



Best Global Brands

Rated the most influential benchmark study by CEOs

BEST GLOBAL BRANDS 2008

Each year the Best Global Brands generates increasing amounts of interest from companies and practitioners associated with brands.

We've enjoyed leading the discussion to help organizations understand and grow the value of their brands.

REPORT 2008

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PREVIOUS YEARS

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BEST GLOBAL BRANDS
























2008 rankings
















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2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
1	1		United States	Beverages	66,667	2%
2	3		United States	Computer Services	59,031	3%
3	2		United States	Computer Software	59,007	1%
4	4		United States	Diversified	53,086	3%
5	5		Finland	Consumer Electronics	35,942	7%
6	6		Japan	Automotive	34,050	6%
7	7		United States	Computer Hardware	31,261	1%
8	8		United States	Restaurants	31,049	6%
9	9		United States	Media	29,251	0%
10	20		United States	Internet Services	25,590	43%
11	10		Germany	Automotive	25,577	9%
12	12		United States	Computer Hardware	23,509	6%
13	13		Germany	Automotive	23,298	8%
14	16		United States	Personal Care	22,689	8%
15	15		United States	Financial Services	21,940	5%
16	17		France	Luxury	21,602	6%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
17	18		United States	Computer Services	21,306	12%
18	14		United States	Tobacco	21,300	0%
19	11		United States	Financial Services	20,174	-14%
20	19		Japan	Automotive	19,079	6%
21	21		Republic of Korea	Consumer Electronics	17,689	5%
22	New		Sweden	Apparel	13,840	New
23	27		United States	Computer Software	13,831	11%
24	33		United States	Computer Hardware	13,724	24%
25	25		Japan	Consumer Electronics	13,583	5%
26	26		United States	Beverages	13,249	3%
27	23		United Kingdom	Financial Services	13,143	-3%
28	24		Switzerland	Beverages	13,056	1%
29	29		United States	Sporting Goods	12,672	6%
30	28		United States	Transportation	12,621	5%
31	34		Germany	Computer Software	12,228	13%
32	31		United States	Computer Hardware	11,695	1%
33	30		United States	Alcohol	11,438	-2%
34	22		United States	Financial Services	11,399	-21%
35	38		Sweden	Home Furnishings	10,913	8%
36	36		Japan	Computer Hardware	10,876	3%
37	32		United States	Financial Services	10,773	-6%
38	35		United States	Financial Services	10,331	-3%
39	40		United States	Food	9,710	4%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
40	44		Japan	Consumer Electronics	8,772	13%
41	39		Switzerland	Financial Services	8,740	-11%
42	37	Morgan Stanley	United States	Financial Services	8,696	-16%
43	42		Netherlands	Diversified	8,325	8%
44	New		Canada	Media	8,313	New
45	46	GUCCI	Italy	Luxury	8,254	7%
46	48		United States	Internet Services	7,991	7%
47	50		United States	Computer Services	7,948	9%
48	43		Germany	Diversified	7,943	3%
49	41		United States	Automotive	7,896	-12%
50	45		United States	Automotive	7,609	-1%
51	51	L'ORÉAL	France	Personal Care	7,508	7%
52	52		United States	Media	7,193	4%
53	54		Germany	Automotive	7,047	8%
54	47	AIG	United States	Financial Services	7,022	-6%
55	49		France	Financial Services	7,001	-4%
56	53		United States	Food	6,646	2%
57	57		United States	Personal Care	6,437	7%
58	62	amazon.com	United States	Internet Services	6,434	19%
59	56		United States	Computer Hardware	6,393	6%
60	58		France	Luxury	6,355	9%
61	59		United States	Food	6,105	6%
62	64	ZARA	Spain	Apparel	5,955	15%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
63	63	 Nestlé	Switzerland	Food	5,592	5%
64	60	 KFC	United States	Restaurants	5,582	-2%
65	55	 YAHOO!	United States	Internet Services	5,496	-9%
66	67	 DANONE	France	Food	5,408	8%
67	68	 Audi	Germany	Automotive	5,407	11%
68	66	 CATERPILLAR	United States	Diversified	5,288	5%
69	65	 AVON	United States	Personal Care	5,264	3%
70	69	 adidas	Germany	Sporting Goods	5,072	6%
71	71	 ROLEX	Switzerland	Luxury	4,956	8%
72	72	 HYUNDAI	Republic of Korea	Automotive	4,846	9%
73	New	 BlackBerry	Canada	Consumer Electronics	4,802	New
74	70	 Kleenex	United States	Personal Care	4,636	1%
75	75	 Ferrari	Germany	Automotive	4,603	9%
76	73	 HERMÈS PARIS	France	Luxury	4,575	8%
77	61	 GAP	United States	Apparel	4,357	-20%
78	78	 Panasonic	Japan	Consumer Electronics	4,281	4%
79	83	 Cartier	Switzerland	Luxury	4,236	10%
80	79	 TIFFANY & CO.	United States	Luxury	4,208	5%
81	74	 Pizza Hut	United States	Restaurants	4,097	-4%
82	80	 Allianz	Germany	Financial Services	4,033	2%
83	85	 MOËT & CHANDON	France	Alcohol	3,951	6%
84	84	 bp	United Kingdom	Energy	3,911	3%
85	88	 Starbucks	United States	Restaurants	3,879	7%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
86	81	 ING	Netherlands	Financial Services	3,768	-3%
87	77	 MOTOROLA	United States	Consumer Electronics	3,721	-10%
88	89	 DURACELL	United States	Consumer Electronics	3,682	2%
89	91	 GUINNESS	United Kingdom	Alcohol	3,590	6%
90	92	 LEXUS	Japan	Automotive	3,588	7%
91	94	 PRADA	Italy	Luxury	3,585	9%
92	90	 JOHNSON & JOHNSON	United States	Personal Care	3,582	4%
93	New	 FERRARI	Italy	Automotive	3,527	New
94	New	 GIORGIO ARMANI	Italy	Luxury	3,526	New
95	87	 HENNESSY	France	Alcohol	3,513	-3%
96	New	 MARRIOTT	United States	Hospitality	3,502	New
97	93	 SHELL	Netherlands	Energy	3,471	4%
98	96	 NIVEA	Germany	Personal Care	3,401	9%
99	New	 FEDEX	United States	Transportation	3,359	New
100	New	 VISA	United States	Financial Services	3,338	New

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