

2025 MOST VALUABLE GLOBAL BRANDS

BRAND		BRAND VALUE (US\$M)		BRAND		BRAND VALUE (US\$M)	
1	APPLE	1,299,655		51	NIKE	49,444	
2	GOOGLE	944,137		52	DISNEY	48,665	
3	MICROSOFT	884,816		53	CHASE	48,117	
4	AMAZON	866,118		54	HAIER	47,578	
5	NVIDIA	509,442		55	VMWARE	47,076	
6	FACEBOOK	300,662		56	HDFC BANK	44,959	
7	INSTAGRAM	228,947		57	UBER	44,197	
8	MCDONALD'S	221,079		58	WELLS FARGO	44,196	
9	ORACLE	215,354		59	RBC	44,179	
10	VISA	213,348		60	CHATGPT	43,562	
11	TENCENT	174,005		61	XBOX	43,047	
12	MASTERCARD	167,882		62	CHINA MOBILE	41,299	
13	IBM	125,973		63	SPECTRUM	40,037	
14	COCA-COLA	119,979		64	INTEL	37,390	
15	WALMART	119,580		65	ZARA	37,246	
16	NETFLIX	115,271		66	AIRTEL	37,094	
17	LOUIS VUITTON	111,938		67	SIEMENS	36,390	
18	HERMÈS	109,421		68	XFINITY	36,069	
19	TELEKOM/T-MOBILE	105,717		69	DELL TECHNOLOGIES	35,446	
20	ACCENTURE	103,810		70	UNITEDHEALTHCARE	35,238	
21	COSTCO	100,809		71	L'ORÉAL PARIS	35,090	
22	ARAMCO	93,554		72	ICBC	33,915	
23	SAP	92,347		73	INFOSYS	33,096	
24	VERIZON	90,490		74	COMMBANK	32,093	
25	THE HOME DEPOT	89,230		75	LOWE'S	30,859	
26	YOUTUBE	89,110		76	SPOTIFY	29,687	
27	AT&T	86,878		77	TOYOTA	29,329	
28	TESLA	86,043		78	SAMSUNG	29,253	
29	ALIBABA	81,208		79	BCA	28,749	
30	ADOBE	80,759		80	MEITUAN	27,925	
31	LINKEDIN	76,636		81	BANK OF AMERICA	27,524	
32	TIKTOK	75,669		82	PAYPAL	27,228	
33	MOUTAI	74,446		83	KFC	26,875	
34	STARBUCKS	69,732		84	PING AN	26,326	
35	SALESFORCE	69,503		85	STRIPE	26,127	
36	CISCO	68,268		86	CHIPOTLE	26,125	
37	AMERICAN EXPRESS	65,886		87	IKEA	25,673	
38	SNAPDRAGON	65,632		88	EXXONMOBIL	25,544	
39	HUAWEI	64,657		89	BOOKING.COM	25,060	
40	MARLBORO	64,101		90	MORGAN STANLEY	24,784	
41	SERVICENOW	62,481		91	FEDEX	23,978	
42	CHANEL	62,292		92	SONY	23,858	
43	TEXAS INSTRUMENTS	59,863		93	AGRICULTURAL BANK OF CHINA	23,550	
44	INTUIT	59,009		94	ALDI	23,386	
45	TATA CONSULTANCY SERVICES	57,333		95	HILTON	23,000	
46	ADP	56,969		96	XIAOMI	21,917	
47	AMD	56,629		97	UNIQLO	21,599	
48	UPS	55,007		98	ADIDAS	21,067	
49	J.P. MORGAN	50,697		99	DOORDASH	20,880	
50	MERCADO LIBRE	49,846		100	MERCEDES-BENZ	20,815	

