscribers worldwide.

Investors and media increasingly view Starlink as a core driver of SpaceX's long-term valuation, supported by highly scalable, recurring subscription revenue and a growing perception that the network is evolving into critical global connectivity infrastructure rather than a niche satellite service.



Apple Brand Value Trend Line | 2007-2026 (USD bn)

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Fastest Growing Brand Value **Revolut**

UK fintech company **Revolut** has emerged as the fastest growing brand among the world's 500 most valuable brands. In 2026, Revolut's brand value more than tripled, up 239% to USD6.6 billion from USD1.9 billion in 2025. The brand enters the Global 500 ranking for the first time this year (ranked 391st).

This surge in brand value reflects strong revenue growth alongside rapid global and customer expansions. 2025 marked a pivotal year for Revolut, marked by major milestones. The company has committed USD13 billion to global investment over the next four years to accelerate expansion and strengthen its brand positioning worldwide.

Following a decade of mixed international expansion attempts, including earlier moves into markets such as Canada and U.S. crypto, Revolut is now refocusing on more disciplined global growth, with a target of reaching 100 million retail customers by mid-2027 and entering 30 new markets by 2030.

At the same time, the brand continues to navigate regulatory complexity, including ongoing restrictions linked to its UK banking licence, underscoring the need to balance rapid expansion with regulatory compliance.

Brand Finance data reveals that Revolut's Brand Strength Index (BSI) score remains stable in 2026 at 72.6 out of 100, maintaining an AA brand strength rating. Brand Finance's market research highlights exceptionally strong brand advocacy globally, with word-of-mouth scoring 9.2 out of 10. Revolut performs particularly well across brand metrics in Europe, where scores exceed North America and the rest of the world.

As the brand continues to expand internationally, its presence and brand strength in currently less established markets is expected to strengthen, following the trajectory seen in Europe – the brand's dominant region, as geographic diversification drives brand value and strength, and reduces risk.



Brand Strength Analysis

Brand Strength Analysis

In 2026, 37 brands among the Global 500 ranking earned a AAA+ brand strength rating, the highest rating awarded by Brand Finance.

YouTube has become the world's strongest brand, with a BSI score of 95.3 out of 100 and climbing from eighth place in 2025.

Brand Finance researched YouTube across 10 markets and found that familiarity exceeded 90% in eight of them. Brand Finance data also shows that up to, on average, 70% of respondents would consider using YouTube.

This not only underscores YouTube's strength in converting widespread awareness into active consideration but also reflects its role as a goto destination for entertainment, learning, and communitybuilding. Its highly engaging video format has become central to how people discover and interact with content online.

Many of the world's most valuable brands, including **Apple**, **Nike**, **Coca-Cola**, and **McDonald's**, use YouTube to tell richer brand stories and strengthen their connection with audiences worldwide.

WeChat is now the world's second strongest brand, having held the top position in 2024 and 2025. With a BSI score of 95.1 out of 100, the brand's all-in-one digital infrastructure - spanning instant messaging, voice and video calls, WeChat Pay, Mini Programs and Official Accounts - maintains the Chinese brand's strength.

According to Brand Finance research, conducted solely in its home market of China, WeChat is extremely well regarded across all research metrics.

LOCAL LEADERS:
Brand Strength is calculated within brands' addressable markets. Some brands focus on their local markets whereas some are international. When averaging brand strength, international brands' strength will often become lower than single market brands because maintaining a leadership position can be difficult across multiple markets.

#1	YouTube	95.3
#2	WeChat	95.1
#3	Microsoft	94.7
#4	Google	94.6
#5	LEGO	94.2
#6	NVIDIA	93.9
#7	Wuliangye	93.6
#8	Deloitte	93.3
#9	Michelin	93.2
#10	Mercadona	93.1
#11	State Grid Corporation of China	92.9
#12	John Deere	92.7
#13	Tesco	92.6
#14	Rolls-Royce (Aerospace & Defence)	92.6
#15	Toyota	92.5
#16	Moutai	92.1
#17	Edeka	92.1
#18	Genting	92.1
#19	China Life	92.0
#20	Airbus	91.5
#21	ICBC	91.5
#22	Dior	91.5
#23	JD.com	91.1
#24	Marks & Spencer	90.9
#25	Rewe	90.8

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Data reveals that 92% of respondents are familiar with the brand, with 75% of those familiar reporting they'd consider using it. WeChat's brand value also increased 46% in 2026 to USD48.1 billion, placing it 32nd among the world's most valuable brands.

Microsoft is the world's third strongest brand in 2026, with a BSI score of 94.7 out of 100. This places it above **Google** in terms of brand strength, now ranked fourth.

Brand Finance research reveals improved scores in key brand strength metrics – including brand reputation, recommendation, and engagement - across several markets, including the U.S., Japan, and South Korea.

Global toy brand **LEGO** is now the world's fifth strongest brand, with a BSI score of 94.2 out of 100. Brand Finance research shows that the brand notes strong reputation scores and exceptionally high levels of admiration, reflecting a reputation that has strengthened over time through positive impact and deep consumer connection.

According to Brand Finance research, on average, familiarity of toy brands falls by 41% between 18–24-year-olds and 65–75-year-olds. Contrastingly, LEGO defies this trend, maintaining a high level of familiarity among all ages. 90% of 18–24-year-olds are familiar with the brand - 30% above the sector average - and even among 55–64-year-olds, familiarity remains 86%, more than 40% higher than the sector average.

Strategic partnerships with iconic brands like **Ferrari** and major film franchises such as Harry Potter have further strengthened LEGO's global recognition and cultural relevance across generations, cementing its enduring brand strength.

This brand strength also translates into LEGO's brand value, which increased 59% in 2026, reaching an all-time high of USD17.6 billion.

YouTube Brand Strength Attributes Heat Map

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Weaker performance ● ● ● ● ● Stronger performance

	Factor	UK	US	Japan
Brand Perceptions	Knowledge	●	●	●
	Credibility	●	●	●
	Appeal	●	●	●
Customer Behaviours	Selection	●	●	●
	Advocacy	●	●	●

Sustainability Analysis

Sustainability Analysis

2026 is likely to be another challenging year for brands when it comes to managing sustainability perceptions. There is an increasingly dismissive (or even hostile) attitude to ESG from some parts of the political, investment, and business communities.

Whilst sustainability continues to be an important driver of consumer choice, our latest round of research indicates a further reduction in the role of sustainability in driving consumer choice.

This may be driven by the political ESG backlash, by cost-of-living concerns, or by a mix of other factors.

Added to this is increasingly tight regulation to limit the claims that brands make about their sustainability commitments and progress.

Meanwhile activists remain highly alert to perceived greenwashing and in a social media era, they can rapidly erode consumer trust. Our research shows that such campaigns can cost the biggest brands hundreds of millions in brand equity, and that many of the world's biggest brands are exposed to this risk.

This challenging outlook can make it tempting for brands to mute discussion of sustainability.

'Greenhushing' has its own major drawbacks, however.

Despite the decline in the role of sustainability this year, it remains a hugely powerful driver of choice in markets around the world. As a result, brands that succumb to greenhushing will leave hundreds of millions of dollars of value unclaimed.

This represents a failure to connect with consumers, a failure to positively influence the sustainability conversation, and (in an era where ESG's contribution to business goals is being questioned) it represents a failure to deliver on the obligation to shareholders to maximise value.

The 2026 edition of our sustainability perceptions index will be launched in February of this year, revealing which brands are perceived to have the strongest commitment to sustainability, the changing role of sustainability in driving demand, and the huge amounts of value at risk, being missed, and being secured by the world's biggest brands.

In the meantime, if you would like to know how sustainable consumers perceive your brand to be and what that means for value, please get in touch: r.haigh@brandfinance.com.

Valuing Sustainability Perceptions

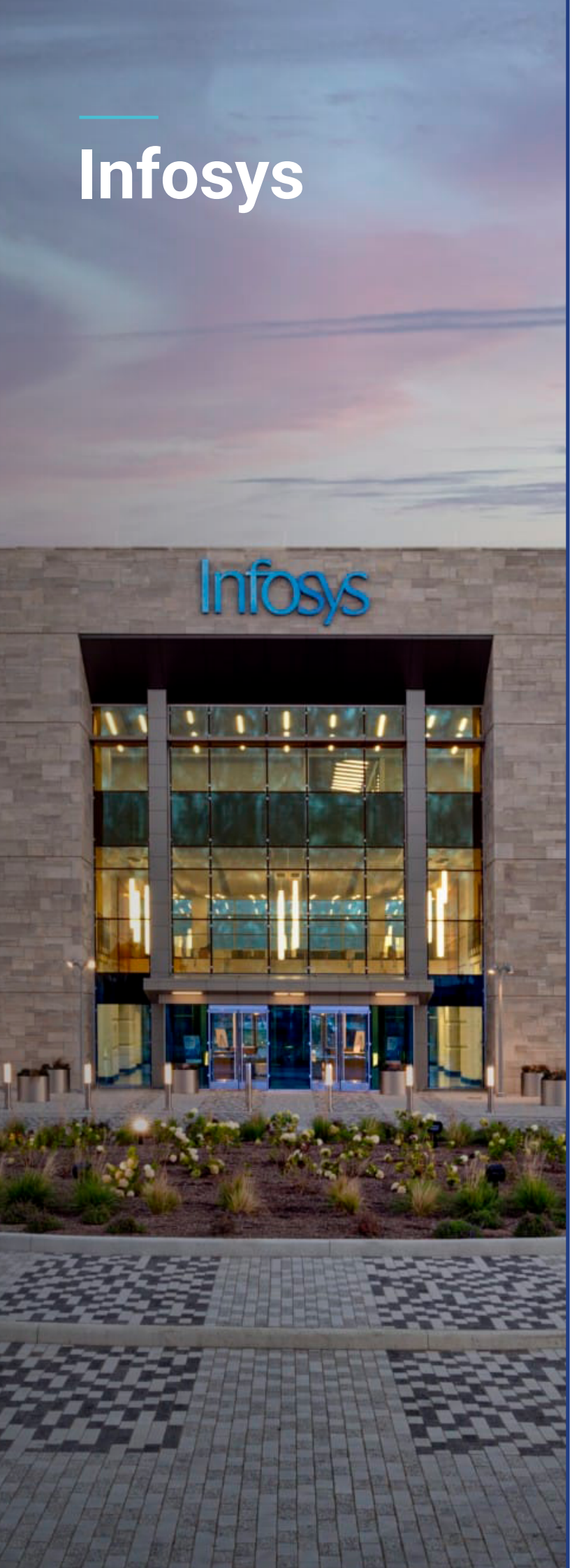
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Group Brand Value		Sustainability Driver (%)		Sustainability Perceptions Score		Sustainability Perceptions Value
	X	High Importance  Low Importance	X		=	
Brand Value is calculated for the brand in accordance with ISO10668.		Contribution of sustainability to brand value determined using drivers' analysis'.		Perceptions of the brand's commitment to sustainability are transformed into scores that modify the final value.		The proportion of brand value that is attributable to sustainability perceptions.

ISO10668

Brand Spotlights

Infosys



Brand Value

#150 ▼

USD16.4 bn +0.5%

Brand Strength

#80 ▲

BSI 86.8 +1.0

Brand Spotlight **Infosys**



Sumit Virmani
Chief Marketing Officer, Infosys

How does Infosys stand out in an AI-driven landscape?

In this new world, AI is fundamentally reshaping how we trust, work, and make decisions. And with individual expectations shifting, what has also rapidly evolved is the new normal for businesses globally. From simply implementing AI, to navigating across Gen AI, agentic AI, and whatever comes next, it is critical to do so responsibly, at scale, and in ways that truly amplify human potential. That is where Infosys anchors its purpose: to amplify human potential and create the next opportunity for people, businesses, and communities.

As an organisation that has navigated multiple technology shifts, across decades, this is what we have learned in the process. In the world of swiftly evolving AI, competitive advantage lies in an organisation's ability to scale intelligence while deepening trust. Responsible AI, therefore, will be the foundation of this evolution. And we are at the forefront of it, having built transparency, governance, intelligence, and cultural context into how AI is designed and deployed.

Having worked with organisations across the spectrum, we have also learned to prioritize value discovery across ecosystems. We deeply understand our clients' domain and technology environments and are well positioned to identify opportunities that transform processes and workflows to deliver innovation and accelerate value realization. As an AI-first organisation that has now embraced this technology at scale, we have deep capabilities and a portfolio of solutions to drive global enterprise transformation. Infosys Cobalt strengthens cloud resilience, Infosys Topaz brings agentic intelligence to life, and Infosys Aster helps redefine experience, at every touchpoint.

