

# 2026 MOST VALUABLE GLOBAL BRANDS

Rank	Brand	Brand Value (US\$M)	% Brand Value change vs 2025	Category	Rank change	Market of origin
1	GOOGLE	1,484,895	57%	Media and Entertainment	1	US
2	APPLE	1,380,294	6%	Consumer Technology and Services Platforms	-1	US
3	MICROSOFT	1,111,788	26%	Business Technology and Services Platforms	0	US
4	AMAZON <sup>1</sup>	1,022,820	18%	Retail	0	US
5	NVIDIA	814,906	60%	Business Technology and Services Platforms	0	US
6	FACEBOOK	366,624	22%	Media and Entertainment	0	US
7	INSTAGRAM	286,158	25%	Media and Entertainment	0	US
8	TENCENT <sup>2</sup>	251,551	45%	Media and Entertainment	3	China
9	ORACLE	235,838	10%	Business Technology and Services Platforms	0	US
10	MCDONALD'S	235,095	6%	Fast Food	-2	US
11	VISA	228,570	7%	Financial Services	-1	US
12	MASTERCARD	184,721	10%	Financial Services	0	US
13	WALMART	176,706	48%	Retail	2	US
14	YOUTUBE	168,547	89%	Media and Entertainment	12	US
15	CHATGPT	167,765	285%	Consumer Technology and Services Platforms	45	US
16	IBM	150,760	20%	Business Technology and Services Platforms	-3	US
17	NETFLIX	139,422	21%	Media and Entertainment	-1	US
18	TELEKOM/T-MOBILE	124,636	18%	Telecom Providers	1	Germany
19	ALIBABA <sup>3</sup>	122,266	51%	Retail	10	China
20	COCA-COLA <sup>4</sup>	121,324	1%	Food and Beverages	-6	US
21	COSTCO	114,288	13%	Retail	0	US
22	HERMÈS	113,136	3%	Luxury	-4	France
23	TESLA	112,097	30%	Automotive	5	US
24	AT&T	107,032	23%	Telecom Providers	3	US
25	TIKTOK	98,436	30%	Media and Entertainment	7	China

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26	SAP	98,183	6%	Business Technology and Services Platforms	-3	Germany
27	CLAUDE	96,577	N/A	Business Technology and Services Platforms	N/A	US
28	AMD	91,089	61%	Business Technology and Services Platforms	19	US
29	VERIZON	90,494	0%	Telecom Providers	-5	US
30	CISCO	90,483	33%	Business Technology and Services Platforms	6	US
31	THE HOME DEPOT	87,634	-2%	Retail	-6	US
32	LOUIS VUITTON	87,532	-22%	Luxury	-15	France
33	VMWARE	84,311	79%	Business Technology and Services Platforms	22	US
34	ARAMCO	82,917	-11%	Energy	-12	Saudi Arabia
35	AMERICAN EXPRESS	80,316	22%	Financial Services	2	US
36	J.P. MORGAN	76,651	51%	Financial Services	13	US
37	LINKEDIN	76,485	0%	Media and Entertainment	-6	US
38	MOUTAI	73,630	-1%	Alcohol	-5	China
39	MARLBORO	73,336	14%	Tobacco	1	US
40	INTEL	69,108	85%	Business Technology and Services Platforms	24	US
41	HUAWEI	68,156	5%	Consumer Technology and Services Platforms	-2	China
42	STARBUCKS	66,210	-5%	Fast Food	-8	US
43	CHASE	63,078	31%	Financial Services	10	US
44	SIEMENS <sup>5</sup>	61,126	68%	Business Technology and Services Platforms	23	Germany
45	UBER	58,186	32%	Consumer Technology and Services Platforms	12	US
46	SALESFORCE	56,110	-19%	Business Technology and Services Platforms	-11	US
47	INTUIT	55,516	-6%	Business Technology and Services Platforms	-3	US
48	ADP	55,505	-3%	Business Technology and Services Platforms	-2	US
49	MERCADO LIBRE <sup>6</sup>	54,998	10%	Retail	1	Argentina
50	TEXAS INSTRUMENTS	54,924	-8%	Business Technology and Services Platforms	-7	US

1. Amazon Brand Value includes Amazon Music, Amazon Prime Video, Amazon Web Services. 2. Tencent Brand Value includes QQ, WeChat, Tencent Music, WeSing, WeChat Pay, WeBank, v.qq.com, Tencent Cloud. 3. Alibaba Brand Value includes Alibaba Cloud, Ant Financial, AliExpress, AliHealth, Taobao, Tmall. 4. Coca-Cola Brand Value includes Lights and Diets. 5. Technology Conglomerate. 6. Mercado Libre Brand Value includes Mercado Pago. Source: Kantar/Kantar BrandZ (including data from S&P Capital IQ and Euromonitor).

