

Interbrand's Best Global Brands Table 2017

Rank		Brand	Sector	Brand Value USD (BV)		
2017	2016			2017	2016	% change
1	1	Apple	Technology	184.154	178.119	3%
2	2	Google	Technology	141.703	133.252	6%
3	4	Microsoft	Technology	79.999	72.795	10%
4	3	Coca-Cola	Beverages	69.733	73.102	-5%
5	8	Amazon	Retail	64.796	50.338	29%
6	7	Samsung	Technology	56.249	51.808	9%
7	5	Toyota	Automotive	50.291	53.580	-6%
8	15	Facebook	Technology	48.188	32.593	48%
9	9	Mercedes-Benz	Automotive	47.829	43.490	10%
10	6	IBM	Business Services	46.829	52.500	-11%
11	10	GE	Diversified	44.208	43.130	3%
12	12	McDonald's	Restaurants	41.533	39.381	5%
13	11	BMW	Automotive	41.521	41.535	0%
14	13	Disney	Media	40.772	38.790	5%
15	14	Intel	Technology	39.459	36.952	7%
16	16	Cisco	Technology	31.930	30.948	3%
17	17	Oracle	Technology	27.466	26.552	3%
18	18	Nike	Sporting Goods	27.021	25.034	8%
19	19	Louis Vuitton	Luxury	22.919	23.998	-4%
20	21	Honda	Automotive	22.696	22.106	3%
21	22	SAP	Technology	22.635	21.293	6%
22	23	Pepsi	Beverages	20.491	20.265	1%
23	20	H&M	Apparel	20.488	22.681	-10%
24	27	Zara	Apparel	18.573	16.766	11%
25	26	IKEA	Retail	18.472	17.834	4%
26	24	Gillette	FMCG	18.200	19.950	-9%
27	25	American Express	Financial Services	17.787	18.358	-3%
28	28	Pampers	FMCG	16.416	16.134	2%
29	29	UPS	Logistics	16.387	15.333	7%
30	31	J.P. Morgan	Financial Services	15.749	14.227	11%
31	30	Budweiser	Alcohol	15.375	15.099	2%
32	34	Hermès	Luxury	14.210	12.833	11%
33	33	Ford	Automotive	13.643	12.962	5%
34	32	eBay	Retail	13.224	13.136	1%
35	35	Hyundai	Automotive	13.193	12.547	5%
36	36	Nescafe	Beverages	12.661	12.517	1%
37	37	Accenture	Business Services	12.471	12.033	4%
38	38	Audi	Automotive	12.023	11.799	2%
39	43	Nissan	Automotive	11.534	11.066	4%
40	40	Volkswagen	Automotive	11.522	11.436	1%
41	41	Philips	Electronics	11.519	11.336	2%
42	46	AXA	Financial Services	11.073	10.579	5%
43	39	Kellogg's	FMCG	10.972	11.711	-6%
44	54	Goldman Sachs	Financial Services	10.864	9.378	16%
45	45	L'Oréal	FMCG	10.674	10.930	-2%
46	49	Citi	Financial Services	10.599	10.276	3%
47	47	HSBC	Financial Services	10.534	10.458	1%
48	50	Porsche	Automotive	10.129	9.537	6%
49	51	Allianz	Financial Services	10.059	9.528	6%
50	52	Siemens	Diversified	9.982	9.415	6%
51	53	Gucci	Luxury	9.969	9.385	6%
52	42	Canon	Electronics	9.788	11.081	-12%
53	48	HP	Technology	9.541	10.386	-8%
54	55	Danone	FMCG	9.322	9.197	1%
55	60	adidas	Sporting Goods	9.216	7.885	17%
56	63	Adobe	Technology	9.060	7.586	19%
57	44	Hewlett Packard Enterprise	Technology	8.951	11.027	-19%
58	59	3M	Diversified	8.947	8.199	9%
59	56	Nestlé	FMCG	8.728	8.708	0%
60	64	Starbucks	Restaurants	8.704	7.490	16%
61	58	Sony	Electronics	8.474	8.315	2%
62	57	Colgate	FMCG	8.325	8.413	-1%
63	65	Morgan Stanley	Financial Services	8.205	7.200	14%
64	61	Visa	Financial Services	7.815	7.747	1%
65	62	Cartier	Luxury	7.547	7.738	-2%
66	66	Thomson Reuters	Media	7.100	6.830	4%
67	67	Lego	FMCG	7.024	6.691	5%
68	70	Santander	Financial Services	6.702	6.223	8%
69	69	Kia	Automotive	6.681	6.326	6%
70	72	Huawei	Technology	6.676	5.835	14%
71	76	MasterCard	Financial Services	6.350	5.736	11%
72	79	FedEx	Logistics	6.255	5.579	12%
73	78	Land Rover	Automotive	6.095	5.696	7%
74	73	Johnson & Johnson	FMCG	6.041	5.790	4%
75	68	Panasonic	Electronics	5.983	6.365	-6%
76	77	DHL	Logistics	5.715	5.708	0%
77	80	Harley-Davidson	Automotive	5.671	5.527	3%
78	NEW	Netflix	Media	5.592		New
79	71	Discovery	Media	5.411	5.944	-9%
80	90	PayPal	Financial Services	5.408	4.839	12%
81	74	Tiffany & Co.	Luxury	5.394	5.761	-6%
82	85	Jack Daniel's	Alcohol	5.332	5.193	3%
83	75	KFC	Restaurants	5.313	5.742	-7%
84	NEW	Salesforce.com	Technology	5.224		New
85	87	Heineken	Alcohol	5.181	5.123	1%
86	83	Burberry	Luxury	5.135	5.362	-4%
87	88	Mini	Automotive	5.114	4.986	3%
88	NEW	Ferrari	Automotive	4.876	3.980	New
89	82	Caterpillar	Diversified	4.868	5.425	-10%
90	86	Sprite	Beverages	4.842	5.148	-6%
91	92	Shell	Energy	4.823	4.599	5%

92	91	John Deere	Diversified	4.783	4.815	-1%
93	93	Corona	Alcohol	4.776	4.509	6%
94	81	Prada	Luxury	4.716	5.504	-14%
95	89	Dior	Luxury	4.587	4.909	-7%
96	95	Johnnie Walker	Alcohol	4.405	4.317	2%
97	96	Smirnoff	Alcohol	4.288	4.252	1%
98	100	Tesla	Automotive	4.009	4.011	0%
99	97	Moët & Chandon	Alcohol	4.006	4.118	-3%
100	99	Lenovo	Technology	4.004	4.045	-1%