Technology is rapidly becoming the core foundation of every brand and every business, across industries, and the most differentiated brands will be the ones that accelerate technology-powered transformation, at scale.



How do sponsorships reinforce Infosys' brand strategy?

Our sponsorships and media partnerships serve as channels for brand amplification, showcasing innovation, and customer engagement. Take our long-standing association with global tennis, for instance, where we are now connecting with a billion-plus fans worldwide, enabling them to experience the sport like never before. Powered by Infosys Topaz and Infosys Aster, we deliver real-time analytics, democratize video insights, and create immersive fan experiences across some of the world's largest tennis platforms such as Roland-Garros, ATP, and the Australian Open.

Our technological innovations have enabled 6.9 billion digital impressions, 1.3 billion broadcast and OTT views, and engaged millions through immersive AI-powered experiences. The Infosys Match Centre has drawn over 20 million fans around the world. While these platforms have elevated global recognition for the brand, they have also transformed the sport with cutting-edge technologies and fan-facing innovation, engaging global audiences at scale.

As part of our media portfolio of sponsorships, the brand has collaborated with the FT to deliver creative and immersive journalism on issues that matter. We also co-created the FT Money Machine, reviving an important piece of economic history, while making learning about complexities of economic systems both accessible and engaging. With Economist Impact, we launched The Sustainability Atlas, an efficient way to understand the sustainability landscape in different geographies around the world.

Put simply, these partnerships elevate brand reach and help us demonstrate the power of tech to reimagine experiences and business value, at scale.

Which trends are shaping the IT Services sector, and how is Infosys responding?

As the enterprise growth story passes through the current realm of agentic AI, global enterprises are evolving from small-scale experimentation to reimagining the enterprise fabric.

This transformation is fundamentally about business value extraction at scale, moving AI from promising pilots to measurable outcomes that reshape enterprise economics and competitive positioning. What is making this evolution real is a combination of technology maturity, the rise of contextual models, as well as a culture and workforce strategy evolution - all happening seamlessly and simultaneously.

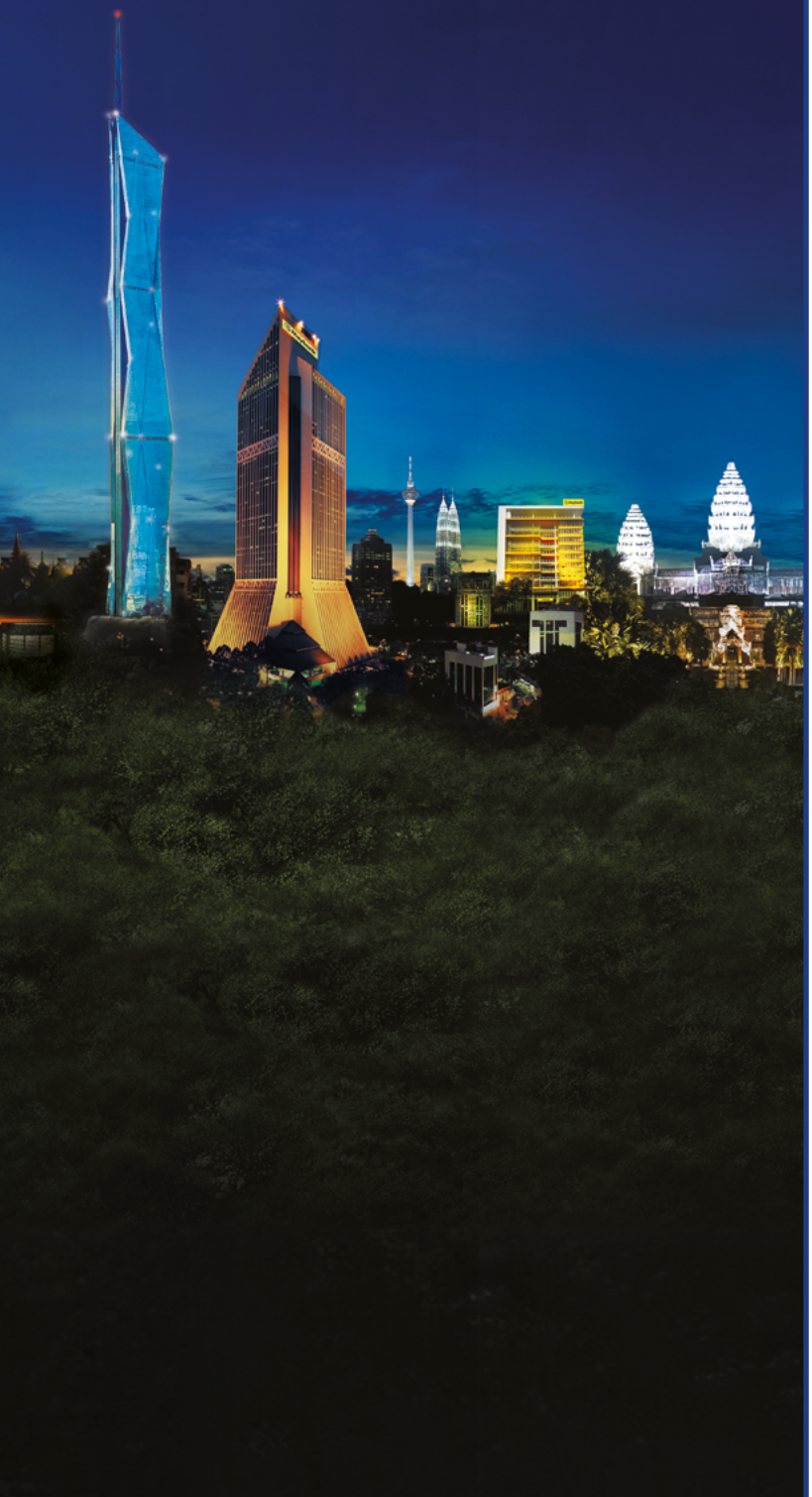
At Infosys, we are at the forefront of shaping this transformation, as a leading AI value creator for global enterprises. Domain expertise, technological innovation, workforce reimagination, and ecosystem orchestration are at the heart of this promise.

Trust, we believe, will continue to be the core foundation for brands in an AI era. As regulations tighten and governance expectations rise, differentiation will belong to those who can move fast and do so responsibly. Our Responsible AI expertise and governance frameworks will enable brands to turn compliance into confidence, allowing businesses to innovate boldly while staying grounded in their purpose.

In an environment that is evolving rapidly, true differentiation in technology lies in how it empowers people, businesses, and communities to navigate their next. Infosys is well positioned to accelerate this journey for global enterprises.



Maybank



Brand Value

#475

USD5.4 bn +4.5%

Brand Strength

#121

BSI 84.1

Brand Spotlight **Maybank**



Dato' Sri Khairussaleh Ramli
President & Group CEO, Maybank

Maybank's brand value increased by over 4% to USD5.4 billion in the Global 500 2026 report. What factors have most directly supported this brand value growth across diverse market conditions?

Our growth in brand value reflects the strength of what we've built, and the consistency with which we've delivered it. Over the past year, we've reinforced the fundamentals that matter most in the financial services: trust, relevance and consistency across every market we serve.

The conclusion of the M25+ strategy reinforced these foundations. Digital investments improved customer centricity and access, while disciplined risk management and governance sustained confidence. Maybank also remained closely aligned with the real economy, supporting businesses, facilitating trade, and mobilising capital for ASEAN's transition priorities. Initiatives such as Invest ASEAN Malaysia 2025, co-hosted with Bursa Malaysia, reinforced its role as a regional convenor linking policymakers, investors, and enterprises.

Our growth was guided by purpose rather than expansion alone. Maybank's commitment to Humanising Financial Services provides a consistent framework across diverse markets, reinforcing familiarity, trust, and long-term relevance. This clarity of intent and delivery continues to translate into durable brand equity and sustained brand value growth.

Humanising Financial Services has been Maybank's mission since 2011 and over the subsequent time, the banking industry has changed markedly. How has your interpretation and application changed over that time and what does it mean today?

Humanising Financial Services remains constant in intent, but its application has evolved as the role of banks expand. Introduced in 2011 with a focus on fairness, accessibility and respect, the purpose has deepened as expectations of banks have expanded beyond transactions to long term outcomes.

Today, institutions are expected to understand context as well as consequences. This shapes how Maybank designs products, deploys technology, and allocates capital. Humanising Financial Services now means reducing friction, expanding inclusion, and ensuring that our collective growth is shared in ways that strengthen livelihoods and communities.

As we enter our next strategic phase, this purpose remains our anchor. While strategies and markets will continue to evolve, the responsibility to serve people well remains unchanged. Humanising Financial Services has become a shared discipline across the Group, guiding decisions at scale and reinforcing Maybank's role as a bank that grows with its stakeholders.

Large financial institutions often face challenges balancing scale with differentiation. How does Maybank build a unique and unified positioning across all its markets and business divisions?

Maybank's differentiation is anchored in a single purpose across a diverse regional footprint, while allowing each market to respond to local realities.

Reinforced through our M25+ strategy, this alignment ensures customers experience Maybank as one institution across geographies, with local teams retaining the autonomy to adapt to regulatory, economic, and cultural contexts.

Our differentiation is also shaped by strategic focus. Maybank has built depth in areas structurally important to ASEAN, including SME banking, Islamic finance, and sustainable finance, supporting more than 800,000 SMEs across the region.

By staying closely connected to real economies, Maybank has achieved scale without diluting identity. Consistency in principles, reliability in execution, and relevance in offerings continue to strengthen trust as the Group expands its regional footprint.

Maybank has spoken about building a 'bionic workforce' combining human expertise with digital capability. What skills and capabilities are most critical for Maybank's workforce today?

For Maybank, a bionic workforce reflects the value created when human expertise and technology work together. As banking becomes more digital and data driven, human judgement, ethics, and accountability are increasingly important, with technology enhancing capability while trust is built through its application.

We've focused on combining digital fluency with a strong understanding of customers, markets, and risk, supported by an adaptable mindset across the Group. This capability remains central to navigating change, serving stakeholders, and sustaining long term growth.

Maybank has strengthened its role in cross-border trade and regional capital flows, including partnerships that expand foreign exchange, payments and Shariah-compliant solutions for businesses across ASEAN and China. How does regional connectivity contribute to your strategic positioning and long-term brand relevance?

ASEAN's growth has increasingly been defined by connectivity across trade, capital and supply chains. Operating across all 10 ASEAN markets, Maybank is positioned to support businesses as they expand beyond domestic borders and navigate cross border complexity.

Regional connectivity matters to our positioning because it depends on consistency and trust over time. Capabilities in cross border payments, trade finance, foreign exchange, and Shariah compliant solutions provide the infrastructure that enables businesses to plan, invest, and operate with confidence as markets integrate.

Within the halal economy, Shariah-compliant offerings also serve as an important bridge between ASEAN and partners in China, reinforcing shared standards and long-term relationships. Together, these capabilities support Maybank's relevance as regional integration deepens.

Regional connectivity anchors Maybank's relevance by embedding the brand in the realities of ASEAN integration. This positions Maybank as an institution shaped by the region, rather than any single market.

Across ASEAN, governments are advancing national transition roadmaps and net-zero commitments. How does Maybank support this agenda?

ASEAN's net zero ambitions are advancing across diverse economic and social contexts. Maybank supports a responsible transition that balances environmental goals with economic continuity.

We work with clients to build credible transition pathways, integrating climate considerations into risk management, financing decisions, and sector frameworks where decarbonisation will take time. This is supported by the Net Zero White Paper, which outlines reference pathways across key industries.

Maybank's role is to help align governments, businesses, and capital, providing transition financing that reflects regional realities and supports long term resilience across ASEAN.

stc



Brand Value

#139 ▼

USD17.6 bn +9.0%

Brand Strength

#46 ▲

BSI 88.6

Brand Spotlight **stc**



Faisal Almalki
Brand Management GM, stc

This is the sixth consecutive year you have been named the most valuable telecom brand in the Middle East, and you rank ninth globally among the most valuable telecom brands. Looking back at this achievement, what would you say are the three key elements that enabled this success? And looking ahead, what will be most critical to thrive in the years to come?

This recognition reflects stc's ability to deliver sustained brand leadership through long-term strategic discipline rather than short-term performance. Our consistency has been driven by three core factors.

First, a clear and long-standing vision to grow beyond connectivity, positioning stc as a digital powerhouse with a comprehensive and integrated digital ecosystem. This has ensured continued relevance as customer expectations and technologies evolve.

Second, bold investments and decisive strategic moves, including continuous network advancement and innovative digital services. This is reinforced by tali ventures, our corporate venture capital arm, which gives stc early access to emerging technologies and enables the translation of frontier innovation into long-term ecosystem and brand value.

