

## Interbrand Rankings 2015

<i>Rang</i>	<i>Brand</i>	<i>Land</i>	<i>Branche</i>	<i>Bewertung In Mio \$</i>	<i>Rangveränderung zum Vorjahr</i>
1	apple	us	tech	170.276	43
2	google	us	tech	120.314	12
3	coca cola	us	bev	78.423	-4
4	microsoft	us	tech	67.670	11
5	ibm	us	bus serv	65.095	-10
6	toyota	jap	auto	49.048	16
7	samsung	south cor	tech	45.297	0
8	GE	us	divers	42.267	-7
9	mc donalds	us	rest	39.809	-6
10	amazon	us	retail	37.948	29
11	bmw	ger	auto	37.212	9
12	mercedes	ger	auto	36.711	7
13	disney	us	media	36.514	13
14	intel	us	tech	35.415	4
15	cisco	us	tech	29.854	-3
16	oracle	us	tech	27.283	5
17	nike	us	sport	23.070	16
18	hp	us	tech	23.056	-3
19	honda	jap	auto	22.975	6
20	louis vuitton	france	lux	22.250	-1
21	h&m	sweden	app	22.222	5
22	gilettte	us	fmcg	22.218	-3
23	facebook	us	tech	22.029	54
24	pepsi	us	bev	19.622	3
25	american express	us	finance	18.922	-3
26	sap	ger	tech	18.768	8
27	ikea	sweden	retail	16.541	4
28	pampers	us	fmcg	15.267	8
29	ups	us	transp	14.723	2
30	zara	spain	app	14.031	16
31	budweiser	us	alc	13.943	7
32	ebay	us	retail	13.940	-3
33	j.p.morgan	us	finance	13.749	10
34	kellogg's	us	fmcg	12.637	-6
35	vw	ger	auto	12.545	-9
36	nescafé	swiss	bev	12.257	7
37	hsbc	us	finance	11.656	-11
38	ford	us	auto	11.578	6
39	hyundai	south cor	auto	11.293	8
40	canon	jap	electronics	11.278	-4
41	hermes	france	lux	10.944	22
42	accenture	us	bus serv	10.800	9

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43	l'oreal	france	fmcg	10.798	6
44	audi	ger	auto	10.328	5
45	citi	us	finance	9.784	12
46	goldman sachs	us	finance	9.526	9
47	philips	netherlands	electronics	9.400	-8
48	axa	france	finance	9.254	14
49	nissan	jap	auto	9.082	19
50	gucci	italy	lux	8.882	-14
51	danone	france	fmcg	8.632	5
52	nestlé	swiss	fmcg	8.588	7
53	siemens	ger	divers	8.553	-1
54	allianz	ger	finance	8.498	10
55	colgate	us	fmcg	8.464	3
56	porsche	ger	auto	8.055	12
57	cartier	france	lux	7.924	6
58	sony	jap	electronics	7.702	-5
59	3m	us	divers	7.342	17
60	morgan stanley	us	finance	7.083	12
61	visa	us	finance	6.870	15
62	adidas	ger	sport	6.811	-8
63	thomson reuters	can	media	6.583	-12
64	disney	us	media	6.509	2
65	panasonic	jap	electronics	6.436	2
66	tiffany & Co	us	lux	6.306	6
67	starbucks	us	rest	6.266	16
68	adobe	us	tech	6.257	17
69	prada	italy	lux	6.222	4
70	santander	spain	finance	6.097	13
71	xerox	us	bus serv	6.033	-9
72	caterpillar	us	divers	5.976	-12
73	burberry	uk	lux	5.873	5
74	kia	south cor	auto	5.666	5
	kfc kentucky				
75	fried chicken	us	rest	5.639	-7
76	master card	us	finance	5.551	17
77	johnson&johnson	us	fmcg	5.533	7
78	shell	netherlands	energy	5.530	-12
79	harley davidson	us	auto	5.460	14
80	dhl	us	transp	5.391	6
81	sprite	us	bev	5.365	-5
82	lego	denmark	fmcg	5.362	new
83	john deere	us	divers	5.208	2
84	jack daniels	us	alc	5.161	6
85	chevrolet	us	auto	5.133	2

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86	fedex	us	transp	5.130	16
87	landrover	uk	auto	5.109	14
88	huawei	china	tech	4.952	15
89	heineken	netherlands	alc	4.822	14
90	mtv	us	media	4.763	-7
91	ralph lauren	us	app	4.629	-7
92	johnny walker	uk	alc	4.540	-6
93	corona	mex	alc	4.456	2
94	smirnoff	uk	alc	4.407	-4
95	kleenex	us	fcmg	4.330	-7
96	boss	ger	app	4.279	3
97	paypal	us	finance	4.251	new
98	mini	uk	auto	4.243	new
99	moët & chandon	france	alc	4.131	new
100	lenovo	china	tech	4.114	new

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*Quelle: Interbrand 2015; Tab. [www.o-mag.ch](http://www.o-mag.ch)*