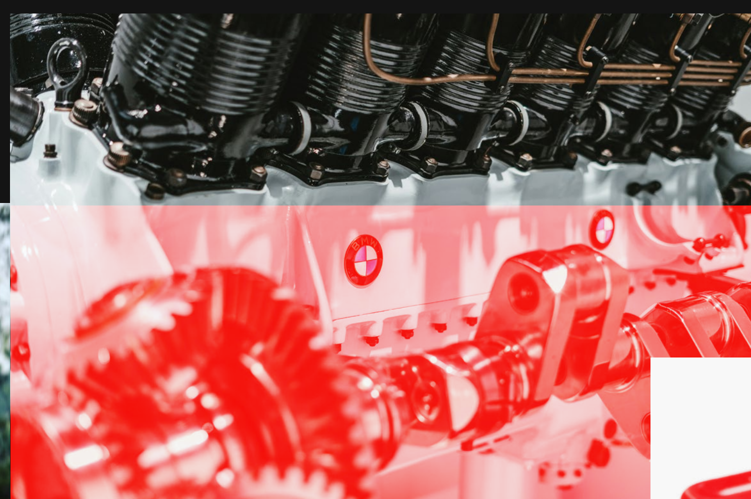
Interbrand Best Global Brands

What a quarter of a century of Best Global Brands teaches us about the future of business.

2000



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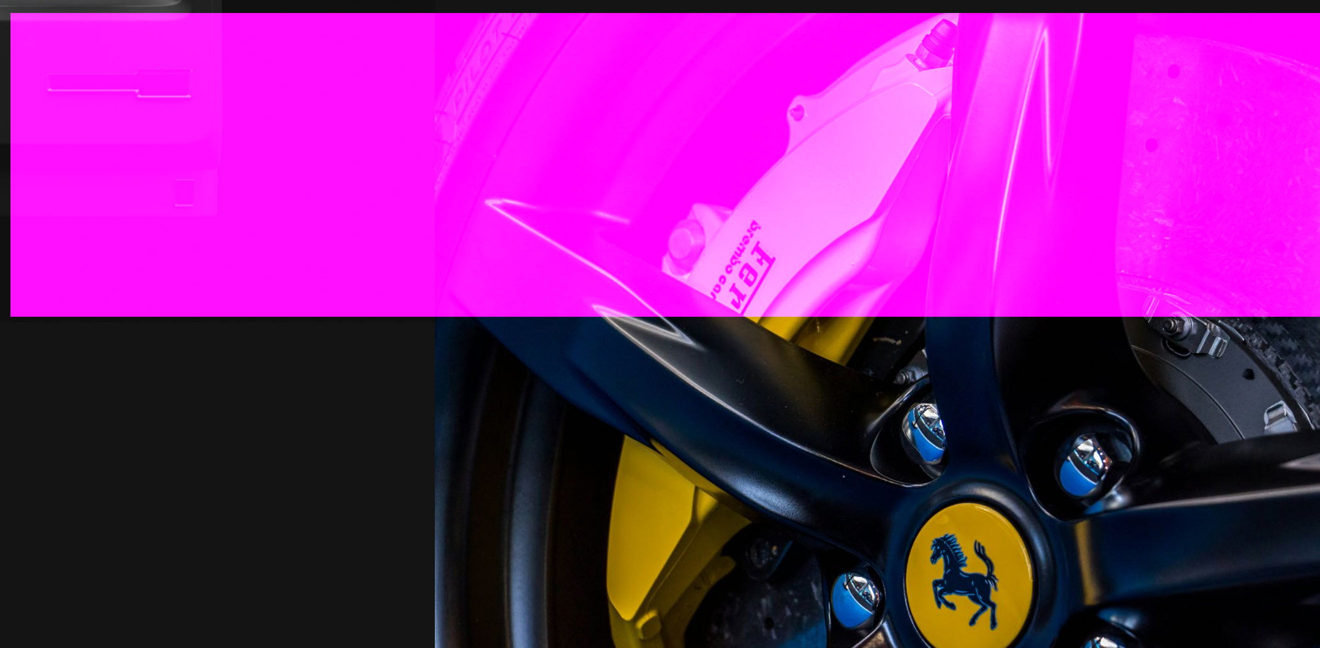
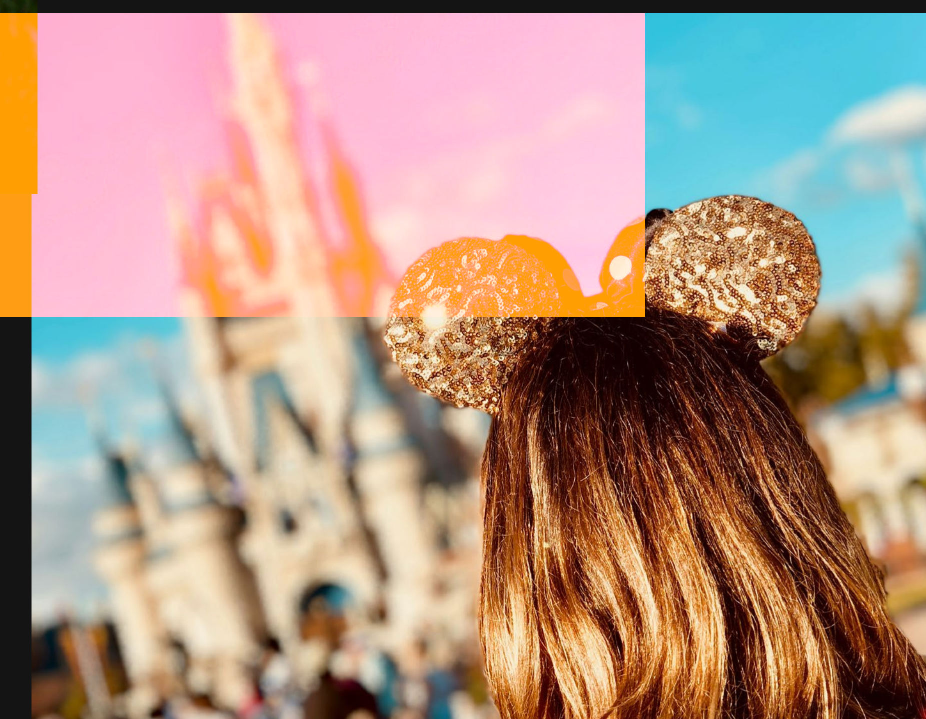
2005