Third, a consistent focus on enriching lives through digital connectivity and solutions ensuring that growth is scalable, meaningful, inclusive and sustainable.

Looking ahead, sustaining leadership will depend on our ability to scale innovation with agility, integrate emerging technologies responsibly and remain anchored in our brand essence while setting new global benchmarks.



Collaboration and partnerships have become crucial elements in today's interconnected world. How has stc fostered strategic alliances, and what role have these partnerships played in driving brand value growth?

Partnerships are central to stc's strategy and to our role as a digital enabler of the Kingdom's transformation. Through strategic alliances across telecom, technology, fintech, cloud and digital solutions, we extend our capabilities, accelerate innovation and bring advanced offerings to market faster.

A key focus of these partnerships is enabling the Kingdom's Giga projects, where stc plays an active role in delivering the digital foundations required for smart cities and large-scale developments.

From advanced connectivity and digital platforms to data, cloud, IoT and smart solutions, we support the creation of integrated, future-ready environments aligned with national priorities under Vision 2030.

Within this broader ecosystem, sovereign cloud is one example of how these capabilities are brought to life. Through sccc by stc, we provide locally hosted cloud solutions that support data sovereignty, security and resilience, enabling trusted digital transformation across government, enterprise and strategic national initiatives.

This approach is complemented by targeted investments and acquisitions that scale capability and reach. A recent example is center3's acquisition of CMC, which strengthens infrastructure leadership and expands stc's footprint beyond the region.

Together, these partnerships and strategic moves position stc not only as a connectivity provider but as a trusted digital partner directly reinforcing long-term brand relevance, credibility and value growth.

What future plans and strategies does stc have in place to further strengthen its brand and continue the growth of its brand value?

A central pillar of our strategy is leadership in connectivity that continuously redefines the customer experience. We are focused on delivering simpler, smarter and more seamless journeys, powered by advanced networks, digital intelligence and data-driven insights.

In parallel, we are scaling digital solutions that empower businesses, enrich lives and support national digital progress.

By remaining rooted in our values while evolving with the digital economy, stc will continue to grow as a trusted, relevant and high-value brand both regionally and on the global stage.



Insights

Bridging the gap between marketing and finance: Making the case for brand investment



Mike Rocha
Managing Director,
Europe & Americas,
Brand Finance

"How can we make the case for greater investment in building our brand?" It's a question that has become increasingly complex as the marketing landscape evolves. While iconic campaigns like the Guinness surfer advert once epitomised brand building, today's strategies are more intricate, requiring a nuanced understanding of both long-term and short-term marketing goals.

The changing landscape of brand building

Historically, building a brand often meant investing in high-impact communications and advertisements. Today, however, the tools and strategies available have multiplied exponentially. Marketing technology now enables detailed measurement and automation, offering businesses an appealing ability to track outcomes like leads and sales. These 'performance marketing' tactics provide immediate, quantifiable results, making them highly attractive to business leaders.

In contrast, brand building requires a long-term approach, often without immediate or direct measurability. It focuses on shaping perceptions, creating emotional connections, and fostering loyalty - elements that cannot be easily tracked with short term response data. For less frequent, high-involvement purchases like cars or IT infrastructure upgrades, brand marketing builds mental availability and familiarity for when buyers are ready to enter the market.

In contrast, for more frequent purchases, such as chocolate bars, brand marketing can simultaneously drive immediate sales while reinforcing long-term relevance. These dynamics, coupled with advancements in marketing science, reinforce the vital role of brand building in driving sustainable growth.

The evidence: brands drive financial performance

Data consistently supports the argument that strong brands outperform their peers. Between 2016 and 2025, analysis conducted by LGIM, Legal & General's asset management arm, on the top 100 global brands in our study, achieved, on average:

+ **21% higher shareholder yield,**
+ **22% higher return on equity, and**
+ **20% higher operating margins compared to mega-cap peers in the MSCI World Index.**

Balancing brand and performance marketing

Brand and performance marketing serve distinct but complementary purposes. Performance marketing delivers quick wins, such as clicks or sales, while brand marketing creates sustained awareness, loyalty, and emotional resonance. Despite the very different objectives of each type of spend, the measurability of short-term response digital marketing has made it tantalisingly attractive to business leaders and has been a key factor in why the proportion of spend on brand building has significantly reduced over time.

These shifts have happened despite extensive evidence that investing in brand pays off in the long run. The classic 'The Long and Short of It' research from the Institute of Practitioners in Advertising (IPA) highlights that the most effective marketing strategies allocate 60% of resources to brand marketing and 40% to performance marketing, in consumer industries, and 45% / 55% respectively in business to business. Campaigns that achieve this balance often see higher conversion rates and long-term business growth.

Numerous other studies since have provided additional, compelling, evidence in the power of brand-building. More recently, the 'Multiplier Effect' report by WARC quantified the business impact of brand spend in a variety of ways. McKinsey's latest 'State of Marketing Europe 2026' report reveals that European CMOs cite branding as their number one priority, recognising its role in creating distinctiveness, articulating a compelling value proposition, and expressing creativity in ways that drive sustainable competitive advantage. So, there is emerging evidence that the pendulum may be swinging back in the direction of brand.

Lessons from leaders

Additional evidence comes from organisations that have already recognised the need to rebalance their marketing efforts, demonstrating the long-term benefits of prioritising brand equity over short-term performance metrics.

Nike's CEO, Elliot Hill, has explicitly stated that the company is "shifting dollars from performance marketing to brand marketing." This strategy centres on innovation and differentiation in its key markets. Despite experiencing business declines in recent times under the previous CEO, Nike's brand value has shown resilience, sitting at USD27.3 billion in 2026. Similarly, Adidas CEO, Bjørn Gulden, has made substantial efforts to safeguard its brand equity by reducing dependence on short-term performance campaigns.

Airbnb presents a particularly compelling case. During the pandemic, the company drastically reduced its marketing spend, pivoting from performance-focused strategies to brand marketing. This decision, highlighted by the launch of its "Made Possible by Hosts" campaign in 2021, allowed Airbnb to achieve record financial performance while improving marketing efficiency.





From a low point of USD2.4 billion in 2016, Airbnb's brand value sits at USD5.9 billion in 2026, demonstrating how an investment in brand storytelling can yield exceptional results even amidst challenging circumstances.

Building a business case for brand investment

To secure buy-in for brand investment, companies must craft a compelling, evidence-based business case. There are four key ingredients of a successful case:

A holistic approach

An effective business case takes a multidimensional approach, presenting evidence from various angles. This includes referencing macro-level insights, such as industry benchmarks and broader market studies, alongside detailed case studies that demonstrate how similar investments have delivered tangible results. Additionally, tailoring the analysis to the organisation's unique context ensures relevance and increases credibility.

Business model specific

Every business operates with its own set of value levers - key factors that directly influence performance. A compelling business case connects brand investment to these drivers, whether they are focused on customer acquisition, revenue growth, market share, or operational efficiency. This alignment ensures the proposal resonates with leadership by demonstrating a clear and measurable impact on core objectives.

Collaborative development

Collaboration is essential throughout the process of building the business case. Engaging key stakeholders early to agree on assumptions and define baseline scenarios fosters alignment and trust.

By involving decision-makers in shaping the case, companies can secure their buy-in before the final proposal is presented, ensuring that the rationale and methodology are understood and supported.

Range-based analysis

Decision-makers often prefer to see potential outcomes framed within a range rather than relying on a single forecast. Presenting best-case, worst-case, and expected scenarios demonstrates a thoughtful and rigorous approach to risk management. This method helps illustrate the potential upside of the investment while mitigating concerns about downside risks, providing a more balanced view of the proposal's impact.

Case study: LSEG's brand architecture overhaul

At Brand Finance, we worked with LSEG as part of their process to simplify its brand architecture, which was addressing challenges caused by a fragmented portfolio of over 25 brands, which were costly and time-consuming to build equity in. Stakeholders struggled to understand the company's identity, and navigate its full offering; for example, only a minority of customers were aware that FTSE Russell was part of LSEG.

A common perception was that LSEG was solely a London-based stock exchange, when in fact the exchange only contributes ~5% of the group's revenue. By focusing on the master brand, the goal was to grow familiarity with LSEG's breadth of services, enhance marketing efficiency, and better communicate its position as a global financial infrastructure leader. Brand Finance was engaged to validate the required budget for the transition to the new strategy. Our solution was to evaluate the financial impact of consolidating the brand portfolio, advising on the optimal weight and timing of investment to maximise ROI.

This approach supported LSEG's move towards a master brand strategy, improving market clarity and strengthening LSEG's position beyond its stock exchange roots.

The rebrand was underpinned by a detailed business case, demonstrating the strategic importance of the investment and the expected returns. Following a targeted and multi-channel launch, early stakeholder research shows positive outcomes, with the campaign surpassing targets and enhancing brand recognition.

While the rebrand remains an ongoing multi-year effort, it highlights the importance of a robust business case in giving internal stakeholders the confidence to invest and showcases the impact of a strategic, cohesive brand approach in driving business growth.

Looking ahead

As we start the year, trends indicate a growing emphasis on performance marketing, driven by economic uncertainty and pressure for immediate returns. However, brands that prioritise long-term investment in brand building are likely to emerge stronger, more differentiated, and better positioned for sustained growth.

The challenge lies in bridging the gap – educating stakeholders on the tangible financial benefits of brand investment while leveraging tools, data, and strategies that demonstrate its value in a measurable, actionable way.

By taking a strategic, informed approach, companies can unlock the true potential of their brands, driving business success and shareholder value in the years to come.



Analysing how effective TOP sponsorships are for brands



Scott Moore
Sports Services Manager,
Brand Finance

The first Olympic Sponsor on record dates back to 1928, when a freighter delivered the 1,000 cases of Coca-Cola to U.S. Team and the Amsterdam event. Ever since, sponsors have been integral supporters of the Olympic games.

As the world turns its attention to the Milano Cortina 2026 Winter Olympic Games, global brands are preparing to leverage one of the most prestigious sponsorship platforms in sport. Many Olympic TOP partners are among the world's most valuable brands featured in the Brand Finance Global 500 creating an ideal opportunity to explore how these partnerships drive brand and business performance.

The strategic role of sponsorship

The primary goal of sponsorship is to foster positive perceptions and behaviours among stakeholders more effectively and efficiently than conventional marketing methods. This is typically achieved by reaching a targeted audience and aligning with the existing attributes of the rights-holder. The specifics of how this works can vary significantly based on the brand, industry, sport or category, rights-holder, and the activation strategies involved. Ultimately, any partnership should aim to deliver a return on investment, often measured by short-term sales increases and long-term brand-building benefits.

The Olympic Partner (TOP) programme remains the pinnacle of global sports sponsorship, granting exclusive worldwide marketing rights across all Olympic and Paralympic Games. These partnerships aim to deliver measurable returns through enhanced brand familiarity, stronger stakeholder engagement, and long-term brand equity growth. Brand Finance's sponsorship impact modelling links these perception shifts to financial outcomes, assessing how exposure influences consumer behaviour and ultimately uplifts brand strength and brand value.



Brand Finance has assessed the brand value and strength of these brands as part of our annual analysis, detailed below in Figure 1.

When measuring the impact of Olympics sponsorship on these brands' strength and, ultimately, their brand value, data from Brand Finance's 2025 Global Brand Equity Monitor study indicates that increased exposure, engagement opportunities, and media coverage enhance global familiarity. In other words, Olympics followers are significantly more familiar with these brands compared to non-followers.

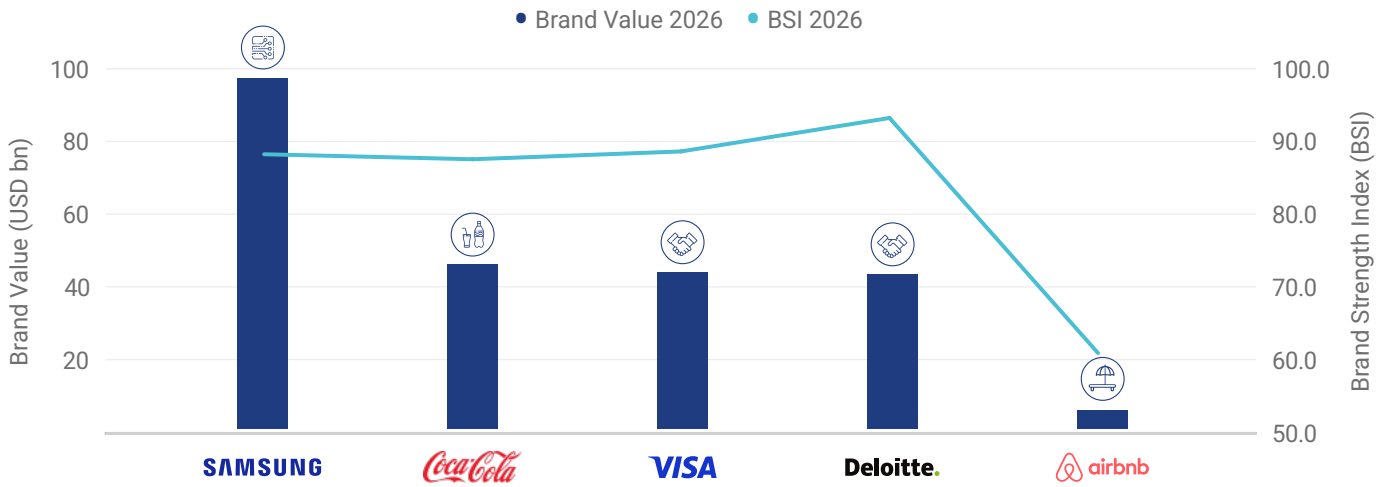
Brand Familiarity

Among the 11 brands, the greatest relative uplift in familiarity experienced by TCL, who only joined the programme as recently as February 2025. Alibaba and AB InBev round off the top 3, although all brands receive a positive boost in this metric (Figure 2).

