Interbrand

Best Global Brands 2021

01 Apple +26% 408,251 $m	02 Amazon +24% 249,249 $m	03 Microsoft +27% 210,191 $m	04 Google +19% 196,811 $m	05 Samsung +20% 74,635 $m
06 Coca-Cola +1% 57,488 $m	07 Toyota +5% 54,107 $m	08 Mercedes-Benz +3% 50,866 $m	09 McDonald's +7% 45,865 $m	10 Disney +8% 44,183 $m
11 Nike +24% 42,538 $m	12 BMW +5% 41,631 $m	13 Louis Vuitton +16% 36,766 $m	14 Tesla +184% 36,270 $m	15 Facebook +3% 36,248 $m
16 Cisco +6% 36,228 $m	17 Intel -3% 35,761 $m	18 IBM -5% 33,257 $m	19 Instagram +23% 32,007 $m	20 SAP +7% 30,090 $m
21 Adobe +36% 24,832 $m	22 Chanel +4% 22,109 $m	23 Hermès +20% 21,600 $m	24 J.P.Morgan +6% 21,401 $m	25 Honda -2% 21,315 $m

26 YouTube +21% 20,905 $m	27 IKEA +6% 20,034 $m	28 Pepsi +4% 19,431 $m	29 UPS +1% 19,377 $m	30 American Express -2% 19,075 $m
31 GE +3% 18,420 $m	32 Accenture +7% 17,758 $m	33 Gucci +6% 16,656 $m	34 Allianz +17% 15,174 $m	35 Hyundai +6% 15,168 $m
36 Netflix +19% 15,036 $m	37 Budweiser -4% 15,022 $m	38 Salesforce +37% 14,770 $m	39 Visa +19% 14,741 $m	40 Nescafé +4% 14,466 $m
41 Sony +20% 14,445 $m	42 PayPal +36% 14,322 $m	43 H&M +1% 14,133 $m	44 Pampers -8% 13,912 $m	45 Zara -9% 13,503 $m
46 Audi +8% 13,474 $m	47 Volkswagen +9% 13,423 $m	48 AXA +10% 13,408 $m	49 adidas +11% 13,381 $m	50 Mastercard +18% 13,065 $m

51 +16% 13,010 $m	52 +2% 12,861 $m	53 L'ORÉAL 0% 12,501 $m	54 citi +5% 12,501 $m	55 +3% 12,491 $m
56 0% 12,285 $m	57 +4% 12,088 $m	58 +4% 11,739 $m	59 +5% 11,131 $m	60 SIEMENS +5% 11,047 $m
61 Gillette -8% 10,657 $m	62 +4% 10,646 $m	63 +8% 10,481 $m	64 HSBC +2% 10,317 $m	65 -5% 9,846 $m
66 +16% 9,762 $m	67 3M +3% 9,702 $m	68 +3% 9,629 $m	69 Morgan Stanley +6% 9,380 $m	70 +26% 9,197 $m
71 +21% 9,082 $m	72 -9% 8,642 $m	73 Cartier +9% 8,161 $m	74 +8% 8,100 $m	75 +2% 7,548 $m

76 +12% 7,160 $m	77 DIOR +17% 7,024 $m	78 +6% 6,952 $m	79 Canon -14% 6,897 $m	80 +7% 6,747 $m
81 +4% 6,537 $m	82 CAT +11% 6,503 $m	83 +22% 6,368 $m	84 -5% 6,313 $m	85 -2% 6,196 $m
86 +4% 6,087 $m	87 +3% 5,937 $m	88 Panasonic 0% 5,832 $m	89 +4% 5,720 $m	90 +5% 5,616 $m
91 +24% 5,536 $m	92 TIFFANY & CO. +10% 5,484 $m	93 +6% 5,428 $m	94 PRADA +20% 5,416 $m	95 Hennessy +3% 5,299 $m
96 +5% 5,231 $m	97 BURBERRY +8% 5,195 $m	98 0% 5,088 $m	99 Uber -4% 4,726 $m	100 SEPHORA New 4,628 $m