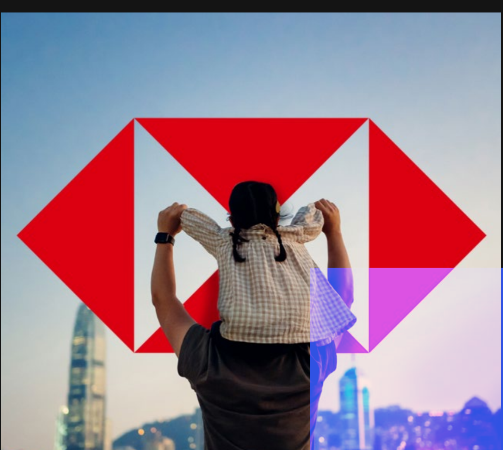
2010





2005

2015



2020

2024

Welcome to the 25th edition of Interbrand's Best Global Brands ranking and report. This is a historic milestone, as we celebrate the world's most extensive longitudinal study on the role that brand plays in driving revenue and creating market value.

In defining the process for brand valuation, our teams at Interbrand shifted the market understanding of brand strategy, brand management and the role a brand plays in driving growth. We know—and can prove—that when a brand is treated as a strategic asset, it has the potential to drive new forms of exponential growth.

Gonzalo Brujó
Global CEO, Interband

25 years of Best Global Brands data has many stories to tell.

For so many of us, the year 2000 feels incredibly recent. But we cannot understate or overestimate the scale of change we have experienced. Over the past 25 years, 185 brands have been featured in our prestigious ranking. 85 have disappeared over time—including household names like Kodak, Heinz, Nokia and AOL that were once synonymous with daily life. Just 35 brands have remained in the Best Global Brands table over time, and only two have remained in the Top 10: Microsoft and Coca-Cola.