The data also reveals an uplift in reputation among Olympics followers compared to non-followers, demonstrating the impact of sponsorship on public perception.

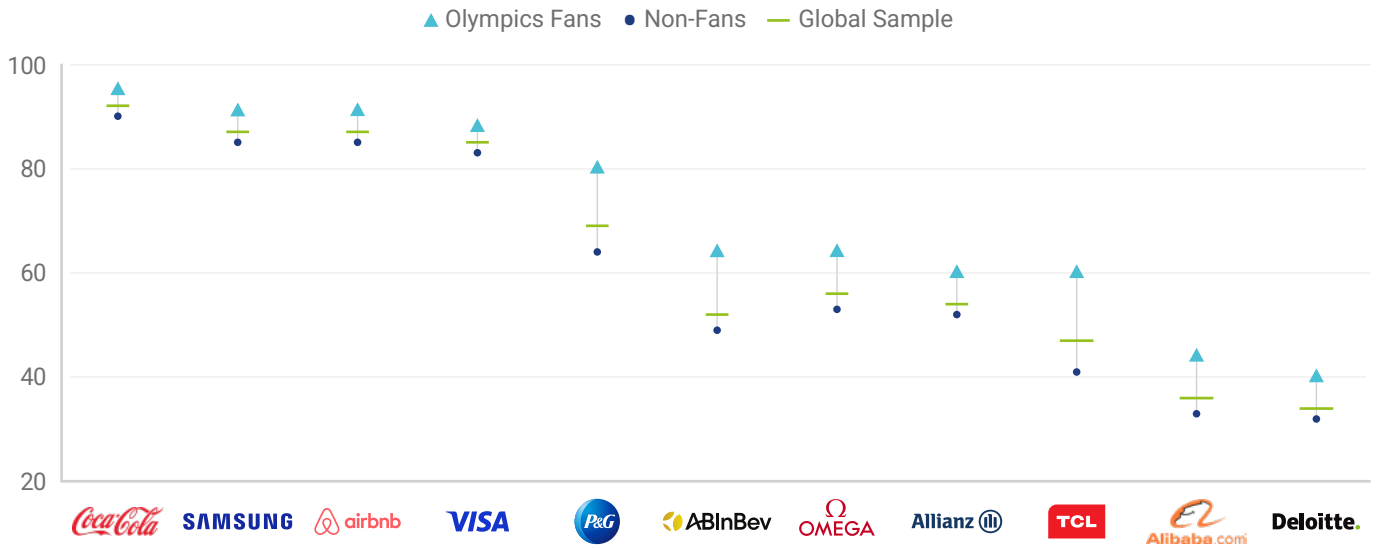
2026 Winter Olympics TOP program brands (Figure 1)

© Brand Finance Plc 2026



Brand Familiarity (Figure 2)

© Brand Finance Plc 2026



Brand reputation

Among the 11 brands, Omega, Deloitte, and P&G saw the largest boosts in reputation, with increases of +0.6, +0.4, and +0.4 points, respectively (Figure 3).

These demonstrated stakeholder perception changes must be linked to financial gains for sponsors to measure financial effectiveness. Sponsorship impact modelling assesses brand KPIs to understand how partnership exposure influences stakeholders' behaviours towards the brand to drive beneficial business outcomes.

This process involves analysing market research data to compare perception differences between exposed and non-exposed groups. Modelling the changes in business performance enables an understanding of the sponsorship's return on investment.

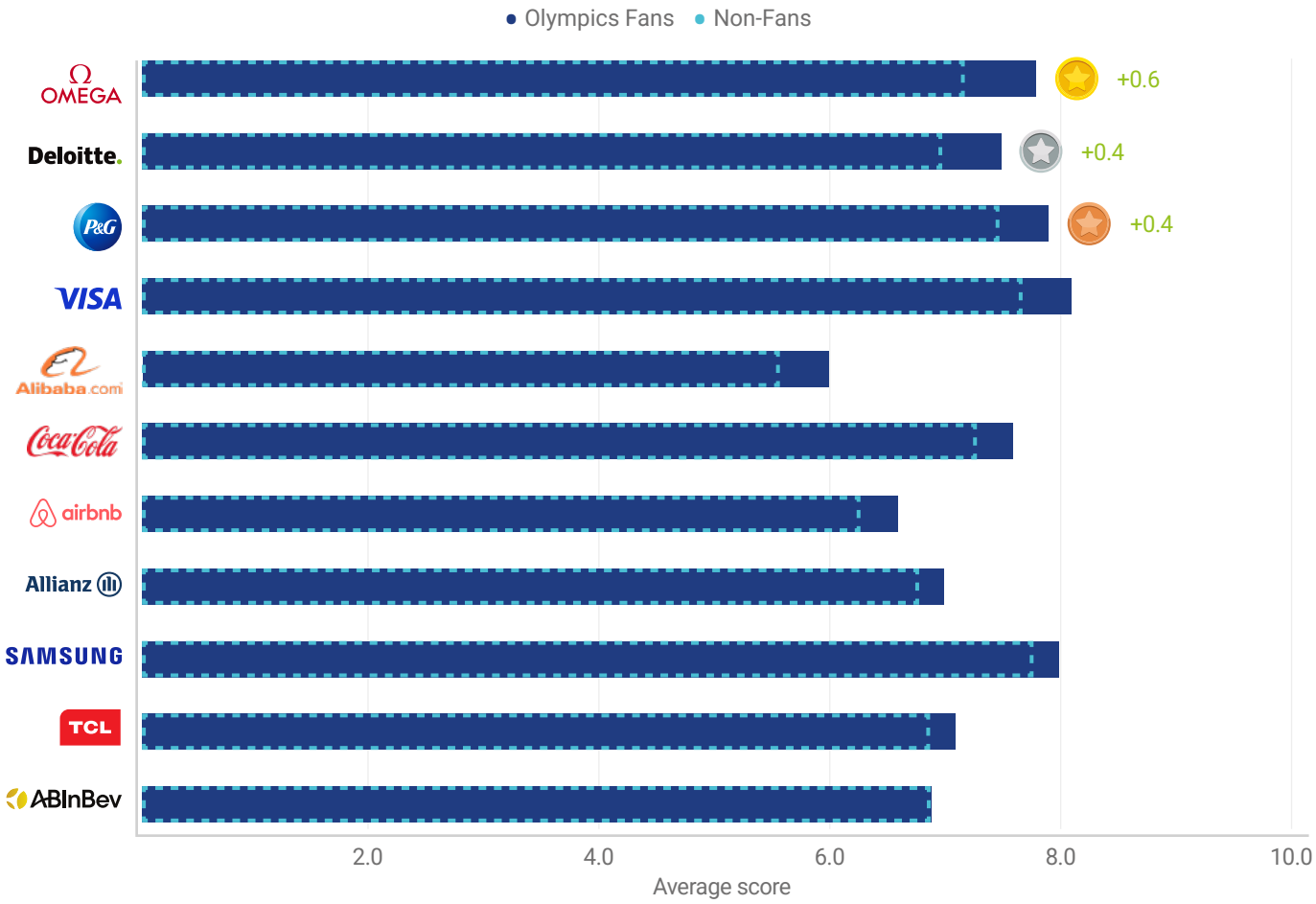
The analysis can also be used to model the impacts on a brand's Brand Strength Index (BSI) score to determine any uplift due to the partnership. This can then be applied to the Brand Valuation model to understand how much value has been locked up in the value of the brand as an asset – giving a comparison between the marketing efforts' value in terms of both short term sales activation and long term brand building.

With the Milano Cortina 2026 Winter Olympic Games less than a month away, the research aims to illustrate that Olympic sponsorship can play a significant role in building brand familiarity, strengthening reputation, and deepening engagement.

Over time, these shifts in perception can support improved brand strength and, in turn, generate tangible financial returns for TOP partners.

Brand Reputation (Figure 3)

© Brand Finance Plc. 2026



Brand Value Ranking (USDm)

Top 500 most valuable global brands 1-50

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
1	1	=	Apple	United States	Electronics	607,642	+5.8%	574,510	AAA
2	2	=	Microsoft	United States	Internet & Software	565,250	+22.6%	461,069	AAA+
3	3	=	Google	United States	Media	433,075	+4.9%	412,981	AAA+
4	4	=	Amazon	United States	E-Commerce	369,876	+3.8%	356,386	AAA
5	9	▲	NVIDIA	United States	Semiconductors	184,322	+109.8%	87,871	AAA+
6	7	▲	TikTok/Douyin	China	Media	153,544	+45.1%	105,790	AA+
7	5	▼	Walmart	United States	Retail	140,985	+2.8%	137,183	AAA+
8	6	▼	Samsung Group	South Korea	Diversified	119,218	+7.8%	110,593	AAA
9	8	▼	Facebook	United States	Media	107,061	+17.1%	91,457	AA+
10	10	=	State Grid Corporation of China	China	Utilities	102,441	+19.6%	85,626	AAA+
11	11	=	T	Germany	Telecoms	96,238	+12.8%	85,310	AAA-
12	13	▲	ICBC	China	Banking	90,876	+14.9%	79,073	AAA+
13	12	▼	Instagram	United States	Media	80,823	+1.1%	79,921	AAA-
14	14	=	China Construction Bank	China	Banking	77,181	-1.5%	78,389	AAA
15	17	▲	Home Depot	United States	Retail	73,436	+12.8%	65,115	AA+
16	15	▼	Verizon	United States	Telecoms	72,958	+0.9%	72,273	AAA-
17	19	▲	Bank of China	China	Banking	70,808	+10.9%	63,842	AAA-
18	21	▲	Oracle	United States	Internet & Software	68,035	+18.5%	57,413	AAA
19	16	▼	Agricultural Bank of China	China	Banking	62,792	-10.6%	70,198	AA
20	18	▼	Toyota	Japan	Automobiles	62,705	-3.1%	64,738	AAA+
21	25	▲	Allianz Group	Germany	Insurance	60,679	+21.9%	49,783	AA-
22	20	▼	Moutai	China	Spirits	59,633	+2.2%	58,377	AAA+
23	44	▲	American Express	United States	Commercial Services	57,271	+44.6%	39,601	AAA
24	22	▼	UnitedHealthcare	United States	Healthcare Services	54,680	+0.9%	54,191	AAA-
25	24	▼	AT&T	United States	Telecoms	53,893	+2.6%	52,530	AA+
26	26	=	Costco	United States	Retail	53,335	+10.5%	48,248	AA
27	34	▲	Tencent	China	Media	52,102	+18.3%	44,038	AAA
28	30	▲	Shell	United Kingdom	Oil & Gas	51,790	+14.0%	45,415	AAA-
29	32	▲	Disney	United States	Media	51,400	+14.9%	44,750	AAA-
30	47	▲	Uber	United States	Mobility	50,014	+34.6%	37,156	AAA-
31	27	▼	China Mobile	China	Telecoms	49,413	+5.1%	46,993	AAA-
32	35	▲	Ping An	China	Insurance	48,839	+13.0%	43,232	AAA-
33	54	▲	WeChat	China	Media	48,106	+45.6%	33,030	AAA+
34	31	▼	Bank of America	United States	Banking	47,606	+5.7%	45,041	AA+
35	38	▲	Aramco	Saudi Arabia	Oil & Gas	47,314	+13.6%	41,667	AAA-
36	23	▼	Mercedes-Benz	Germany	Automobiles	46,582	-12.1%	53,021	AAA
37	28	▼	Coca-Cola	United States	Soft Drinks	46,084	-0.5%	46,327	AAA
38	29	▼	Hyundai Group	South Korea	Diversified	45,875	-0.8%	46,259	AA
39	33	▼	Chase	United States	Banking	44,809	+1.4%	44,177	AAA
40	58	▲	VISA	United States	Commercial Services	44,002	+36.8%	32,163	AAA
41	37	▼	BMW	Germany	Automobiles	43,786	+3.0%	42,500	AAA
42	41	▼	Deloitte	United States	Commercial Services	43,474	+5.8%	41,107	AAA+
43	42	▼	McDonald's	United States	Restaurants	42,640	+5.3%	40,512	AAA
44	39	▼	accenture	United States	IT Services	42,281	+1.9%	41,504	AAA+
45	48	▲	NTT Group	Japan	Telecoms	41,876	+12.8%	37,116	AA+
46	49	▲	Wells Fargo	United States	Banking	39,756	+10.3%	36,031	AA
47	51	▲	TSMC	China	Semiconductors	39,408	+15.1%	34,237	AA-
48	63	▲	Lowe's	United States	Retail	38,571	+27.5%	30,255	AAA-
49	67	▲	YouTube	United States	Media	38,392	+31.8%	29,131	AAA+
50	62	▲	SAP	Germany	Internet & Software	37,758	+20.3%	31,400	AAA-

