Top 10 Risers

$ = Brand Value US $Mil. % = Brand Value Change 2019 vs. 2018

- **Entertainment**: 8 brands, $141,668, +125%
- **Payments**: 4 brands, $133,493, +46%
- **Apparel**: 1 brand, $47,069, +37%
- **Retail**: 11 brands, $24,936, +17%
- **Insurance**: 3 brands, $1,391,242, +16%
- **Technology**: 20 brands, $131,242, +16%
- **Hotels**: 2 brands, $19,133, +12%
- **Logistics**: 2 brands, $181,649, +7%
- **Fast Food**: 8 brands, $129,497, +5%
- **Banks**: 9 brands, $174,500, +3%
- **Personal Care**: 4 brands, $145,285, +1%
- **Food & Dairy**: 1 brand, $18,220, 0%

Newcomers

- **Oil & Gas**: 2 brands, $26,607, 0%
- **Airlines**: 4 brands, $34,972, -1%
- **Cars**: 2 brands, $20,931, -1%
- **Telecom Providers**: 8 brands, $326,119, -3%
- **Home Care**: 1 brand, $7,356, -7%
- **Beer**: 1 brand, $25,426, -9%
- **Soft Drinks**: 2 brands, $87,823, -16%
- **Tobacco**: 4 brands, $97,966, -17%
- **Conglomerate**: 1 brand, $32,218, -31%
- **Baby Care**: 1 brand, $18,691, -35%
- **Transport**: 1 brand, $21,118, NEW

The Top 10 US Brands of 2019

Five of the Top 10 are in the Technology category. Two are in Payments, one in Fast Food, one in Telecom Providers and one in Retail. Brand Values are in US$ Mil.

- **Amazon**: $316,071
- **Google**: $313,271
- **McDonald’s**: $279,331
- **AT&T**: $179,331
- **IBM**: $163,891
- **VISA**: $161,145
- **PayPal**: $124,939
- **Netflix**: $106,426
- **T-Mobile**: $95,330
- **Disney**: $91,910

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Top 10 Brand Contribution

This is the measure of the influence of brand alone on financial value of a brand. It is a key driver of business growth and is measured on a scale of 1 to 5, with 5 being the highest.

- **Pampers**: 5
- **Coca-Cola**: 5
- **PayPal**: 5
- **FedEx**: 5
- **Gillette**: 5
- **Disney**: 5
- **HBO**: 5
- **Clinique**: 5
- **Estée Lauder**: 5
- **Couture**: 5

Top 10 Brand Contribution

- **Pampers**: $21,118
- **Coca-Cola**: $18,272
- **Amazon**: $15,329
- **Netflix**: $11,958
- **UBER**: $10,215
- **Dell Technologies**: $9,320
- **Xbox**: $7,911
- **Newport**: $7,391
- **FOX**: $7,391
- **Columbia**: $7,376

Analysis by Category

A total of 23 categories make up the US Top 100 Brands.

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