When we started analyzing and documenting the world's most valuable brands at the turn of the Millennium, 7% of the global population had regular access to an internet connection. The best-selling mobile handset was the Nokia 3310—and the most anticipated handset feature was a game called Snake. Amazon had been listed on the NASDAQ for 3 years. Google would have to wait another 4 years before going public. Netflix had just started sending DVDs in the mail. Facebook, YouTube and Instagram didn't exist at all.

Fast forward to 2024 and much of the world's information exists in our pocket. We can connect with almost any individual, in almost any location around the world with the click of a few buttons. Every 24 hours, more than 4 million hours of content is uploaded to YouTube, 4.3 billion messages are posted on Facebook, 682 million tweets get sent and 67 million Instagram posts are uploaded. And this is just a fraction of the 402.74 million terabytes of data that are created and shared each day.

It goes without saying that the context in which we launch, scale, manage and grow brands has irrevocably shifted. In so many ways, it has never been easier to reach an audience and grow a brand—but as this opportunity increases, so too does the risk, especially for incumbent brands.

Growth at what cost?

As the world at large has evolved, so have the tools, capabilities and systems we use as marketers to engage with our audiences. As these tools shift, the pressures and expectations placed on brand and marketing leaders also evolve. Today, CMOs and their teams are expected to deliver greater revenue returns in much shorter time frames, and for a significantly lower total investment.

The cumulative value of the world's most valuable brands has increased 3.4x since Interbrand first published our ranking ($988B - $3.4T). Whilst this may seem like impressive growth, the data and analysis states that an increasing short-term mindset has cost these companies significantly.

Utilizing our Best Global Brands data, we see that an increased focus on operational efficiency and short-term performance tactics over mid-term and long-term brand potential has cost the world's most valuable brands $3.5 trillion USD in cumulative brand value since we started our study. This equates to approximately $200 billion of lost revenue opportunity over the past 12 months.

The appeal of operational efficiencies and performance tactics is clear, especially for financial decision makers in the boardroom. But an increased reliance and almost exclusive over-indexing on these kinds of tools means many of the world's biggest companies are missing out on much higher, more resilient, and more diversified returns over time.

What can 25 years of Best Global Brands analysis teach us about the future of business?

Analysis shows that the most successful companies across Interbrand's ranking treat their brand as a revenue generator rather than as a cost center. They utilize their brand to build deeper, more meaningful and more equitable relationships with their customers—which in turn drives loyalty and advocacy, creating permission for these brands to be more present in consumers' lives. At Interbrand, we define this new approach as Arena Thinking.

Now and next, the world's most successful companies start not with product, but with brand as their critical growth asset and engine. They use the utility and equity in their brand to drive exponential growth in new spaces, while continuing to capitalize on existing incremental sector gains.

Change is the modus operandi through which we all, as leaders, grow our businesses and manage our brands. With the evolution of technology, and in particular AI, this shift will only continue to accelerate.

At Interbrand, we utilize our total understanding of brand economics to build a unique growth strategy for our clients, balancing capabilities and investments across the total marketing landscape, to unlock more consistent, accurate and reliable growth, delivered in ways that outperform the competition. That's incredibly exciting.

I wish to extend my sincere congratulations to all brands featured in this year's ranking, especially those who have been present since the start, whose value has increased and to those brands who are joining or re-entering our table.

What changed?

Everything.

"We used to think of the competitive environment as one of punctuated equilibrium, where there were long periods of stability between disruptions.

Now the disruptions are coming closer and closer together. The competitive environment is in perpetual motion..."

Professor Rita McGrath,
Columbia Business School

Customer expectations are moving faster than the fastest businesses.

For the first time since the industrial revolution, people's expectations are changing faster than the fastest businesses.

When Interbrand first published Best Global Brands in 2000, just under 7% of the global population had regular access to a dial-up Internet connection.