Top 500 most valuable global brands **51-100**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
51	45	▼	Starbucks	United States	Restaurants	37,029	-4.5%	38,760	AA
52	43	▼	Mitsubishi Group	Japan	Diversified	36,435	-9.7%	40,359	AA-
53	57	▲	JP Morgan	United States	Banking	36,311	+12.1%	32,397	AA-
54	61	▲	Volkswagen	Germany	Automobiles	35,787	+13.9%	31,422	AA+
55	52	▼	Petrochina	China	Oil & Gas	35,740	+7.4%	33,276	AA+
56	50	▼	Citi	United States	Banking	35,658	+0.0%	35,652	AA-
57	40	▼	Porsche	Germany	Automobiles	35,170	-14.5%	41,145	AAA
58	59	▲	Huawei	China	Electronics	35,139	+10.1%	31,921	AAA-
59	46	▼	Chanel	France	Apparel	34,339	-9.4%	37,913	AAA+
60	74	▲	HSBC	United Kingdom	Banking	33,665	+21.2%	27,768	AA+
61	60	▼	TATA Group	India	Diversified	33,616	+6.5%	31,565	AAA-
62	75	▲	Cisco	United States	Electronics	32,192	+16.9%	27,549	AA+
63	88	▲	Mastercard	United States	Commercial Services	31,542	+40.2%	22,495	AAA-
64	80	▲	Sumitomo Group	Japan	Diversified	31,211	+24.6%	25,046	AA-
65	78	▲	Mitsui Group	Japan	Diversified	30,509	+19.6%	25,510	A+
66	64	▼	Sinopec Group	China	Oil & Gas	30,415	+2.1%	29,785	AA+
67	102	▲	CATL	China	Electronics	30,120	+53.3%	19,642	AAA-
68	56	▼	UPS	United States	Logistics	29,963	-8.0%	32,579	AA+
69	81	▲	EY	United Kingdom	Commercial Services	29,160	+16.5%	25,029	AAA-
70	55	▼	Louis Vuitton	France	Apparel	28,814	-12.5%	32,917	AAA-
71	89	▲	Capital One	United States	Banking	27,990	+25.7%	22,276	AAA
72	76	▲	SK Group	South Korea	Diversified	27,938	+3.0%	27,122	A
73	93	▲	Santander	Spain	Banking	27,900	+27.7%	21,850	AA
74	69	▼	China Merchants Bank	China	Banking	27,800	-1.7%	28,279	AA-
75	36	▼	Tesla	United States	Automobiles	27,613	-35.8%	42,992	A
76	92	▲	Netflix	United States	Media	27,600	+26.2%	21,877	AAA
77	71	▼	Target	United States	Retail	27,581	-1.7%	28,046	AA
78	70	▼	Honda	Japan	Automobiles	27,518	-2.7%	28,275	AAA-
79	84	▲	PWC	United States	Commercial Services	27,417	+18.8%	23,087	AAA
80	66	▼	Nike	United States	Apparel	27,314	-7.2%	29,428	AAA+
81	73	▼	Wuliangye	China	Spirits	27,298	-1.7%	27,778	AAA+
82	129	▲	Airbus	France	Aerospace & Defence	27,151	+62.6%	16,698	AAA+
83	83	=	ExxonMobil	United States	Oil & Gas	25,976	+10.2%	23,574	AAA-
84	79	▼	IBM Group	United States	IT Services	25,678	+2.5%	25,050	AAA-
85	68	▼	CSCEC	China	Engineering	25,473	-10.1%	28,327	AA
86	163	▲	Progressive	United States	Insurance	25,424	+78.5%	14,240	AAA
87	77	▼	Siemens Group	Germany	Diversified	25,388	-1.9%	25,870	AA+
88	85	▼	FedEx	United States	Logistics	25,120	+9.5%	22,938	AA
89	72	▼	CVS	United States	Retail	25,038	-9.9%	27,799	A+
90	65	▼	Xfinity	United States	Telecoms	24,893	-15.5%	29,459	AA-
91	97	▲	Nestlé	Switzerland	Food	24,584	+23.1%	19,969	AA+
92	99	▲	General Electric	United States	Engineering	24,435	+23.2%	19,837	AAA-
93	115	▲	Boeing	United States	Aerospace & Defence	24,374	+34.3%	18,152	AAA
94	104	▲	Enterprise	United States	Mobility	23,923	+24.3%	19,249	AAA-
95	94	▼	Dell Technologies	United States	Electronics	23,759	+10.8%	21,451	AAA
96	120	▲	TD	Canada	Banking	22,254	+28.2%	17,358	AA+
97	103	▲	Goldman Sachs	United States	Banking	21,788	+11.5%	19,542	AAA-
98	86	▼	Ford	United States	Automobiles	21,765	-5.0%	22,917	AA+
99	98	▼	Hermès	France	Apparel	21,171	+6.3%	19,912	AAA-
100	105	▲	ADNOC	UAE	Oil & Gas	21,133	+11.4%	18,968	AAA-

