

Best Global Brands 2009

Rank 2009	Rank 2008	Brand	Country of origin	Sector	Brand Value (\$m) 2009	Brand Value (\$m) 2008	Value change
1	1	Coca-Cola	US	Beverages	68,734	66,667	3%
2	2	IBM	US	Business Services	60,211	59,031	2%
3	3	Microsoft	US	Computer Software	56,647	59,007	-4%
4	4	GE	US	Diversified	47,777	53,086	-10%
5	5	Nokia	Finland	Electronics	34,864	35,942	-3%
6	8	McDonald's	US	Restaurants	32,275	31,049	4%
7	10	Google	US	Internet Services	31,980	25,590	25%
8	6	Toyota	Japan	Automotive	31,330	34,050	-8%
9	7	Intel	US	Electronics	30,636	31,261	-2%
10	9	Disney	US	Media	28,447	29,251	-3%
11	12	Hewlett-Packard	US	Electronics	24,096	23,509	2%
12	11	Mercedes-Benz	Germany	Automotive	23,867	25,577	-7%
13	14	Gillette	US	FMCG	22,841	22,069	4%
14	17	Cisco	US	Business Services	22,030	21,306	3%
15	13	BMW	Germany	Automotive	21,671	23,298	-7%
16	16	Louis Vuitton	France	Luxury	21,120	21,602	-2%
17	18	Marlboro	US	Tobacco	19,010	21,300	-11%
18	20	Honda	Japan	Automotive	17,803	19,079	-7%
19	21	Samsung	South Korea	Electronics	17,518	17,689	-1%
20	24	Apple	US	Electronics	15,433	13,724	12%
21	22	H&M	Sweden	Apparel	15,375	13,840	11%
22	15	American Express	US	Financial Services	14,971	21,940	-32%
23	26	Pepsi	US	Beverages	13,706	13,249	3%
24	23	Oracle	US	Business Services	13,699	13,831	-1%
25	28	Nescafé	Switzerland	Beverages	13,317	13,055	2%
26	29	Nike	US	Sporting Goods	13,179	12,672	4%
27	31	SAP	Germany	Business Services	12,106	12,228	-1%
28	35	IKEA	Sweden	Home Furnishings	12,004	10,913	10%
29	25	Sony	Japan	Electronics	11,953	13,583	-12%
30	33	Budweiser	US	Alcohol	11,833	11,438	3%
31	30	UPS	US	Transportation	11,594	12,621	-8%
32	27	HSBC	UK	Financial Services	10,510	13,143	-20%
33	36	Canon	Japan	Electronics	10,441	10,876	-4%
34	39	Kellogg's	US	FMCG	10,428	9,710	7%
35	32	Dell	US	Electronics	10,291	11,695	-12%
36	19	Citi	US	Financial Services	10,254	20,174	-49%
37	37	J.P. Morgan	US	Financial Services	9,550	10,773	-11%
38	38	Goldman Sachs	US	Financial Services	9,248	10,331	-10%
39	40	Nintendo	Japan	Electronics	9,210	8,772	5%
40	44	Thomson Reuters	Canada	Business Services	8,434	8,313	1%
41	45	Gucci	Italy	Luxury	8,182	8,254	-1%
42	43	Philips	Netherlands	Electronics	8,121	8,325	-2%

