

La classifica dei marchi del calcio di maggior valore

Rank 2015	Rank 2014	Club	Country	Brand Value 2015 (US\$m)	Brand Rating 2015	Brand Value 2014 (US\$m)	Brand Rating 2014	Change (US\$m)	Change (%)
1	3	Manchester United FC	England	1206	AAA	739	AAA	467	63%
2	1	FC Bayern München	Germany	933	AAA	896	AAA	36	4%
3	2	Real Madrid CF	Spain	873	AAA+	768	AAA+	104	14%
4	5	Manchester City FC	England	800	AAA-	510	AAA-	290	57%
5	7	Chelsea FC	England	795	AAA	502	AAA-	293	58%
6	4	FC Barcelona	Spain	773	AAA+	622	AAA+	151	24%
7	6	Arsenal FC	England	703	AAA	505	AAA-	198	39%
8	8	Liverpool FC	England	577	AAA-	469	AAA-	108	23%
9	10	Paris Saint-Germain FC	France	541	AAA-	324	AAA-	217	67%
10	12	Tottenham Hotspur FC	England	360	AA+	248	AA+	111	45%
11	13	Juventus FC	Italy	350	AAA	247	AAA	103	42%
12	9	Borussia Dortmund	Germany	326	AAA-	327	AAA-	-1	0%
13	11	FC Schalke 04	Germany	302	AA+	313	AA+	-12	-4%
14	14	AC Milan	Italy	244	AAA-	236	AAA-	8	3%
15	20	Everton FC	England	228	AA	121	AA+	107	88%
16	24	West Ham United FC	England	209	AA	112	AA-	97	86%
17	New	AS Monaco	France	202	A+				
18	30	Southampton FC	England	183	AA	96	AA-	86	89%
19	17	Galatasaray AŞ	Turkey	177	AA+	141	AA+	36	26%
20	15	FC Internazionale Milano	Italy	160	AAA-	152	AA+	7	5%
21	23	Aston Villa FC	England	155	AA	115	AA	40	35%
22	27	Newcastle United FC	England	155	AA	102	AA	53	52%
23	19	Club Atlético de Madrid	Spain	151	AA+	126	AAA-	24	19%
24	21	SSC Napoli	Italy	147	AA+	121	AA+	27	22%
25	16	AFC Ajax	Netherlands	145	AA+	149	AA+	-4	-3%
26	41	Stoke City FC	England	140	AA-	75	AA-	65	87%
27	New	Swansea City	Wales	135	A				
28	22	Bayer 04 Leverkusen	Germany	135	AA	116	AA	19	16%

Rank 2015	Rank 2014	Club	Country	Brand Value 2015 (US\$m)	Brand Rating 2015	Brand Value 2015 (US\$m)	Brand Rating 2014	Change (US\$m)	Change (%)
29	32	Sunderland AFC	England	134	AA	93	AA-	40	43%
30	New	Crystal Palace	England	133	A				
31	33	Olympique de Marseille	France	129	AA	91	AA	38	41%
32	28	VfB Stuttgart	Germany	121	AA-	102	AA	19	19%
33	35	Fenerbahçe SK	Turkey	120	AA	87	AA	33	38%
34	38	Celtic FC	Scotland	120	AA	84	AA+	36	43%
35	26	AS Roma	Italy	117	AA+	108	AA+	9	8%
36	34	VfL Wolfsburg	Germany	116	AA	91	AA	25	27%
37	42	West Bromwich Albion FC	England	115	AA	74	AA-	42	57%
38	25	Olympique Lyonnais	France	111	AA	110	AA	1	1%
39	29	Valencia CF	Spain	107	AA	99	AA	8	8%
40	39	SL Benfica	Portugal	103	AA+	83	AA+	20	24%
41	18	Hamburger SV	Germany	103	AA	138	AA	-35	-25%
42	New	Leicester City	England	102	A				
43	48	São Paulo FC	Brazil	95	AA	54	A	40	74%
44	31	SV Werder Bremen	Germany	88	AA-	94	AA	-6	-6%
45	New	Borussia Mönchengladbach	Germany	86	A+				
46	45	PSV Eindhoven	Netherlands	86	AA	59	AA+	27	46%
47	40	Sevilla FC	Spain	81	AA	77	AA	4	5%
48	36	SC Corinthians Paulista	Brazil	79	AA	87	A	-8	-9%
49	44	SS Lazio SpA	Italy	78	AA	62	AA	16	27%
50	New	ACF Fiorentina	Italy	76	AA	0	AA	76	