Top 500 most valuable global brands 101-150

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
101	107	▲	JD.com	China	E-Commerce	🔒	🔒	🔒	🔒
102	201	▲	Broadcom	United States	Semiconductors	🔒	🔒	🔒	🔒
103	112	▲	Caterpillar	United States	Engineering	🔒	🔒	🔒	🔒
104	109	▲	China Life	China	Insurance	🔒	🔒	🔒	🔒
105	123	▲	HCA	United States	Healthcare Facilities	🔒	🔒	🔒	🔒
106	82	▼	Spectrum	United States	Telecoms	🔒	🔒	🔒	🔒
107	119	▲	LinkedIn	United States	Media	🔒	🔒	🔒	🔒
108	101	▼	Optum	United States	Healthcare Services	🔒	🔒	🔒	🔒
109	96	▼	Salesforce	United States	Internet & Software	🔒	🔒	🔒	🔒
110	106	▼	TotalEnergies	France	Oil & Gas	🔒	🔒	🔒	🔒
111	113	▲	BP	United Kingdom	Oil & Gas	🔒	🔒	🔒	🔒
112	90	▼	LG Group	South Korea	Diversified	🔒	🔒	🔒	🔒
113	108	▼	Rolex	Switzerland	Apparel	🔒	🔒	🔒	🔒
114	138	▲	Allstate	United States	Insurance	🔒	🔒	🔒	🔒
115	128	▲	Aldi Süd	Germany	Retail	🔒	🔒	🔒	🔒
116	148	▲	Hilton Hotels & Resorts	United States	Hotels	🔒	🔒	🔒	🔒
117	212	▲	AMD	United States	Semiconductors	🔒	🔒	🔒	🔒
118	110	▼	PayPal	United States	Commercial Services	🔒	🔒	🔒	🔒
119	116	▼	Zara	Spain	Apparel	🔒	🔒	🔒	🔒
120	111	▼	Adidas	Germany	Apparel	🔒	🔒	🔒	🔒
121	118	▼	Orange	France	Telecoms	🔒	🔒	🔒	🔒
122	130	▲	Royal Bank Of Canada	Canada	Banking	🔒	🔒	🔒	🔒
123	149	▲	GEICO	United States	Insurance	🔒	🔒	🔒	🔒
124	124	=	Barclays	United Kingdom	Banking	🔒	🔒	🔒	🔒
125	134	▲	KPMG	United Kingdom	Commercial Services	🔒	🔒	🔒	🔒
126	117	▼	Lidl	Germany	Retail	🔒	🔒	🔒	🔒
127	151	▲	Delta	United States	Airlines	🔒	🔒	🔒	🔒
128	126	▼	China CITIC Bank	China	Banking	🔒	🔒	🔒	🔒
129	122	▼	DBS	Singapore	Banking	🔒	🔒	🔒	🔒
130	154	▲	BNP Paribas	France	Banking	🔒	🔒	🔒	🔒
131	125	▼	Generali Group	Italy	Insurance	🔒	🔒	🔒	🔒
132	100	▼	AXA	France	Insurance	🔒	🔒	🔒	🔒
133	95	▼	Elevance Health	United States	Healthcare Services	🔒	🔒	🔒	🔒
134	91	▼	Postal Savings Bank	China	Banking	🔒	🔒	🔒	🔒
135	169	▲	Charles Schwab	United States	Banking	🔒	🔒	🔒	🔒
136	127	▼	Audi	Germany	Automobiles	🔒	🔒	🔒	🔒
137	143	▲	Johnson & Johnson	United States	Pharma	🔒	🔒	🔒	🔒
138	210	▲	LEGO	Denmark	Toys	🔒	🔒	🔒	🔒
139	136	▼	stc	Saudi Arabia	Telecoms	🔒	🔒	🔒	🔒
140	141	▲	Bosch	Germany	Auto Components	🔒	🔒	🔒	🔒
141	155	▲	Metlife	United States	Insurance	🔒	🔒	🔒	🔒
142	167	▲	BYD	China	Automobiles	🔒	🔒	🔒	🔒
143	147	▲	Tesco	United Kingdom	Retail	🔒	🔒	🔒	🔒
144	191	▲	Fidelity	United States	Asset Management	🔒	🔒	🔒	🔒
145	150	▲	PICC	China	Insurance	🔒	🔒	🔒	🔒
146	87	▼	Pepsi	United States	Soft Drinks	🔒	🔒	🔒	🔒
147	140	▼	Equinor	Norway	Oil & Gas	🔒	🔒	🔒	🔒
148	145	▼	KFC	United States	Restaurants	🔒	🔒	🔒	🔒
149	171	▲	EDF	France	Utilities	🔒	🔒	🔒	🔒
150	132	▼	Infosys	India	IT Services	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **151-200**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
151	114	▼	CRECG	China	Engineering	🔒	🔒	🔒	🔒
152	146	▼	e&	UAE	Telecoms	🔒	🔒	🔒	🔒
153	156	▲	Hitachi	Japan	Engineering	🔒	🔒	🔒	🔒
154	139	▼	Cartier	France	Apparel	🔒	🔒	🔒	🔒
155	131	▼	Publix	United States	Retail	🔒	🔒	🔒	🔒
156	137	▼	Purina	United States	Food	🔒	🔒	🔒	🔒
157	192	▲	Vodafone	United Kingdom	Telecoms	🔒	🔒	🔒	🔒
158	162	▲	Sam's Club	United States	Retail	🔒	🔒	🔒	🔒
159	157	▼	Chevron	United States	Oil & Gas	🔒	🔒	🔒	🔒
160	209	▲	Nongfu Spring	China	Soft Drinks	🔒	🔒	🔒	🔒
161	219	▲	MUFG	Japan	Banking	🔒	🔒	🔒	🔒
162	188	▲	Travelers	United States	Insurance	🔒	🔒	🔒	🔒
163	247	▲	BBVA	Spain	Banking	🔒	🔒	🔒	🔒
164	186	▲	Lay's	United States	Food	🔒	🔒	🔒	🔒
165	173	▲	John Deere	United States	Engineering	🔒	🔒	🔒	🔒
166	135	▼	Sony	Japan	Electronics	🔒	🔒	🔒	🔒
167	144	▼	Bank of Communications	China	Banking	🔒	🔒	🔒	🔒
168	166	▼	CPIC	China	Insurance	🔒	🔒	🔒	🔒
169	177	▲	LIC	India	Insurance	🔒	🔒	🔒	🔒
170	172	▲	IKEA	Sweden	Retail	🔒	🔒	🔒	🔒
171	159	▼	Walgreens	United States	Retail	🔒	🔒	🔒	🔒
172	206	▲	Yili	China	Food	🔒	🔒	🔒	🔒
173	158	▼	Ferrari	Italy	Automobiles	🔒	🔒	🔒	🔒
174	179	▲	AIA	China	Insurance	🔒	🔒	🔒	🔒
175	152	▼	Universal	United States	Media	🔒	🔒	🔒	🔒
176	183	▲	UBS	Switzerland	Banking	🔒	🔒	🔒	🔒
177	165	▼	Adobe	United States	Internet & Software	🔒	🔒	🔒	🔒
178	-	New	OpenAI	United States	Internet & Software	🔒	🔒	🔒	🔒
179	232	▲	AutoZone	United States	Retail	🔒	🔒	🔒	🔒
180	211	▲	Lockheed Martin	United States	Aerospace & Defence	🔒	🔒	🔒	🔒
181	175	▼	Corona Extra	Mexico	Beers	🔒	🔒	🔒	🔒
182	161	▼	Intel	United States	Semiconductors	🔒	🔒	🔒	🔒
183	164	▼	HDFC Group	India	Banking	🔒	🔒	🔒	🔒
184	180	▼	Pinduoduo	China	E-Commerce	🔒	🔒	🔒	🔒
185	160	▼	Petronas	Malaysia	Oil & Gas	🔒	🔒	🔒	🔒
186	181	▼	Heineken	Netherlands	Beers	🔒	🔒	🔒	🔒
187	174	▼	S&P Global	United States	Commercial Services	🔒	🔒	🔒	🔒
188	184	▼	Circle K	Canada	Retail	🔒	🔒	🔒	🔒
189	216	▲	ING	Netherlands	Banking	🔒	🔒	🔒	🔒
190	170	▼	SoftBank	Japan	Telecoms	🔒	🔒	🔒	🔒
191	168	▼	Humana	United States	Healthcare Services	🔒	🔒	🔒	🔒
192	142	▼	L'Oréal	France	Cosmetics & Personal Care	🔒	🔒	🔒	🔒
193	189	▼	Vinci	France	Engineering	🔒	🔒	🔒	🔒
194	182	▼	China Telecom	China	Telecoms	🔒	🔒	🔒	🔒
195	221	▲	Morgan Stanley	United States	Banking	🔒	🔒	🔒	🔒
196	178	▼	JR	Japan	Logistics	🔒	🔒	🔒	🔒
197	190	▼	United Airlines	United States	Airlines	🔒	🔒	🔒	🔒
198	153	▼	7-Eleven	Japan	Retail	🔒	🔒	🔒	🔒
199	266	▲	VMWARE	United States	Internet & Software	🔒	🔒	🔒	🔒
200	185	▼	Brookfield	Canada	Asset Management	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **201-250**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
201	229	▲	Zurich	Switzerland	Insurance	🔒	🔒	🔒	🔒
202	236	▲	Japan Post Holdings	Japan	Diversified	🔒	🔒	🔒	🔒
203	302	▲	Micron	United States	Semiconductors	🔒	🔒	🔒	🔒
204	133	▼	CRCC	China	Engineering	🔒	🔒	🔒	🔒
205	215	▲	Intesa Sanpaolo	Italy	Banking	🔒	🔒	🔒	🔒
206	218	▲	Philips	Netherlands	Pharma	🔒	🔒	🔒	🔒
207	193	▼	U.S. Bank	United States	Banking	🔒	🔒	🔒	🔒
208	238	▲	Red Bull	Austria	Soft Drinks	🔒	🔒	🔒	🔒
209	187	▼	Canada Life	Canada	Insurance	🔒	🔒	🔒	🔒
210	195	▼	Taobao	China	E-Commerce	🔒	🔒	🔒	🔒
211	224	▲	booking.com	United States	Leisure & Tourism	🔒	🔒	🔒	🔒
212	214	▲	au	Japan	Telecoms	🔒	🔒	🔒	🔒
213	220	▲	Enel	Italy	Utilities	🔒	🔒	🔒	🔒
214	263	▲	Chubb	United States	Insurance	🔒	🔒	🔒	🔒
215	121	▼	Dior	France	Apparel	🔒	🔒	🔒	🔒
216	256	▲	China Southern Power Grid	China	Utilities	🔒	🔒	🔒	🔒
217	176	▼	Chevrolet	United States	Automobiles	🔒	🔒	🔒	🔒
218	194	▼	Carrefour	France	Retail	🔒	🔒	🔒	🔒
219	326	▲	Xiaomi	China	Electronics	🔒	🔒	🔒	🔒
220	252	▲	Engie	France	Utilities	🔒	🔒	🔒	🔒
221	265	▲	NBC	United States	Media	🔒	🔒	🔒	🔒
222	225	▲	BMO	Canada	Banking	🔒	🔒	🔒	🔒
223	207	▼	DHL	Germany	Logistics	🔒	🔒	🔒	🔒
224	231	▲	UNIQLO	Japan	Apparel	🔒	🔒	🔒	🔒
225	213	▼	Sysco	United States	Commercial Services	🔒	🔒	🔒	🔒
226	208	▼	Decathlon	France	Retail	🔒	🔒	🔒	🔒
227	264	▲	CIBC	Canada	Banking	🔒	🔒	🔒	🔒
228	271	▲	Midea	China	Electronics	🔒	🔒	🔒	🔒
229	312	▲	E.Leclerc	France	Retail	🔒	🔒	🔒	🔒
230	205	▼	Tmall	China	E-Commerce	🔒	🔒	🔒	🔒
231	237	▲	Reliance Group	India	Diversified	🔒	🔒	🔒	🔒
232	239	▲	Standard Chartered	United Kingdom	Banking	🔒	🔒	🔒	🔒
233	275	▲	Spotify	Sweden	Media	🔒	🔒	🔒	🔒
234	197	▼	Rewe	Germany	Retail	🔒	🔒	🔒	🔒
235	242	▲	BASF	Germany	Chemicals	🔒	🔒	🔒	🔒
236	202	▼	ADP	United States	Commercial Services	🔒	🔒	🔒	🔒
237	203	▼	Volvo	Sweden	Automobiles	🔒	🔒	🔒	🔒
238	280	▲	Emirates	UAE	Airlines	🔒	🔒	🔒	🔒
239	295	▲	McKesson	United States	Healthcare Services	🔒	🔒	🔒	🔒
240	235	▼	Capgemini	France	IT Services	🔒	🔒	🔒	🔒
241	331	▲	Prudential (US)	United States	Insurance	🔒	🔒	🔒	🔒
242	200	▼	Kia	South Korea	Automobiles	🔒	🔒	🔒	🔒
243	290	▲	Aetna	United States	Healthcare Services	🔒	🔒	🔒	🔒
244	245	▲	QNB	Qatar	Banking	🔒	🔒	🔒	🔒
245	217	▼	Commonwealth Bank	Australia	Banking	🔒	🔒	🔒	🔒
246	267	▲	Michelin	France	Tyres	🔒	🔒	🔒	🔒
247	198	▼	Meituan	China	E-Commerce	🔒	🔒	🔒	🔒
248	279	▲	Merrill	United States	Banking	🔒	🔒	🔒	🔒
249	246	▼	Nissay/Nippon Life Insurance	Japan	Insurance	🔒	🔒	🔒	🔒
250	261	▲	Dollar General	United States	Retail	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **251-300**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
251	243	▼	Rabobank	Netherlands	Banking	🔒	🔒	🔒	🔒
252	287	▲	Lilly	United States	Pharma	🔒	🔒	🔒	🔒
253	-	New	Blackrock	United States	Asset Management	🔒	🔒	🔒	🔒
254	274	▲	Itaú	Brazil	Banking	🔒	🔒	🔒	🔒
255	268	▲	Woolworths	Australia	Retail	🔒	🔒	🔒	🔒
256	241	▼	SBI Group	India	Banking	🔒	🔒	🔒	🔒
257	328	▲	O'Reilly Auto Parts	United States	Retail	🔒	🔒	🔒	🔒
258	289	▲	Edeka	Germany	Retail	🔒	🔒	🔒	🔒
259	309	▲	Al-Rajhi Bank	Saudi Arabia	Banking	🔒	🔒	🔒	🔒
260	272	▲	ConocoPhillips	United States	Oil & Gas	🔒	🔒	🔒	🔒
261	292	▲	NatWest	United Kingdom	Banking	🔒	🔒	🔒	🔒
262	254	▼	Cognizant	United States	IT Services	🔒	🔒	🔒	🔒
263	223	▼	Honeywell	United States	Engineering	🔒	🔒	🔒	🔒
264	384	▲	Northrop Grumman	United States	Aerospace & Defence	🔒	🔒	🔒	🔒
265	253	▼	Truist	United States	Banking	🔒	🔒	🔒	🔒
266	286	▲	Subway	United States	Restaurants	🔒	🔒	🔒	🔒
267	351	▲	Bell	Canada	Telecoms	🔒	🔒	🔒	🔒
268	308	▲	Servicenow	United States	Internet & Software	🔒	🔒	🔒	🔒
269	222	▼	Scotiabank	Canada	Banking	🔒	🔒	🔒	🔒
270	301	▲	Lloyds Bank	United Kingdom	Banking	🔒	🔒	🔒	🔒
271	244	▼	Sephora	France	Retail	🔒	🔒	🔒	🔒
272	228	▼	Shanghai Pudong Development Bank	China	Banking	🔒	🔒	🔒	🔒
273	250	▼	CNBM	China	Engineering	🔒	🔒	🔒	🔒
274	259	▼	Industrial Bank	China	Banking	🔒	🔒	🔒	🔒
275	269	▼	Monster	United States	Soft Drinks	🔒	🔒	🔒	🔒
276	276	=	Sherwin-Williams	United States	Paints	🔒	🔒	🔒	🔒
277	270	▼	Panasonic	Japan	Electronics	🔒	🔒	🔒	🔒
278	350	▲	Erste	Austria	Banking	🔒	🔒	🔒	🔒
279	313	▲	Gatorade	United States	Soft Drinks	🔒	🔒	🔒	🔒
280	320	▲	KBC	Belgium	Banking	🔒	🔒	🔒	🔒
281	262	▼	HCLTech	India	IT Services	🔒	🔒	🔒	🔒
282	319	▲	Fox	United States	Media	🔒	🔒	🔒	🔒
283	278	▼	Crédit Mutuel	France	Banking	🔒	🔒	🔒	🔒
284	285	▲	Power China	China	Engineering	🔒	🔒	🔒	🔒
285	297	▲	NetEase	China	Media	🔒	🔒	🔒	🔒
286	288	▲	Coupang	South Korea	E-Commerce	🔒	🔒	🔒	🔒
287	204	▼	Gucci	Italy	Apparel	🔒	🔒	🔒	🔒
288	341	▲	Crédit Agricole	France	Banking	🔒	🔒	🔒	🔒
289	284	▼	Bridgestone	Japan	Tyres	🔒	🔒	🔒	🔒
290	329	▲	CaixaBank	Spain	Banking	🔒	🔒	🔒	🔒
291	383	▲	Shinhan Financial Group	South Korea	Banking	🔒	🔒	🔒	🔒
292	249	▼	PTT	Thailand	Oil & Gas	🔒	🔒	🔒	🔒
293	411	▲	Bloomberg	United States	Media	🔒	🔒	🔒	🔒
294	258	▼	Qualcomm	United States	Semiconductors	🔒	🔒	🔒	🔒
295	311	▲	Tiffany & Co.	United States	Apparel	🔒	🔒	🔒	🔒
296	335	▲	Dai-Ichi Life	Japan	Insurance	🔒	🔒	🔒	🔒
297	230	▼	Lexus	Japan	Automobiles	🔒	🔒	🔒	🔒
298	372	▲	HPE	United States	Tech	🔒	🔒	🔒	🔒
299	226	▼	Nissan	Japan	Automobiles	🔒	🔒	🔒	🔒
300	199	▼	American Airlines	United States	Airlines	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **301-350**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
301	260	▼	Eni	Italy	Oil & Gas	🔒	🔒	🔒	🔒
302	327	▲	PlayStation	Japan	Electronics	🔒	🔒	🔒	🔒
303	248	▼	CEEC	China	Engineering	🔒	🔒	🔒	🔒
304	363	▲	TJ Maxx	United States	Retail	🔒	🔒	🔒	🔒
305	367	▲	Aviva	United Kingdom	Insurance	🔒	🔒	🔒	🔒
306	307	▲	Tokio Marine	Japan	Insurance	🔒	🔒	🔒	🔒
307	282	▼	Marubeni	Japan	Commercial Services	🔒	🔒	🔒	🔒
308	251	▼	Gillette	United States	Cosmetics & Personal Care	🔒	🔒	🔒	🔒
309	359	▲	Mercadona	Spain	Retail	🔒	🔒	🔒	🔒
310	304	▼	3M	United States	Tech	🔒	🔒	🔒	🔒
311	371	▲	The Hartford	United States	Insurance	🔒	🔒	🔒	🔒
312	361	▲	Nintendo	Japan	Electronics	🔒	🔒	🔒	🔒
313	324	▲	KB Financial Group	South Korea	Banking	🔒	🔒	🔒	🔒
314	401	▲	BAE Systems	United Kingdom	Aerospace & Defence	🔒	🔒	🔒	🔒
315	316	▲	Larsen & Toubro Group	India	Diversified	🔒	🔒	🔒	🔒
316	396	▲	Nokia	Finland	Electronics	🔒	🔒	🔒	🔒
317	310	▼	McKinsey & Co	United States	Commercial Services	🔒	🔒	🔒	🔒
318	283	▼	Danone	France	Food	🔒	🔒	🔒	🔒
319	255	▼	TELUS	Canada	Telecoms	🔒	🔒	🔒	🔒
320	340	▲	Fanduel	United States	Casinos & Gambling	🔒	🔒	🔒	🔒
321	436	▲	Chick-fil-A	United States	Restaurants	🔒	🔒	🔒	🔒
322	306	▼	Airtel	India	Telecoms	🔒	🔒	🔒	🔒
323	318	▼	Medtronic	United States	Pharma	🔒	🔒	🔒	🔒
324	403	▲	E.ON	Germany	Utilities	🔒	🔒	🔒	🔒
325	338	▲	Modelo Especial	Mexico	Beers	🔒	🔒	🔒	🔒
326	381	▲	Rogers	Canada	Telecoms	🔒	🔒	🔒	🔒
327	281	▼	Telstra	Australia	Telecoms	🔒	🔒	🔒	🔒
328	419	▲	Marina Bay Sands	Singapore	Casinos & Gambling	🔒	🔒	🔒	🔒
329	321	▼	Fresenius	Germany	Pharma	🔒	🔒	🔒	🔒
330	300	▼	Nivea	Germany	Cosmetics & Personal Care	🔒	🔒	🔒	🔒
331	296	▼	Bouygues	France	Diversified	🔒	🔒	🔒	🔒
332	-	New	Viettel Group	Vietnam	Diversified	🔒	🔒	🔒	🔒
333	298	▼	ASML	Netherlands	Semiconductors	🔒	🔒	🔒	🔒
334	277	▼	Sky	United Kingdom	Telecoms	🔒	🔒	🔒	🔒
335	-	▲	Cardinal Health	United States	Healthcare Services	🔒	🔒	🔒	🔒
336	257	▼	HP	United States	Electronics	🔒	🔒	🔒	🔒
337	369	▲	Société Générale	France	Banking	🔒	🔒	🔒	🔒
338	352	▲	Haier	China	Diversified	🔒	🔒	🔒	🔒
339	196	▼	Budweiser	United States	Beers	🔒	🔒	🔒	🔒
340	315	▼	Conad	Italy	Retail	🔒	🔒	🔒	🔒
341	330	▼	Mahindra Group	India	Diversified	🔒	🔒	🔒	🔒
342	240	▼	H&M	Sweden	Apparel	🔒	🔒	🔒	🔒
343	325	▼	Roche	Switzerland	Pharma	🔒	🔒	🔒	🔒
344	293	▼	Deutsche Bank	Germany	Banking	🔒	🔒	🔒	🔒
345	342	▼	Kaufland	Germany	Retail	🔒	🔒	🔒	🔒
346	299	▼	Kroger	United States	Retail	🔒	🔒	🔒	🔒
347	227	▼	Poste Italiane	Italy	Insurance	🔒	🔒	🔒	🔒
348	273	▼	Movistar	Spain	Telecoms	🔒	🔒	🔒	🔒
349	322	▼	Discover	United States	Commercial Services	🔒	🔒	🔒	🔒
350	233	▼	Prudential	China	Insurance	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **351-400**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
351	234	▼	Tyson	United States	Food	🔒	🔒	🔒	🔒
352	291	▼	Applied Materials	United States	Tech	🔒	🔒	🔒	🔒
353	337	▼	PNC	United States	Banking	🔒	🔒	🔒	🔒
354	348	▼	Tim Hortons	Canada	Restaurants	🔒	🔒	🔒	🔒
355	294	▼	Hyatt	United States	Hotels	🔒	🔒	🔒	🔒
356	366	▲	Jio Group	India	Diversified	🔒	🔒	🔒	🔒
357	442	▲	Munich Re	Germany	Insurance	🔒	🔒	🔒	🔒
358	303	▼	LSEG	United Kingdom	Commercial Services	🔒	🔒	🔒	🔒
359	365	▲	Cigna	United States	Healthcare Services	🔒	🔒	🔒	🔒
360	438	▲	Nordea	Finland	Banking	🔒	🔒	🔒	🔒
361	354	▼	Domino's Pizza	United States	Restaurants	🔒	🔒	🔒	🔒
362	-	▲	Sber	Russia	Banking	🔒	🔒	🔒	🔒
363	375	▲	ICICI Group	India	Banking	🔒	🔒	🔒	🔒
364	333	▼	Vanguard	United States	Asset Management	🔒	🔒	🔒	🔒
365	392	▲	Mizuho Financial Group	Japan	Banking	🔒	🔒	🔒	🔒
366	358	▼	Wipro Group	India	Diversified	🔒	🔒	🔒	🔒
367	434	▲	Lenovo	China	Electronics	🔒	🔒	🔒	🔒
368	387	▲	Swiss Re	Switzerland	Insurance	🔒	🔒	🔒	🔒
369	323	▼	BRI	Indonesia	Banking	🔒	🔒	🔒	🔒
370	347	▼	Taco Bell	United States	Restaurants	🔒	🔒	🔒	🔒
371	334	▼	Warner Bros	United States	Media	🔒	🔒	🔒	🔒
372	317	▼	Canon	Japan	Electronics	🔒	🔒	🔒	🔒
373	360	▼	Daiwa House	Japan	Engineering	🔒	🔒	🔒	🔒
374	408	▲	Kellogg's	United States	Food	🔒	🔒	🔒	🔒
375	399	▲	Swisscom	Switzerland	Telecoms	🔒	🔒	🔒	🔒
376	378	▲	Yahoo!	Japan	Media	🔒	🔒	🔒	🔒
377	458	▲	CBS	United States	Media	🔒	🔒	🔒	🔒
378	374	▼	OCBC Bank	Singapore	Banking	🔒	🔒	🔒	🔒
379	339	▼	Activision Blizzard	United States	Media	🔒	🔒	🔒	🔒
380	368	▼	Schneider Electric	France	Engineering	🔒	🔒	🔒	🔒
381	468	▲	BBC	United Kingdom	Media	🔒	🔒	🔒	🔒
382	395	▲	UOB	Singapore	Banking	🔒	🔒	🔒	🔒
383	-	New	Whole Foods	United States	Retail	🔒	🔒	🔒	🔒
384	400	▲	Xbox	United States	Electronics	🔒	🔒	🔒	🔒
385	-	▲	Rolls-Royce (Aerospace & Defence)	United Kingdom	Aerospace & Defence	🔒	🔒	🔒	🔒
386	380	▼	Southwest Airlines	United States	Airlines	🔒	🔒	🔒	🔒
387	423	▲	General Dynamics	United States	Aerospace & Defence	🔒	🔒	🔒	🔒
388	305	▼	Guerlain	France	Cosmetics & Personal Care	🔒	🔒	🔒	🔒
389	453	▲	Doritos	United States	Food	🔒	🔒	🔒	🔒
390	421	▲	CJ Group	South Korea	Diversified	🔒	🔒	🔒	🔒
391	441	▲	Veolia	France	Utilities	🔒	🔒	🔒	🔒
392	336	▼	Manulife	Canada	Insurance	🔒	🔒	🔒	🔒
393	-	▲	Revolut	United Kingdom	Banking	🔒	🔒	🔒	🔒
394	426	▲	Tide	United States	Household Products	🔒	🔒	🔒	🔒
395	455	▲	Dollar Tree	United States	Retail	🔒	🔒	🔒	🔒
396	388	▼	Bayer	Germany	Pharma	🔒	🔒	🔒	🔒
397	424	▲	Abbott	United States	Pharma	🔒	🔒	🔒	🔒
398	398	=	Synchrony	United States	Commercial Services	🔒	🔒	🔒	🔒
399	346	▼	Renault	France	Automobiles	🔒	🔒	🔒	🔒
400	473	▲	Safran	France	Aerospace & Defence	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **401-450**