Nokia (#5) was the most valuable cell phone manufacturer; Kodak (#24) wasn't too concerned about digital cameras; GAP (#29) was the world's most valuable apparel brand; Yahoo! (#38) dominated search; and MTV (#37) broadcast Faith Hill, *NSYNC, Sisqo and Jackass into homes.

Fast forward 25 years, the world has evolved unequivocally and irrevocably.

People are more informed, more connected, more demanding and more fragmented than ever before as the result of forces that are likely to continue to reshape the way categories evolve, businesses compete and people choose.

The rules didn't change. It's a totally different game.

For much of the 20th Century, the big ate the small. Rich, powerful businesses had the tools, capabilities and budgets to dominate any given market.

What we're seeing in the 21st Century is the fast beating the slow.

This is a big problem for big business. Agile and nimble competitors are often better placed to make ambitious first moves. The rewards for early movers can be significant.

So, how does one go about managing constant change?

At Interbrand, we believe that change has to be considered holistically. In understanding the macro level forces affecting change, our clients are better placed to tackle incremental shifts and innovations in the moment.

These forces can be grouped into 9 categories.

01

The end of competitive advantage

The competitive environment is in perpetual motion. Attractive and lucrative opportunities are more visible to more players and the resources to capitalize on these opportunities are often more available, too.

02

Abundance of choice

Across all markets, choices are increasing exponentially. Even if customers know, trust, or even love a brand, exploring new options has never been cheaper and quicker. This creates an erosion of loyalty and increases the need for all brands to continuously address rapidly shifting needs and expectations.

03

Speed of adoption

The speed of innovation has increased significantly—but what has also risen exponentially is the rate at which innovation gets adopted. Ecosystems have the power to propagate and scale the adoption of new technologies to millions of customers at speeds never seen before.

04

Shorter feedback loops

Smart use of data and artificial intelligence have set the scene for what is, in many cases, a virtually instant and constant feedback loop between customer behavior and product innovation.

05

Inextricability of brand and business

A business, its brand and its leadership are increasingly inextricable. Transparency and reduced information asymmetry mean that brands are about what a business is and does, not just what it says—and businesses are about trust and relationships, not just delivery.

06

Shifting frames of reference

Consumers' frames of reference are shifting. The expectation of Uber's immediacy, Spotify's cornucopia and Google's simplicity ripples across every aspect of life and line of business, raising the threshold on what's good enough.

07

From identity to leadership

As we face existential crises such as climate change, resource depletion and global conflict, brand leaders are at an inflection point; do they want to be seen as part of the problem, or part of the solution? At a time of distrust towards institutions, government and even NGOs, societal leadership is now seen as a core function of business.

08

Increased fluency

Anyone with a smartphone can build a brand. We're all, to some extent, brand managers. We curate our personal narratives through social media, increasing total fluency and shifting expertise from ivory towers to the street. This shifts our total understanding and context around when, where, why and how brands show up.

09

Influence is everywhere

Brands no longer exclusively own their narrative. At a moment where anyone can post anything—and groups can become movements with scale, at speed—brands and business need to accept that they are no longer broadcasting, but are instead engaged in a more equitable conversation.

To play this new game, many of the incumbents began focusing on what's easier to measure & manage...

Remember Big Data?

The spread of the Internet and the launch of the iPhone in 2007 flooded companies with real-time datapoints. Increasingly, companies could track what sold and what didn't, changing the Four P's and building ever more accurate behavioral predictions.

Optimization, activation, streamlining and efficiency became the dominant marketing words. Interestingly, each of them implied the management and acceleration, rather than the creation, of demand.

...With many boardrooms concentrating on efficiency and short-term returns.

As a result, boardrooms began placing increasing focus on operational efficiency and short term returns on investment.

A recent CMO study by Gartner, a consultancy, suggests that the average 2024 marketing budget as a percentage of overall revenue marks the post pandemic low. Other studies indicate rising portions of those budgets being allocated to performance marketing.

The underlying assumption? A constant ability of the brand to stay relevant, even in the absence of investment in its ability to attract desire and demand.