Best Global Brands 2009

Rank 2009	Rank 2008	Brand	Country of origin	Sector	Brand Value (\$m) 2009	2008	Value change
43	58	amazon.com	US	Internet Services	7,858	6,434	22%
44	51	L'Oréal	France	FMCG	7,748	7,508	3%
45	47	Accenture	US	Business Services	7,710	7,948	-3%
46	46	eBay	US	Internet Services	7,350	7,991	-8%
47	48	Siemens	Germany	Diversified	7,308	7,943	-8%
48	56	Heinz	US	FMCG	7,244	6,646	9%
49	49	Ford	US	Automotive	7,005	7,896	-11%
50	62	Zara	Spain	Apparel	6,789	5,955	14%
51	61	Wrigley	US	FMCG	6,731	6,105	10%
52	57	Colgate	US	FMCG	6,550	6,437	2%
53	55	AXA	France	Financial Services	6,525	7,001	-7%
54	52	MTV	US	Media	6,523	7,193	-9%
55	53	Volkswagen	Germany	Automotive	6,484	7,047	-8%
56	59	Xerox	US	Electronics	6,431	6,393	1%
57	42	Morgan Stanley	US	Financial Services	6,399	8,696	-26%
58	63	Nestlé	Switzerland	FMCG	6,319	5,592	13%
59	60	Chanel	France	Luxury	6,040	6,355	-5%
60	66	Danone	France	FMCG	5,960	5,408	10%
61	64	KFC	US	Restaurants	5,722	5,582	3%
62	70	adidas	Germany	Sporting Goods	5,397	5,072	6%
63	73	BlackBerry	Canada	Electronics	5,138	4,802	7%
64	65	Yahoo!	US	Internet Services	5,111	5,496	-7%
65	67	Audi	Germany	Automotive	5,010	5,407	-7%
66	68	Caterpillar	US	Diversified	5,004	5,288	-5%
67	69	Avon	US	FMCG	4,917	5,264	-7%
68	71	Rolex	Switzerland	Luxury	4,609	4,956	-7%
69	72	Hyundai	South Korea	Automotive	4,604	4,846	-5%
70	76	Hermès	France	Luxury	4,598	4,575	1%
71	74	Kleenex	US	FMCG	4,404	4,636	-5%
72	41	UBS	Switzerland	Financial Services	4,370	8,740	-50%
73	50	Harley-Davidson	US	Automotive	4,337	7,609	-43%
74	75	Porsche	Germany	Automotive	4,234	4,603	-8%
75	78	Panasonic	Japan	Electronics	4,225	4,281	-1%
76	80	Tiffany & Co.	US	Luxury	4,000	4,208	-5%
77	79	Cartier	Switzerland	Luxury	3,968	4,236	-6%
78	77	Gap	US	Apparel	3,922	4,357	-10%
79	81	Pizza Hut	US	Restaurants	3,876	4,097	-5%
80	92	Johnson & Johnson	US	FMCG	3,847	3,582	7%
81	82	Allianz	Germany	Financial Services	3,831	4,033	-5%
82	83	Moët & Chandon	France	Alcohol	3,754	3,951	-5%
83	84	BP	UK	Energy	3,716	3,911	-5%
84	89	Smirnoff	UK	Alcohol	3,698	3,590	3%

Best Global Brands 2009

Rank 2009	Rank 2008	Brand	Country of origin	Sector	Brand Value (\$m)		Value change
					2009	2008	
85	88	Duracell	US	Electronics	3,563	3,682	-3%
86	98	Nivea	Germany	FMCG	3,557	3,401	5%
87	91	Prada	Italy	Luxury	3,530	3,585	-2%
88	93	Ferrari	Italy	Automotive	3,527	3,527	0%
89	94	Armani	Italy	Luxury	3,303	3,526	-6%
90	85	Starbucks	US	Restaurants	3,263	3,879	-16%
91		Lancôme	France	FMCG	3,235		new
92	97	Shell	Netherlands	Energy	3,228	3,471	-7%
93		Burger King	US	Restaurants	3,223		new
94	100	Visa	US	Financial Services	3,170	3,338	-5%
95		Adobe	US	Computer Software	3,161		new
96	90	Lexus	Japan	Automotive	3,158	3,588	-12%
97		Puma	Germany	Sporting Goods	3,154		new
98		Burberry	UK	Luxury	3,095		new
99		Polo Ralph Lauren	US	Luxury	3,094		new
100		Campbell's	US	FMCG	3,081		new

2009 Risers

7	10	Google	US	Internet Services	31,980	25,590	25%
43	58	amazon.com	US	Internet Services	7,858	6,434	22%
50	62	Zara	Spain	Apparel	6,789	5,955	14%
58	63	Nestlé	Switzerland	FMCG	6,319	5,592	13%
20	24	Apple	US	Electronics	15,433	13,724	12%

2009 Decliners

72	41	UBS	Switzerland	Financial Services	4,370	8,740	-50%
36	19	Citi	US	Financial Services	10,254	20,174	-49%
73	50	Harley-Davidson	US	Automotive	4,337	7,609	-43%
22	15	American Express	US	Financial Services	14,971	21,940	-32%
57	42	Morgan Stanley	US	Financial Services	6,399	8,696	-26%