KANTAR BRANDZ

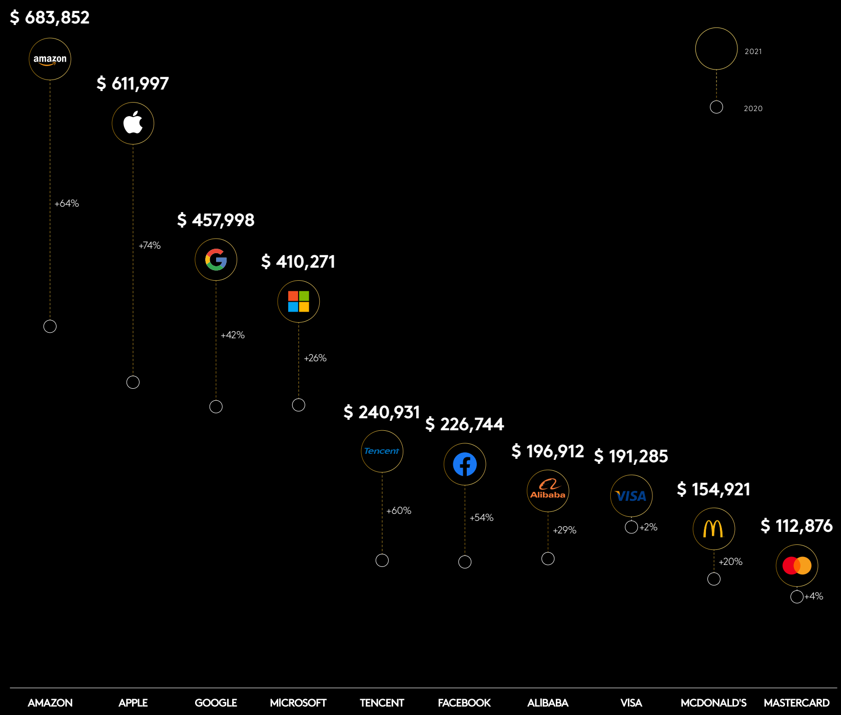
2021 MOST VALUABLE GLOBAL BRANDS

In the midst of unprecedented disruption the Kantar BrandZ Most Valuable Global Brands have grown by an incredible 42%. Increasing in value by $2.1 trillion with a growth rate that is 4.5 times the average growth rate for the Global Top 100 over the past 15 years.

Explore the data below or visit kantar.com/brandz.

THE TOP 10

BRAND VALUE US$ MIL.



THE TOP 100 MOST VALUABLE GLOBAL BRANDS

BRAND VALUE US$ MIL.

1 **AMAZON**
$683,852

2 **APPLE**
$611,997

3 **GOOGLE**
$457,998

4 **MICROSOFT**
$410,271

TOP 10 RISERS

#1 TESLA

+275%

BRAND VALUE CHANGE 2021 VS 2020

$ 42,606

BRAND VALUE US$ MIL.

CARS

CATEGORY

5	**TENCENT**	$240,931
6	**FACEBOOK**	$226,744
7	**ALIBABA**	$196,912
8	**VISA**	$191,285
9	**MCDONALD'S**	$154,921
10	**MASTERCARD**	$112,876
11	**MOUTAI**	$109,330
12	**NVIDIA**	$104,763
13	**VERIZON**	$101,943
14	**AT&T**	$100,654
15	**IBM**	$91,337
16	**COCA-COLA**	$87,604
17	**NIKE**	$83,709
18	**INSTAGRAM**	$82,904
19	**PAYPAL**	$80,615
20	**ADOBE**	$78,524
21	**LOUIS VUITTON**	$75,730
22	**UPS**	$73,017
23	**INTEL**	$71,937
24	**NETFLIX**	$71,126
25	**THE HOME DEPOT**	$70,522
26	**SAP**	$69,242
27	**ACCENTURE**	$64,734
28	**ORACLE**	$60,837
29	**STARBUCKS**	$60,267
30	**WALMART**	$59,522
31	**XFINITY**	$58,996
32	**MARLBORO**	$57,007
33	**DISNEY**	$55,217
34	**MEITUAN**	

#2	TikTok	**+158%**	**$ 43,516**	MEDIA AND ENTERTAINMENT
#3	Pinduoduo	**+131%**	**$ 21,732**	RETAIL
#4	美团 Meituan	**+119%**	**$ 52,365**	LIFESTYLE PLATFORM
#5	MOUTAI	**+103%**	**$ 109,330**	ALCOHOL
#6		**+100%**	**$ 82,904**	MEDIA AND ENTERTAINMENT
#7	ユニクロ UNI QLO	**+88%**	**$ 15,443**	APPAREL
#8	lululemon	**+85%**	**$ 17,893**	APPAREL
#9	CHIPOTLE MEXICAN GRILL	**+82%**	**$ 11,996**	FAST FOOD
#10	JD.COM	**+75%**	**$ 44,516**	RETAIL