VIVE LE ROI!

Introducing the $200 billion efficiency tax.

Consider inspecting a quarterly report. You're a category leader. Sales revenues are up. Total spend is down. Margins have increased. But in the space of a couple of years, traditional competitors seem to be making a comeback, and new ones begin to emerge. Demand begins to stall—and, soon enough, stock price falters.

How—and more importantly why—is this happening? And why are we seeing it happening in so many of the most successful boardrooms around the world?

Since we first published Best Global Brands, the world's biggest brands have missed out on $3.5 trillion in brand value creation. The world's 100 Best Brands have lost at least $200 billion dollars in revenue over the past 12 months alone.

Seeking efficiencies through performance tactics can drive short-term financial gains, but an imbalance in investments can become dilutive when not accompanied by a recognition of any company's most formidable competitive asset: the brand.

These figures do not just indicate a missed opportunity, but rather a shift in the growth paradigm.

Competing on product and price alone is so last century.

Traditionally, companies have started with a product that addressed a singular, specific customer need. These companies built a brand around this core product and then leveraged the strengths of the product and the brand to drive growth, in pursuit of becoming a category leader. Principally, the role of brand was that of an identifier.

The big idea behind this kind of legacy business model is the product. But competing on product alone is increasingly high risk and ultimately unsustainable, even once you've acquired the competition and dominate the category landscape.

A quarter of a century of data tells us that this operational paradigm is shifting.

Now, when a business competes on product, price or proximity, advantages are increasingly temporary. Product features and benefits can be copied. Technologies are easy to acquire. Discounting and couponing can only drive short term uplift and competing exclusively on price dilutes long-term loyalty, driving commoditization. Proximity? It matters less in a supply chain that can distribute almost any product to your door within 24 hours.

In this context, the brand becomes the only truly ownable point of difference—the one asset that cannot be legally replicated. As such, it's the source of choice, revenue and margin. Its performance can and should be enhanced and optimized—but one should never save on the car's maintenance purely to buy more fuel.

Here's where brand comes in.

Except, not all brands are created (and run) equal.

Some brands, people just buy. Others, people desire.

In 2015, researchers in North America found that women using dating apps were investing 3.19 seconds finding a potential life partner. If we're spending 3 seconds finding love, there's a high degree of certainty we're utilizing a fraction of that time thinking about which detergent to buy. This is the reality in which most brands exist.

The majority of brands live in the periphery of our consciousness. We buy and consume products out of habit and routine. Brand plays a role, but for a staggering majority of purchase decisions, this role is relegated to the background of our lives. We buy because we need—and often times, that need is transactional.

But think about a product you want. Something you desire.

No one buys a Ferrari because they need one. They buy one because they want one. The same is true of the Birkin handbag. As customers, we will invest days, months and years in rationalizing and post-rationalizing these big-ticket decisions. This kind of transaction is deeply emotional.

Desire is the foundation of the model on which the luxury category is built. It helps explains how and why luxury brands consistently outperform others in our ranking.

So, what happens when you apply the same brand rules to the otherwise mundane?

Consider the Australian toilet paper brand Who Gives A Crap. In creating connection built around a strong brand, the business was able to transcend a functional need—and in doing so, built desire. People want to buy Crap toilet paper. It's not that we spend all our time thinking about toilet paper; just enough to disrupt the model and steal market share.

If you can do that with toilet paper, you can probably do it with anything...

Creating desire? Here's how.

The role of brands has expanded over time.

Originally, brands were identifiers aimed at creating attribution and differentiation.

Subsequently, brands became choice drivers, promising and delivering clear benefits in increasingly cluttered and mature markets.

Next, the most progressive brands built all-round experiences—not just products or services.

The digital revolution and, more specifically, the launch of the smartphone, brought about the birth of ecosystems—branded spaces offering seamless online and offline experiences fueled by real time data.

And today, with declining trust in traditional sources of authority in a time of turbulence, brands are expected to show leadership and integrity.

