# BRANDZ TOP 50 MOST VALUABLE GERMAN BRANDS 2020

**New on the Scene**
- #35 Aeiümann
  - #50 Knorr
  - #50 Schuh

**The Top Innovators**
- #1 Adidas
  - #2 Puma
  - #3 Otto
  - #4 Lenovo
  - #5 Bosch

**Top 10 Risers**
- Apparel: #2, +19%
- Personal Care: #4, +12%
- Retail: #5, +10%
- Home Care: #6, +9%
- Telecom Providers: #8, +9%
- Retail: #10, +7%

**The Top 10 Most Valuable German Brands 2020**
- #1 SAP
  - #2 T-Mobile
  - #3 Daimler
  - #4 Bosch
  - #5 adidas

**Category Changes**
- Cars: -7%
- Apparel: +18%
- Banks: -36%
- Technology: +0%
- Utilities: +2%
- Telecom Providers: +5%
- Retail: +9%
- Conglomerate: +10%
- Logistics: +11%

**Total Value of the Top 50**
- $335,996 MIL.

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