

BEST GLOBAL BRANDS 2010

[Top 100 Brands](#)

[Methodology](#)

[Brand Leader Conversations](#)



SIGN UP FOR UPDATES



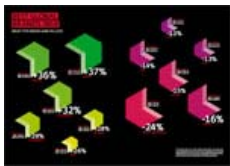
Read online:
Full Report

Downloads:
Report (US format)
Report (UK format)
Top 100 Poster

CHARTS & GRAPHS

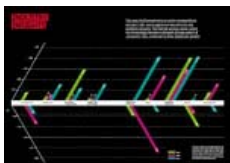
TOP RISERS & FALLERS

See which brands experienced the biggest change in brand value in 2010.



INDUSTRY INSIGHTS

Find out which sectors performed best from 2008 to 2010.



PREVIOUS YEARS

- [2010 ranking](#)
- [2009 ranking](#)
- [2008 ranking](#)
- [2007 ranking](#)
- [2006 ranking](#)
- [2005 ranking](#)
- [2004 ranking](#)
- [2003 ranking](#)

BEST GLOBAL BRANDS

2010 RANKINGS

[Print](#)

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%

9/16/2010

Best Global Brands Ranking for 2010

2002 ranking
2001 ranking

BGB BADGE

Are you a Best Global Brand? Contact [Lisa Kline](#) for the BGB badge and guidelines for usage.



PRESS & MEDIA

[Lisa Kline](#)
+1 212 798 7646

[Lindsay Beltzer](#)
+1 212 798 7786

	24	22		United States	Financial Services	13,944	-7%
	25	26		United States	Sporting Goods	13,706	4%
	26	27		Germany	Business Services	12,756	5%
	27	25		Switzerland	Beverages	12,753	-4%
	28	28		Sweden	Home Furnishings	12,487	4%
	29	37		United States	Financial Services	12,314	29%
	30	30		United States	Alcohol	12,252	4%
	31	31		United States	Transportation	11,826	2%
	32	32		United Kingdom	Financial Services	11,561	10%
	33	33		Japan	Electronics	11,485	10%
	34	29		Japan	Electronics	11,356	-5%
	35	34		United States	FMCG	11,041	6%
	36	43		United States	Internet Services	9,665	23%
	37	38		United States	Financial Services	9,372	1%
	38	39		Japan	Electronics	8,990	-2%
	39	40		Canada	Media	8,976	6%
	40	36		United States	Financial Services	8,887	-13%
	41	35		United States	Electronics	8,880	-14%
	42	42		Netherlands	Electronics	8,696	7%
	43	46		United States	Internet Services	8,453	15%
	44	41		Italy	Luxury	8,346	2%
	45	44		France	FMCG	7,981	3%
	46	48		United States	FMCG	7,534	4%
	47	45		United States	Business Services	7,481	-3%
	48	50		Spain	Apparel	7,468	10%
	49	47		Germany	Diversified	7,315	0%
	50	49		United States	Automotive	7,195	3%
	51	52		United States	FMCG	6,919	6%
	52	57		United States	Financial Services	6,911	8%
	53	55		Germany	Automotive	6,892	6%
	54	63		Canada	Electronics	6,762	32%

Best Global Brands Ranking for 2010

	55	54		United States	Media	6,719	3%
	56	53		France	Financial Services	6,694	3%
	57	58		Switzerland	FMCG	6,548	4%
	58	60		France	FMCG	6,363	7%
	59	56		United States	Electronics	6,109	-5%
	60	61		United States	Restaurants	5,844	2%
	61	N/A		United States	Beverages	5,777	0%
	62	62		Germany	Sporting Goods	5,495	2%
	63	65		Germany	Automotive	5,461	9%
	64	67		United States	FMCG	5,072	3%
	65	69		South Korea	Automotive	5,033	9%
	66	64		United States	Internet Services	4,958	-3%
	67	81		Germany	Financial Services	4,904	28%
	68	N/A		Spain	Financial Services	4,846	0%
	69	70		France	Luxury	4,782	4%
	70	66		United States	Diversified	4,704	-6%
	71	71		United States	FMCG	4,536	3%
	72	74		Germany	Automotive	4,404	4%
	73	75		Japan	Electronics	4,351	3%
	74	N/A		United Kingdom	Financial Services	4,218	0%
	75	80		United States	FMCG	4,155	8%
	76	76		United States	Luxury	4,127	3%
	77	77		France	Luxury	4,052	2%
	78	N/A		United States	Alcohol	4,036	0%
	79	82		France	Alcohol	4,021	7%
	80	N/A		Switzerland	Financial Services	4,010	0%
	81	92		Netherlands	Energy	4,003	24%
	82	94		United States	Financial Services	3,998	26%
	83	79		United States	Restaurants	3,973	2%
	84	78		United States	Apparel	3,961	1%

Best Global Brands Ranking for 2010

	85	N/A		Mexico	Alcohol	3,847	0%
	86	72		Switzerland	Financial Services	3,812	-13%
	87	86		Germany	FMCG	3,734	5%
	88	95		United States	Computer Software	3,626	15%
	89	84		United Kingdom	Alcohol	3,624	-2%
	90	N/A		France	Diversified	3,586	0%
	91	88		Italy	Automotive	3,562	1%
	92	N/A		United Kingdom	Alcohol	3,557	0%
	93	N/A		Netherlands	Alcohol	3,516	0%
	94	N/A		Switzerland	Financial Services	3,496	0%
	95	89		Italy	Luxury	3,443	4%
	96	91		France	FMCG	3,403	5%
	97	90		United States	Restaurants	3,339	2%
	98	73		United States	Automotive	3,281	-24%
	99	100		United States	FMCG	3,241	5%
	100	98		United Kingdom	Luxury	3,110	0%

ABOUT US
 Interbrand
 Interbrand Companies
 InterbrandHealth
 Interbrand Design
 Forum
 BrandWizard
 Interbrand Foundation

OUR WORK
 By Client
 By Discipline
 Analytics
 Brand Strategy
 Brand Valuation
 Corporate Design
 Digital Strategy
 Digital Brand
 Management
 Health
 Internal Brand
 Engagement
 Naming
 Packaging Design
 Retail
 Verbal Identity

KNOWLEDGE
 Branding Studies
 Papers & Articles
 Blog
 Books
 Brandchannel

BEST GLOBAL BRANDS
 2010 Report
 Previous Years
 Methodology

NEWS ROOM
 Press Releases
 In the News
 Awards & Recognition

OFFICES
 Our Local Offices
 Contact Form

**SIGN UP
 FOR UPDATES**

Take me to the form