As a result, the world's brands have become complex meaning systems with which we have a sensorial, functional, emotional, personal and even moral relationship.

Brands that build relationships across these five dimensions become iconic. We recognize them. We need and enjoy them. And we want and follow them into new spaces. Ultimately, we don't just buy from them—we buy into them. And that's at the heart of a new growth paradigm.

Changes in role of brand and brand strength correlate to changes in share price.

When calculating the value of a brand, our prorietary methodology considers the role that a brand plays in driving a purchase decision and the cumulative strength of a brand across a series of measurable criteria.

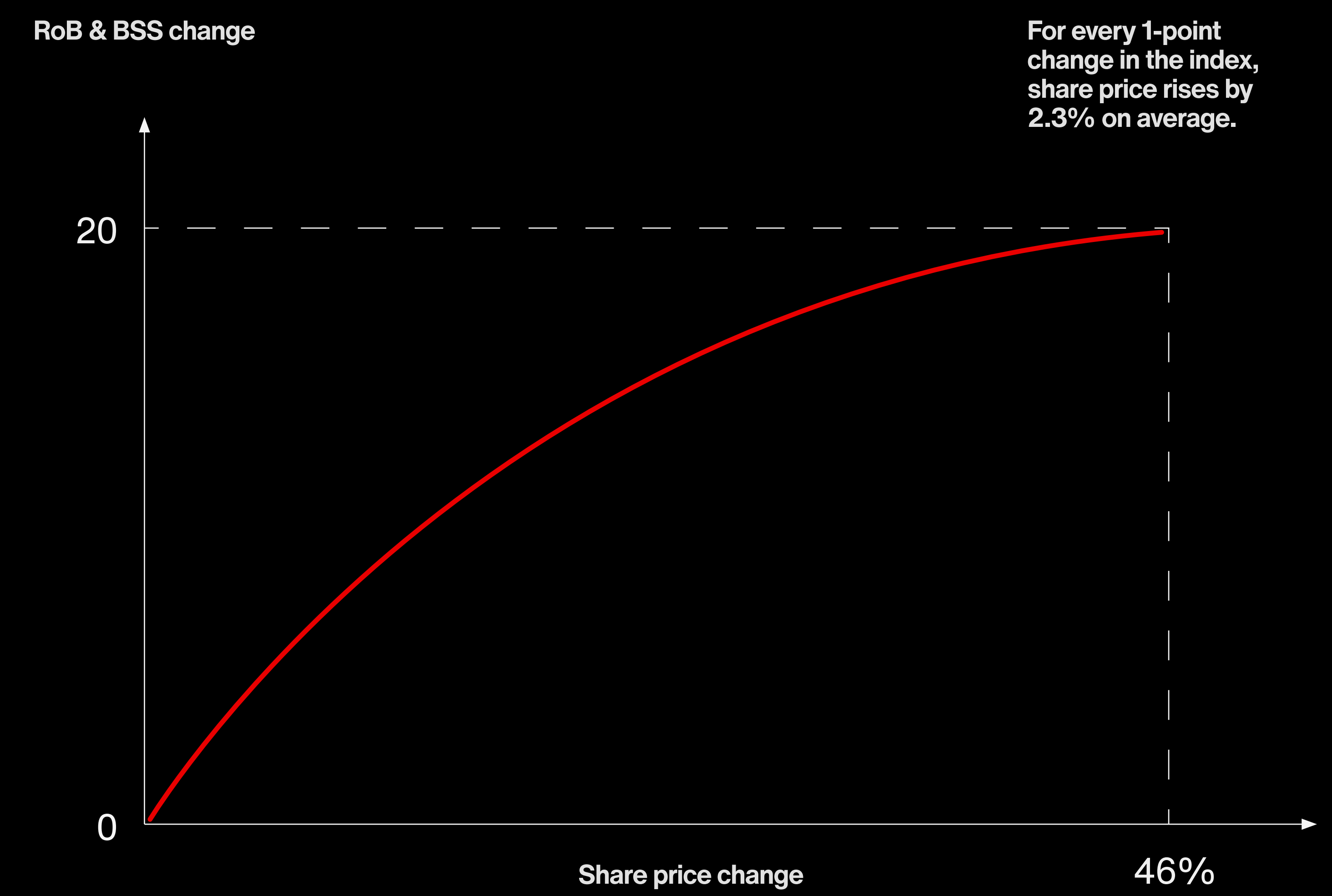
Utilizing this extensive understanding, we can map how and where brand drives stock performance. The results are fascinating.

