




Google steigert Markenwert erneut

Die 100 wertvollsten Marken der Welt

| Rang 2009 | Rang 2008 | Marke | Markenwert 2009 in Millionen US-Dollar | Veränderungen Markenwert 2009 zu 2008 in Prozent |
|-----------|-----------|---|--|--|
| 1 | 1 |  | 100 039 | 16 |
| 2 | 3 |  | 76 249 | 8 |
| 3 | 4 |  | 67 625 | 16 |
| 4 | 6 | IBM | 66 622 | 20 |
| 5 | 8 | McDonald's | 66 575 | 34 |
| 6 | 7 | Apple | 63 113 | 14 |
| 7 | 5 | China Mobile | 61 283 | 7 |
| 8 | 2 | GE General Electric | 59 793 | -16 |
| 9 | 11 | Vodafone | 53 727 | 45 |
| 10 | 10 | Marlboro | 49 460 | 33 |
| 11 | 13 | Wal-Mart | 41 083 | 19 |
| 12 | 18 | ICBC | 38 056 | 36 |
| 13 | 9 | Nokia | 35 163 | -20 |
| 14 | 12 | Toyota | 29 907 | -15 |
| 15 | * | UPS | 27 842 | -9 |
| 16 | 51 | Blackberry | 27 478 | 100 |
| 17 | 16 | HP Hewlett Packard | 26 745 | -9 |
| 18 | 17 | BMW | 23 948 | -15 |
| 19 | 29 | SAP | 23 615 | 9 |
| 20 | 23 | Disney | 23 110 | -3 |
| 21 | 25 | Tesco | 22 938 | -1 |
| 22 | 30 | Gillette | 22 919 | 6 |
| 23 | 27 | Intel | 22 851 | 4 |
| 24 | 31 | China Construction Bank | 22 811 | 16 |
| 25 | 26 | Oracle | 21 438 | -6 |
| 26 | 61 | Amazon | 21 294 | 85 |
| 27 | 32 | Bank of China | 21 192 | 9 |
| 28 | 55 | AT&T | 20 059 | 67 |
| 29 | * | Louis Vuitton | 19 395 | 5 |
| 30 | 35 | HSBC | 19 079 | 3 |
| 31 | neu | Pampers | 18 945 | k.A. |
| 32 | neu | Nintendo | 18 233 | k.A. |
| 33 | 22 | Cisco | 17 965 | -25 |
| 34 | 33 | Verizon Wireless | 17 713 | -8 |
| 35 | 28 | Porsche | 17 467 | -20 |
| 36 | neu | Visa | 16 353 | k.A. |
| 37 | 21 | Wells Fargo | 16 228 | -34 |
| 38 | 48 | Santander | 16 035 | 10 |
| 39 | 45 | NTT DoCoMo | 15 776 | 5 |
| 40 | 36 | Mercedes | 15 499 | -14 |
| 41 | 14 | Bank of America | 15 480 | -53 |
| 42 | 83 | Dell | 15 422 | 1 |
| 43 | 49 | Accenture | 15 076 | 7 |
| 44 | 39 | Pepsi ²⁾ | 14 996 | -3 |
| 45 | 38 | L'Oréal | 14 991 | -9 |
| 46 | 20 | American Express | 14 963 | -40 |
| 47 | 44 | Carrefour | 14 961 | -1 |
| 48 | 34 | RBC | 14 894 | -22 |
| 49 | 64 | Citi | 14 608 | -52 |

| Rang 2009 | Rang 2008 | Marke | Markenwert 2009 in Millionen US-Dollar | Veränderungen Markenwert 2009 zu 2008 in Prozent |
|-----------|-----------|-------------------------|--|--|
| 50 | 37 | Honda | 14 571 | -12 |
| 51 | 47 | Siemens | 13 562 | -8 |
| 52 | 70 | Budweiser ³⁾ | 13 292 | 23 |
| 53 | 50 | Orange | 13 242 | -6 |
| 54 | 65 | Ebay | 12 970 | 16 |
| 55 | 77 | BBVA | 12 549 | 33 |
| 56 | 71 | Colgate | 12 396 | 17 |
| 57 | 46 | Target | 12 254 | -17 |
| 58 | 64 | H&M | 12 061 | 8 |
| 59 | 53 | Nike | 11 999 | -4 |
| 60 | 73 | Subway | 10 997 | 6 |
| 61 | neu | TD | 10 991 | k.A. |
| 62 | 88 | Movistar | 10 911 | 34 |
| 63 | 83 | T-Mobile | 10 864 | 22 |
| 64 | neu | Wrigley's | 10 841 | k.A. |
| 65 | 95 | Auchan | 10 586 | 48 |
| 66 | 52 | Chase | 10 582 | -17 |
| 67 | 59 | Nissan | 10 206 | -13 |
| 68 | neu | DHL | 9 719 | 19 |
| 69 | * | Fed Ex | 9 491 | -17 |
| 70 | 40 | Home Depot | 9 280 | -40 |
| 71 | 89 | MTS | 9 189 | 14% |
| 72 | neu | Beeline | 8 884 | k.A. |
| 73 | 54 | Canon | 8 779 | -29 |
| 74 | neu | Aldi | 8 638 | 49 |
| 75 | 94 | Avon | 8 631 | 20 |
| 76 | 84 | Zara | 8 609 | -1 |
| 77 | neu | O2 | 8 601 | 36 |
| 78 | 100 | Standard Chartered | 8 219 | 20 |
| 79 | neu | Red Bull | 8 154 | k.A. |
| 80 | neu | China Merchants Bank | 8 052 | 168 |
| 81 | 62 | Yahoo | 7 927 | -31 |
| 82 | * | Hermès | 7 862 | 13 |
| 83 | 75 | JP Morgan | 7 852 | -20 |
| 84 | 87 | Ariel | 7 777 | -8 |
| 85 | 82 | Tide | 7 512 | -8 |
| 86 | * | Gucci | 7 468 | 15 |
| 87 | 99 | Mastercard | 7 427 | 7 |
| 88 | 57 | Goldman Sachs | 7 415 | -38 |
| 89 | 56 | Starbucks | 7 260 | -40 |
| 90 | 93 | Barclays | 6 992 | -5 |
| 91 | 78 | State Farm | 6 922 | -27 |
| 92 | 63 | Morgan Stanley | 6 765 | -40 |
| 93 | 43 | ING ⁴⁾ | 6 743 | -55 |
| 94 | neu | KFC | 6 721 | 10 |
| 95 | 86 | Ikea | 6 713 | -21 |
| 96 | neu | Nivea | 6 572 | 24 |
| 97 | 90 | Esprit | 6 571 | -17 |
| 98 | neu | Bradesco | 6 565 | k.A. |
| 99 | 91 | TIM | 6 409 | -19 |
| 100 | neu | Lowe's | 6 394 | k.A. |

¹⁾ Coca-Cola einschließlich Diet Coke, Coke light and Coke zero; ²⁾ Pepsi, einschließlich Diet Pepsi; ³⁾ Budweiser einschließlich Bud Light; ⁴⁾ ING einschließlich ING-Versicherung; k.A. = keine Angaben möglich
 * Neu berechnet, um den zusätzlichen Dateninput abzubilden, die Positionsänderung ist daher nicht vergleichbar