

Posizione 2014	Posizione 2013	Brand	Settore	Stato	Valore del brand 2014 (milioni USD)	Brand Rating 2014	Variazione del valore del brand (%)	Variazione del valore del brand (milioni USD)	Valore del brand 2013 (milioni USD)	Brand Rating 2013
1	1	Apple	Technology	UNITED STATES	104.680	AAA	20%	17.376	87.304	AAA
2	2	Samsung	Conglomerate	SOUTH KOREA	78.752	AAA	34%	19.982	58.771	AAA
3	3	Google	Technology	UNITED STATES	68.620	AAA+	32%	16.488	52.132	AAA+
4	4	Microsoft	Technology	UNITED STATES	62.783	AAA	38%	17.248	45.535	AAA-
5	10	Verizon	Telecommunications	UNITED STATES	53.466	AAA-	74%	22.737	30.729	AA+
6	7	General Electric	Conglomerate	UNITED STATES	52.533	AA+	41%	15.372	37.161	AA
7	11	AT&T	Telecommunications	UNITED STATES	45.410	AA	49%	15.004	30.406	AA+
8	8	Amazon	Technology	UNITED STATES	45.147	AAA-	23%	8.359	36.788	AAA-
9	5	Walmart	Retail	UNITED STATES	44.779	AA+	6%	2.476	42.303	AA+
10	6	IBM	Technology	UNITED STATES	41.513	AA+	10%	3.793	37.721	AA+
11	15	Toyota	Automobiles	JAPAN	34.903	AAA-	34%	8.924	25.979	AA+
12	9	Coca Cola	Beverages	UNITED STATES	33.722	AAA+	-1%	(483)	34.205	AAA+
13	20	China Mobile	Telecommunications	HONG KONG	31.845	AA+	37%	8.549	23.296	AA
14	n/a	T	Telecommunications	GERMANY	30.607	AA	42%	9.064	21.543	AA+
15	14	Wells Fargo	Banks	UNITED STATES	30.242	AAA-	16%	4.198	26.044	AA+
16	13	Vodafone	Telecommunications	UNITED KINGDOM	29.612	AAA-	10%	2.603	27.009	AAA
17	21	BMW	Automobiles	GERMANY	28.962	AAA	25%	5.726	23.236	AAA
18	12	Shell	Oil&Gas	NETHERLANDS	28.575	AA+	-4%	(1.177)	29.752	AAA-
19	17	Volkswagen	Automobiles	GERMANY	27.062	AAA-	14%	3.396	23.666	AAA-
20	22	HSBC	Banks	UNITED KINGDOM	26.870	AAA	18%	4.005	22.865	AAA-
21	23	Bank of America	Banks	UNITED STATES	26.683	AA+	19%	4.285	22.397	AA+
22	32	Mitsubishi	Conglomerate	JAPAN	26.145	AA	33%	6.422	19.723	AA-
23	25	McDonald's	Restaurants	UNITED STATES	26.047	AAA-	20%	4.405	21.642	AAA-
24	24	Citi	Banks	UNITED STATES	24.518	AA+	13%	2.841	21.677	AA+
25	18	Home Depot	Retail	UNITED STATES	24.323	AA-	4%	899	23.423	AA-
26	28	Mercedes-Benz	Automobiles	GERMANY	24.171	AAA-	19%	3.873	20.298	AAA-
27	27	Walt Disney	Media	UNITED STATES	23.580	AAA+	15%	3.032	20.548	AAA
28	19	Chase	Banks	UNITED STATES	23.157	AA+	-1%	(251)	23.408	AAA-
29	26	Intel	Technology	UNITED STATES	22.940	AA	9%	1.802	21.139	AA+
30	31	ICBC	Banks	CHINA	22.803	AA+	15%	2.984	19.820	AA+
31	53	Honda	Automobiles	JAPAN	22.152	AA+	37%	6.038	16.114	AA+
32	42	Nissan	Automobiles	JAPAN	21.194	AA+	20%	3.548	17.646	AA+
33	35	American Express	Diversified Financial Services	UNITED STATES	21.116	AAA-	11%	2.112	19.004	AAA-
34	39	Tata	Conglomerate	INDIA	21.102	AA+	16%	2.933	18.169	AAA-
35	60	Nike	Apparel	UNITED STATES	20.821	AAA	39%	5.879	14.943	AAA
36	58	Cisco	Telecommunications	UNITED STATES	20.784	AAA	34%	5.315	15.468	AAA-
37	55	Oracle	Technology	UNITED STATES	20.635	AA	29%	4.588	16.047	AA-
38	75	Allianz	Insurance	GERMANY	20.425	AA+	61%	7.768	12.657	AA+
39	33	Siemens	Conglomerate	GERMANY	20.358	AA+	4%	711	19.647	AAA-
40	40	Nestlé	Food	SWITZERLAND	20.281	AAA	12%	2.205	18.075	AA+
41	34	Ford	Automobiles	UNITED STATES	20.236	AAA-	3%	613	19.623	AA+
42	37	BNP Paribas	Banks	FRANCE	20.206	AAA-	9%	1.633	18.573	AAA-
43	29	Santander	Banks	SPAIN	20.021	AAA-	0%	(98)	20.119	AAA-
44	52	Orange	Telecommunications	FRANCE	19.851	AA	21%	3.509	16.342	AA+
45	45	Mitsui	Conglomerate	JAPAN	19.838	AA	14%	2.480	17.358	AA
46	54	HP	Technology	UNITED STATES	19.824	AA-	23%	3.711	16.113	A+
47	36	Pepsi	Beverages	UNITED STATES	19.442	AAA-	4%	740	18.701	AAA-
48	49	UPS	Transportation	UNITED STATES	19.431	AA+	17%	2.859	16.572	AA
49	43	Chevron	Oil&Gas	UNITED STATES	19.171	AA+	8%	1.497	17.674	AA+
50	59	AXA	Insurance	FRANCE	19.115	AA	27%	4.084	15.031	AA