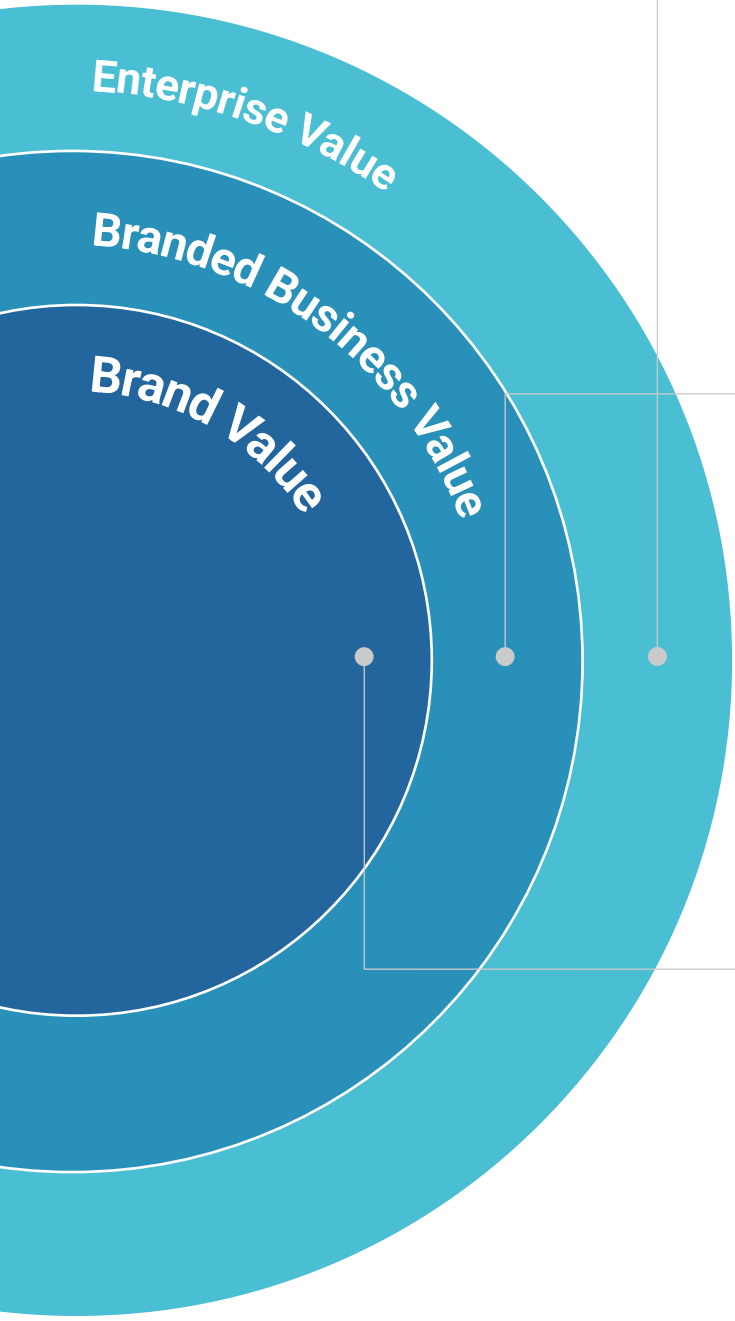
2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
401	407	▲	Union Pacific	United States	Logistics	🔒	🔒	🔒	🔒
402	397	▼	QuickBooks	United States	Internet & Software	🔒	🔒	🔒	🔒
403	377	▼	SF Express	China	Logistics	🔒	🔒	🔒	🔒
404	344	▼	China Minsheng Bank	China	Banking	🔒	🔒	🔒	🔒
405	431	▲	Marathon Petroleum	United States	Oil & Gas	🔒	🔒	🔒	🔒
406	417	▲	USPS	United States	Logistics	🔒	🔒	🔒	🔒
407	487	▲	Cathay Life Insurance	China	Insurance	🔒	🔒	🔒	🔒
408	-	▲	Free	France	Telecoms	🔒	🔒	🔒	🔒
409	-	▲	Marks & Spencer	United Kingdom	Retail	🔒	🔒	🔒	🔒
410	-	▲	ABN AMRO	Netherlands	Banking	🔒	🔒	🔒	🔒
411	477	▲	ABC	United States	Media	🔒	🔒	🔒	🔒
412	-	New	Royal Caribbean International	United States	Leisure & Tourism	🔒	🔒	🔒	🔒
413	422	▲	Xinghuacun Fen Wine	China	Spirits	🔒	🔒	🔒	🔒
414	461	▲	SNB	Saudi Arabia	Banking	🔒	🔒	🔒	🔒
415	-	▲	MercadoLibre	Argentina	E-Commerce	🔒	🔒	🔒	🔒
416	364	▼	Gree	China	Electronics	🔒	🔒	🔒	🔒
417	-	▲	Emirates NBD	UAE	Banking	🔒	🔒	🔒	🔒
418	-	▲	CTBC Financial	China	Diversified	🔒	🔒	🔒	🔒
419	373	▼	CCCC	China	Engineering	🔒	🔒	🔒	🔒
420	-	▲	British Airways	United Kingdom	Airlines	🔒	🔒	🔒	🔒
421	443	▲	Dr Pepper	United States	Soft Drinks	🔒	🔒	🔒	🔒
422	462	▲	MSCI	United States	Commercial Services	🔒	🔒	🔒	🔒
423	356	▼	Saint-Gobain	France	Engineering	🔒	🔒	🔒	🔒
424	-	▲	DNB	Norway	Banking	🔒	🔒	🔒	🔒
425	454	▲	Valero	United States	Oil & Gas	🔒	🔒	🔒	🔒
426	-	▲	Genting	Malaysia	Casinos & Gambling	🔒	🔒	🔒	🔒
427	432	▲	CNRL	Canada	Oil & Gas	🔒	🔒	🔒	🔒
428	420	▼	CNOOC	China	Oil & Gas	🔒	🔒	🔒	🔒
429	349	▼	Pampers	United States	Household Products	🔒	🔒	🔒	🔒
430	406	▼	SLB	United States	Oil & Gas	🔒	🔒	🔒	🔒
431	449	▲	Evernorth	United States	Healthcare Services	🔒	🔒	🔒	🔒
432	343	▼	Airbnb	United States	Leisure & Tourism	🔒	🔒	🔒	🔒
433	463	▲	Lululemon	Canada	Apparel	🔒	🔒	🔒	🔒
434	-	▲	AstraZeneca	United Kingdom	Pharma	🔒	🔒	🔒	🔒
435	353	▼	Poly Development	China	Real Estate	🔒	🔒	🔒	🔒
436	-	▲	Hannover Re	Germany	Insurance	🔒	🔒	🔒	🔒
437	430	▼	Iberdrola	Spain	Utilities	🔒	🔒	🔒	🔒
438	-	▲	Maersk	Denmark	Logistics	🔒	🔒	🔒	🔒
439	425	▼	O2	United Kingdom	Telecoms	🔒	🔒	🔒	🔒
440	452	▲	Trip.com	China	Leisure & Tourism	🔒	🔒	🔒	🔒
441	357	▼	BNSF	United States	Logistics	🔒	🔒	🔒	🔒
442	-	▲	Raytheon	United States	Aerospace & Defence	🔒	🔒	🔒	🔒
443	499	▲	Sainsbury's	United Kingdom	Retail	🔒	🔒	🔒	🔒
444	439	▼	Sekisui House	Japan	Engineering	🔒	🔒	🔒	🔒
445	445	=	China Post	China	Logistics	🔒	🔒	🔒	🔒
446	410	▼	Cencora	United States	Healthcare Services	🔒	🔒	🔒	🔒
447	435	▼	Asda	United Kingdom	Retail	🔒	🔒	🔒	🔒
448	446	▼	Indian Oil	India	Oil & Gas	🔒	🔒	🔒	🔒
449	459	▲	BCG	United States	Commercial Services	🔒	🔒	🔒	🔒
450	451	▲	Merck & Co	United States	Pharma	🔒	🔒	🔒	🔒

