
































































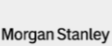




































Interbrand Best Global Brands 2023

01  +4% 502,680 \$m	02  +14% 316,659 \$m	03  +1% 276,929 \$m	04  +3% 260,260 \$m	05  +4% 91,407 \$m	06  +8% 64,504 \$m	07  +9% 61,414 \$m	08  +1% 58,046 \$m	09  +7% 53,773 \$m	10  +10% 51,157 \$m
11  +5% 50,999 \$m	12  +4% 49,937 \$m	13  -4% 48,258 \$m	14  +5% 46,543 \$m	15  +5% 43,345 \$m	16  +8% 39,342 \$m	17  +14% 34,991 \$m	18  +2% 34,921 \$m	19  New 34,622 \$m	20  +5% 33,078 \$m
21  -8% 31,625 \$m	22  +6% 31,007 \$m	23  +10% 30,190 \$m	24  -14% 28,298 \$m	25  +7% 26,039 \$m	26  +6% 25,876 \$m	27  +7% 24,412 \$m	28  +9% 24,093 \$m	29  +5% 22,942 \$m	30  +4% 21,320 \$m
31  +12% 20,850 \$m	32  +18% 20,412 \$m	33  -4% 20,374 \$m	34  -2% 19,969 \$m	35  +1% 19,767 \$m	36  +12% 19,065 \$m	37  +8% 18,611 \$m	38  +6% 18,317 \$m	39  +9% 17,916 \$m	40  +4% 17,794 \$m
41  +6% 17,133 \$m	42  +4% 16,568 \$m	43  +10% 16,502 \$m	44  +4% 16,401 \$m	45  +9% 16,352 \$m	46  +22% 16,344 \$m	47  +20% 16,215 \$m	48  +10% 15,409 \$m	49  +7% 15,303 \$m	50  +2% 15,140 \$m
51  +3% 14,867 \$m	52  -2% 14,818 \$m	53  +9% 14,588 \$m	54  -2% 14,215 \$m	55  0% 13,771 \$m	56  +5% 13,649 \$m	57  +6% 13,638 \$m	58  +5% 13,624 \$m	59  +10% 13,069 \$m	60  +12% 12,986 \$m
61  -16% 12,984 \$m	62  0% 12,745 \$m	63  +4% 12,676 \$m	64  0% 11,841 \$m	65  +4% 11,734 \$m	66  +3% 11,372 \$m	67  +4% 11,369 \$m	68  -12% 11,208 \$m	69  +8% 11,114 \$m	70  +16% 10,830 \$m
71  -2% 10,498 \$m	72  +2% 10,444 \$m	73  +3% 10,433 \$m	74  +4% 9,868 \$m	75  -7% 9,791 \$m	76  +8% 9,665 \$m	77  +7% 9,609 \$m	78  -4% 9,152 \$m	79  +1% 8,861 \$m	80  +13% 8,595 \$m
81  +8% 8,082 \$m	82  -1% 8,067 \$m	83  +9% 8,065 \$m	84  +3% 7,706 \$m	85  +6% 7,595 \$m	86  +12% 7,321 \$m	87  -1% 7,266 \$m	88  +7% 7,059 \$m	89  +7% 7,031 \$m	90  +6% 6,699 \$m
91  +2% 6,642 \$m	92  -2% 6,512 \$m	93  +6% 6,447 \$m	94  +9% 6,445 \$m	95  +5% 6,392 \$m	96  +4% 6,387 \$m	97  +15% 6,329 \$m	98  New 6,168 \$m	99  +1% 6,062 \$m	100  +3% 6,032 \$m