NEWCOMERS

$52,365

35	**TEXAS INSTRUMENTS**	$49,235
36	**SALESFORCE**	$48,982
37	**QUALCOMM**	$48,357
38	**SPECTRUM**	$47,279
39	**YOUTUBE**	$47,103
40	**CHANEL**	$47,054
41	**CISCO**	$46,822
42	**SAMSUNG**	$46,765
43	**HERMÈS**	$46,371
44	**JD**	$44,516
45	**TIKTOK**	$43,516
46	**DEUTSCHE TELEKOM**	$43,084
47	**TESLA**	$42,606
48	**L'ORÉAL PARIS**	$38,309
49	**PING AN**	$38,054
50	**HUAWEI**	$38,021
51	**ICBC**	$37,765
52	**ZOOM**	$36,927
53	**INTUIT**	$35,869
54	**LINKEDIN**	$35,523
55	**COSTCO**	$35,137
56	**GUCCI**	$33,838
57	**AMD**	$32,916
58	**TATA CONSULTANCY SERVICES**	$31,275
59	**XBOX**	$30,398
60	**VODAFONE**	$29,735

NVIDIA	**#12**	**$ 104,763 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
Texas Instruments	**#35**	**$ 49,235 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
Qualcomm	**#37**	**$ 48,357 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
TESLA	**#47**	**$ 42,606 m**	CARS	US
zoom	**#52**	**$ 36,927 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
intuit	**#53**	**$ 35,869 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
AMD	**#57**	**$ 32,916 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US
tcs TATA CONSULTANCY SERVICES	**#58**	**$ 31,275 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	INDIA
Pinduoduo	**#81**	**$ 21,732 m**	RETAIL	CHINA
	#82	**$ 21,608 m**	MEDIA AND ENTERTAINMENT	US
AUTODESK	**#89**	**$ 20,451 m**	BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	US

61	**AMERICAN EXPRESS**	$28,578
62	**WELLS FARGO**	$27,995
63	**RBC**	$27,607
64	**TOYOTA**	$26,974
65	**HAIER**	$26,422
66	**HDFC BANK**	$26,369
67	**MERCEDES-BENZ**	$25,835
68	**CHINA MOBILE**	$25,821
69	**BUDWEISER**	$25,547
70	**XIAOMI**	$24,885
71	**BMW**	$24,821
72	**DELL TECHNOLOGIES**	$24,781
73	**LIC**	$24,142
74	**J.P. MORGAN**	$24,105
75	**SIEMENS**	$23,640
76	**FEDEX**	$23,592
77	**BAIDU**	$23,358
78	**UBER**	$22,411
79	**ADIDAS**	$22,344
80	**CHASE**	$21,830
81	**PINDUODUO**	$21,732
82	**SNAPCHAT**	$21,608
83	**ZARA**	$21,382
84	**IKEA**	$21,021
85	**UNITEDHEALTHCARE**	

贝壳	**#96** $ 19,493 m	REAL ESTATE AGENTS	CHINA
Spotify	**#99** $ 19,279 m	MEDIA AND ENTERTAINMENT	SWEDEN

CATEGORY COMPOSITION

BRAND VALUE US$ MIL.

APPAREL	**$180,110**	+53%
ALCOHOL	**$245,303**	NEW
BANKS	**$330,536**	NEW
BUSINESS SOLUTIONS AND TECHNOLOGY PROVIDERS	**$1,250,752**	NEW
CARS	**$172,416**	+33%
CONSUMER TECHNOLOGY	**$752,067**	NEW
FAST FOOD	**$300,086**	+20%
FOOD AND BEVERAGES	**$255,929**	NEW
LUXURY	**$236,887**	+34%

		$20,867
86	**LOWE'S**	$20,672
87	**AIA**	$20,599
88	**NTT**	$20,477
89	**AUTODESK**	$20,451
90	**TD**	$20,208
91	**ORANGE**	$20,200
92	**DHL**	$20,138
93	**DIDI CHUXING**	$20,041
94	**CHINA CONSTRUCTION BANK**	$19,776
95	**PAMPERS**	$19,619
96	**KE**	$19,493
97	**COMMONWEALTH BANK**	$19,468
98	**BANK OF AMERICA**	$19,315
99	**SPOTIFY**	$19,279
100	**COLGATE**	$18,894

MEDIA AND ENTERTAINMENT	**$1,284,420**	NEW
PERSONAL CARE	**$176,871**	+33%
RETAIL	**$1,288,395**	+48%
TELECOM PROVIDERS	**$465,073**	+5%

TOTAL VALUE OF THE TOP 100:

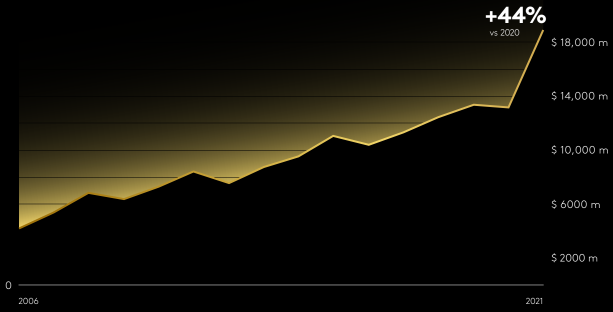
$7,071 BILLION

YEAR-ON-YEAR CHANGE:

+42%

THRESHOLD FOR ENTRY TO TOP 100

BRAND VALUE US$ MIL.



DOWNLOAD THE FULL REPORT

www.kantar.com/brandz

KANTAR BRANDZ

© Kantar 2021