Top 500 most valuable global brands **451-500**

2026 Rank	2025 Rank		Brand	Country	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
451	488	▲	MediaTek	China	Semiconductors	🔒	🔒	🔒	🔒
452	382	▼	BDO Global	Belgium	Commercial Services	🔒	🔒	🔒	🔒
453	427	▼	Coles	Australia	Retail	🔒	🔒	🔒	🔒
454	-	New	Thermo Fisher Scientific	United States	Pharma	🔒	🔒	🔒	🔒
455	385	▼	Jeep	United States	Automobiles	🔒	🔒	🔒	🔒
456	479	▲	Phillips 66	United States	Oil & Gas	🔒	🔒	🔒	🔒
457	457	=	Ray-Ban	Italy	Apparel	🔒	🔒	🔒	🔒
458	345	▼	LENNAR	United States	Engineering	🔒	🔒	🔒	🔒
459	-	▲	Nescafé	Switzerland	Soft Drinks	🔒	🔒	🔒	🔒
460	-	▲	UniCredit	Italy	Banking	🔒	🔒	🔒	🔒
461	390	▼	China Everbright Bank	China	Banking	🔒	🔒	🔒	🔒
462	492	▲	Hang Seng Bank	China	Banking	🔒	🔒	🔒	🔒
463	500	▲	ESPN	United States	Media	🔒	🔒	🔒	🔒
464	389	▼	Prada	Italy	Apparel	🔒	🔒	🔒	🔒
465	362	▼	Texas Instruments	United States	Semiconductors	🔒	🔒	🔒	🔒
466	465	▼	FIS	United States	Internet & Software	🔒	🔒	🔒	🔒
467	414	▼	Denso	Japan	Auto Components	🔒	🔒	🔒	🔒
468	413	▼	Dove	United States	Cosmetics & Personal Care	🔒	🔒	🔒	🔒
469	-	▲	Bodega Aurrera	Mexico	Retail	🔒	🔒	🔒	🔒
470	474	▲	AIG	United States	Insurance	🔒	🔒	🔒	🔒
471	394	▼	Glencore	Switzerland	Mining, Iron & Steel	🔒	🔒	🔒	🔒
472	497	▲	Lindt	Switzerland	Food	🔒	🔒	🔒	🔒
473	-	▲	FAB	UAE	Banking	🔒	🔒	🔒	🔒
474	391	▼	Subaru	Japan	Automobiles	🔒	🔒	🔒	🔒
475	472	▼	Maybank	Malaysia	Banking	🔒	🔒	🔒	🔒
476	370	▼	Suzuki	Japan	Automobiles	🔒	🔒	🔒	🔒
477	490	▲	Barilla	Italy	Food	🔒	🔒	🔒	🔒
478	495	▲	CNNC	China	Engineering	🔒	🔒	🔒	🔒
479	486	▲	BNY	United States	Banking	🔒	🔒	🔒	🔒
480	476	▼	Leroy Merlin	France	Retail	🔒	🔒	🔒	🔒
481	-	▲	Marshalls	United States	Retail	🔒	🔒	🔒	🔒
482	379	▼	Luzhou Laojiao	China	Spirits	🔒	🔒	🔒	🔒
483	416	▼	TIM	Italy	Telecoms	🔒	🔒	🔒	🔒
484	-	▲	Huntington	United States	Banking	🔒	🔒	🔒	🔒
485	-	▲	MAPFRE	Spain	Insurance	🔒	🔒	🔒	🔒
486	493	▲	Baidu	China	Media	🔒	🔒	🔒	🔒
487	482	▼	Swedbank	Sweden	Banking	🔒	🔒	🔒	🔒
488	386	▼	Pfizer	United States	Pharma	🔒	🔒	🔒	🔒
489	-	▲	ROBLOX	United States	Media	🔒	🔒	🔒	🔒
490	-	▲	Snow	China	Beers	🔒	🔒	🔒	🔒
491	-	New	Anthropic	United States	Internet & Software	🔒	🔒	🔒	🔒
492	440	▼	Bank Mandiri	Indonesia	Banking	🔒	🔒	🔒	🔒
493	460	▼	Best Buy	United States	Retail	🔒	🔒	🔒	🔒
494	-	▲	CRRC	China	Engineering	🔒	🔒	🔒	🔒
495	496	▲	SABIC	Saudi Arabia	Chemicals	🔒	🔒	🔒	🔒
496	-	▲	Starlink	United States	Telecoms	🔒	🔒	🔒	🔒
497	-	▲	Qatar Airways	Qatar	Airlines	🔒	🔒	🔒	🔒
498	-	▲	Cadbury	United Kingdom	Food	🔒	🔒	🔒	🔒
499	480	▼	DraftKings	United States	Casinos & Gambling	🔒	🔒	🔒	🔒
500	494	▼	TUI	Germany	Leisure & Tourism	🔒	🔒	🔒	🔒

Methodology

Definitions



Brand Value

Meta
[Meta]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely monobranded architecture, the 'enterprise value' is the same as 'branded business value'.

facebook
[Facebook]

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.

facebook
[Facebook]

+ Brand Value

The value of the trademark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Valuation Methodology

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

What is Brand Value?

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result, published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the "real" value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the "Royalty Relief" methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public ranking but we always augment it with a real understanding of people's perceptions and their effects on demand – from our database of market research on over 6,000 brands in over 41 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to anybody, government or organisation.



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue).



Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. This Brand Strength analysis is based on two core pillars: “Brand Perceptions” which relate to the level of brand familiarity and the views stakeholders have of a brand’s offer; and “Customer Behaviours” which are the impacts that those perceptions have on demand, price, and advocacy.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.



Brand Impact x Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.



Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength Methodology

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance.

Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviours.

To manage the 'Brand Value Chain' process effectively we create and use the 'Brand Strength Index' (BSI). This index is essentially a scorecard split between Brand Perceptions and Customer Behaviours – as measured through our Global Brand Equity Monitor research. This Brand Strength Index is subsequently explained through an analysis of diagnostic attributes known as 'Brand Inputs' which highlight the actions marketers can take to build core brand strength.

Brand Strength Index

Brand Perceptions



Perceptions of the brand among those familiar with them as well as the overall familiarity itself, given its role as multiplying the effects of strong perceptions.

Customer Behaviours

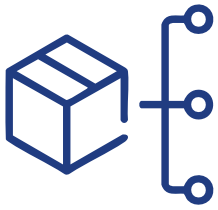


Metrics representing the success of the brand in achieving higher consideration, price acceptance and customer advocacy.

Brand Strength Index



Attribute Selection and Weighting



We follow a general structure incorporating the brand perceptions and the outcomes that they cause on customer behaviours. This covers the core brand metrics which matter most and have been analysed for their impact on market share and revenue growth.

These attributes are weighted according to their importance in driving the following pillar: Brand Perceptions in driving Customer Behaviours; and finally, the importance of Customer Behaviours metrics in driving market share, revenue, and ultimately, business value.

Data Collection



Brand's ability to influence purchase depends primarily on people's perceptions.

Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of more than 175,000 people from the general public on their perceptions of over 6,000 brands in over 31 sectors and 41 countries.

Over a period of 3 months towards the end of each calendar year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.

Benchmarking and Final Scoring



To convert raw data into scores out of 10 that are comparable between attributes within the scorecard, we then must benchmark each attribute.

We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution. Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation.

Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating. Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Our Services

Consulting Services

Brand Analytics & Insights

The measures that matter



The only way to effectively manage a brand is to measure it. Brand evaluations are essential to understand the strength of your brand and how it compares to your competitors. Measuring your brand helps identify what drives value and how to prevent losing marketing share, resulting in effective, data-driven strategies to grow your brand.

- + Brand Audits
- + Qualitative & Quantitative Research
- + Syndicated Studies
- + Brand Tracking
- + Brand Drivers & Conjoint Analysis
- + Marketing Mix Modelling

- + Are we building our brand strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?
- + What is most important to my customers?

Brand Valuation

Make the business case for your brand



Brand valuation is the language marketers use to ensure finance teams understand the value of their brand. Valuation data empowers CFOs to invest in brand with confidence, resulting in business decisions focused on enduring, growing brand value and strength. Valuations also help investors and those selling, to ensure that the full value of the business is accounted for in a transaction.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Return on Investment

- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?
- + Can I quantify how important my brand is to the board?

Brand Strategy

Brand management based on data



Understanding the value of your brand transforms it into a powerful tool you can use to determine the business impacts of strategic branding decisions. All stakeholders must understand how investing in brand growth impacts the bottom line. Brand growth is accelerated when strategies use valuation to align marketing and finance.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Brand Scorecards
- + Brand Growth Roadmaps

- + Which brand positioning do customers value most?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + What actions should I take to strengthen my brand?
- + Should I migrate my brand immediately?
- + Is a masterbrand strategy the right choice for my business?

Sports & Sponsorship



Brand Sustainability



Employer Branding



Place Branding



Brand Finance®



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