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51	CHANEL	53,127	-15%	Luxury	-9	France
52	DISNEY	52,968	9%	Media and Entertainment	0	US
53	HAIER	52,949	11%	IoT Ecosystem	1	China
54	WELLS FARGO	52,904	20%	Financial Services	4	US
55	RBC	51,480	17%	Financial Services	4	Canada
56	SNAPDRAGON	51,053	-22%	Business Technology and Services Platforms	-18	US
57	ICBC	50,513	49%	Financial Services	15	China
58	ADOBE	50,511	-37%	Business Technology and Services Platforms	-28	US
59	CHINA MOBILE	50,315	22%	Telecom Providers	3	China
60	SERVICENOW	49,457	-21%	Business Technology and Services Platforms	-19	US
61	SAMSUNG	48,736	67%	Consumer Technology and Services Platforms	17	South Korea
62	AIRTEL	47,628	28%	Telecom Providers	4	India
63	HDFC BANK	47,507	6%	Financial Services	-7	India
64	ACCENTURE	45,240	-56%	Business Technology and Services Platforms	-44	US
65	UPS	45,234	-18%	Logistics	-17	US
66	ZARA	44,088	18%	Apparel	-1	Spain
67	XBOX	43,972	2%	Consumer Technology and Services Platforms	-6	US
68	COMMBANK	43,306	35%	Financial Services	6	Australia
69	NIKE	41,188	-17%	Apparel	-18	US
70	STRIPE	40,187	54%	Financial Services	15	US
71	PING AN	37,219	41%	Financial Services	13	China
72	DELL TECHNOLOGIES	37,124	5%	Business Technology and Services Platforms	-3	US
73	L'ORÉAL PARIS	36,854	5%	Personal Care	-2	France
74	IQOS	36,634	N/A	Tobacco	N/A	Japan
75	MORGAN STANLEY	36,509	47%	Financial Services	15	US

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76	AGRICULTURAL BANK OF CHINA	36,332	54%	Financial Services	17	China
77	BANK OF AMERICA	35,942	31%	Financial Services	4	US
78	SPOTIFY	34,930	18%	Media and Entertainment	-2	Sweden
79	SPECTRUM	34,904	-13%	Telecom Providers	-16	US
80	BOOKING.COM	33,389	33%	Consumer Technology and Services Platforms	9	Netherlands
81	XIAOMI	32,502	48%	Consumer Technology and Services Platforms	15	China
82	TATA CONSULTANCY SERVICES	32,416	-43%	Business Technology and Services Platforms	-37	India
83	KFC	32,180	20%	Fast Food	0	US
84	TOYOTA	31,772	8%	Automotive	-7	Japan
85	CHINA CONSTRUCTION BANK	30,302	N/A	Financial Services	N/A	China
86	LOWE'S	30,094	-2%	Retail	-11	US
87	CHINA LIFE	29,762	N/A	Financial Services	N/A	China
88	XFINITY	29,580	-18%	Telecom Providers	-20	US
89	HSBC	29,558	N/A	Financial Services	N/A	UK
90	SONY	28,897	21%	Consumer Technology and Services Platforms	2	Japan
91	EXXONMOBIL	28,097	10%	Energy	-3	US
92	HILTON	28,036	22%	Travel Services	3	US
93	ALDI	27,702	18%	Retail	1	Germany
94	UNIQLO	27,284	26%	Apparel	3	Japan
95	TD	27,065	N/A	Financial Services	N/A	Canada
96	DOORDASH	26,533	27%	Consumer Technology and Services Platforms	3	US
97	UNITEDHEALTHCARE	26,419	-25%	Financial Services	-27	US
98	CHARLES SCHWAB	26,083	N/A	Financial Services	N/A	US
99	FEDEX	25,739	7%	Logistics	-8	US
100	BCA	25,663	-11%	Financial Services	-21	Indonesia

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