For every point change across a combined Role of Brand and Brand Strength index, a business can expect to see a 2.3% return on their stock price.

The higher the index, the higher the return.

That's impressive—but shouldn't be surprising. A strong brand is what in financial parlance is known as a competitive moat; a sustainable advantage protecting long-term growth.

But what we learn from 25 years of Best Global Brands analysis is that iconic brands can be much more than a competitive barrier...



THE NEW GROWTH PARADIGM

Apple entered the top quartile of the world's most valuable brands for the first time in 2008—ranked #24, with a brand value of $13.7bn. Within five years, they were ranked #1. They have topped our ranking ever since. In 2024, the Apple brand alone is worth almost as much as the cumulative value of every brand ranked #50 through #100.

Which inflection or innovation helped drive this success? It's easy to point to a device, but the real answer isn't so simple.

In January 2007, at the end of the event that brought the iPhone to the world, Steve Jobs announced that Apple Computers, henceforth, would be known as Apple.

"We're dropping the 'computer' from our name and from this day forward we're going to be known as Apple Incorporated—to reflect the product mix we have," said Jobs. "There's an old Wayne Gretsky quote that I love: 'Skate to where the puck is going to be, not where it has been. We've always tried to do that at Apple, since the very beginning. And we always will."

If you weren't paying attention, or you were focussing so much on the innovation at (in) hand, there's a very good chance this seemingly insignificant announcement passed you by.

But this small adjustment to the Apple brand transformed how an increasing number of brands are driving exponential growth.

01

-3%
488.9 $B

"I SKATE TO WHERE THE PUCK IS GOING TO BE, NOT WHERE IT'S BEEN."

Jason DeCrow/AP

So what business is Apple actually in?

(And how did it get there?)

Before 2001, Apple existed almost exclusively in the technology category. They made computers.

From the early days, Steve Jobs understood the role of emotion in driving revenue growth. Whille the competition talked in bits and bytes, focusing on what their machines could do, Jobs told customers what they could achieve. Remember the 1984, Think Different and the Mac vs PC campaigns? Carrie Bradshaw opened her G3 PowerBook, and just like that Apple became a fashion accessory.

But the growth of Apple is more than a marketing and advertising masterclass.

With the launch of the iPod, and then iTunes, Apple extended their reach to the entertainment category, first with music and then film and ultimately production and streaming (now delivered through Apple TV and Music). In 2007, with the launch of the iPhone, they entered the telecommunications market. More recently, the Apple Watch has facilitated a move into the Health & Wellbeing category and Apple Pay has allowed the business to enter the financial sector, at global scale.

How did Apple earn the permission to do so much for so many?

Think about a personal relationship. When you meet someone whom you don't just admire, but who also shares your values, helps solve your challenges or needs, is there for you in the moments that matter (regardless of how big or small), there's a good chance you want to spend more time with that person—to have them more involved in your life.

The Apple brand became a powerful meaning system that people simply wanted more of in their lives. Back to those five dimensions, it built a strong sensorial, functional, emotional, personal and moral relationship. And that's allowed it to skate to where the puck's going to be.

The last thing the world needs:

Another Apple case study.

We focus here on Apple as the world's most valuable brand—a position it's held in our Best Global Brands ranking for more than a decade. And we're consciously aware that Apple stands out as a true exception. They played a significant role influencing and informing the total zeitgeist. That's typically hard to replicate and scale.

Here's the catch. It's not just Apple...

When we map the top 25 brands in our Best Global Brands table, we see a significant number of companies that deploy their brand in different ways to traditional category incumbents, unlocking exponential pathways to growth.

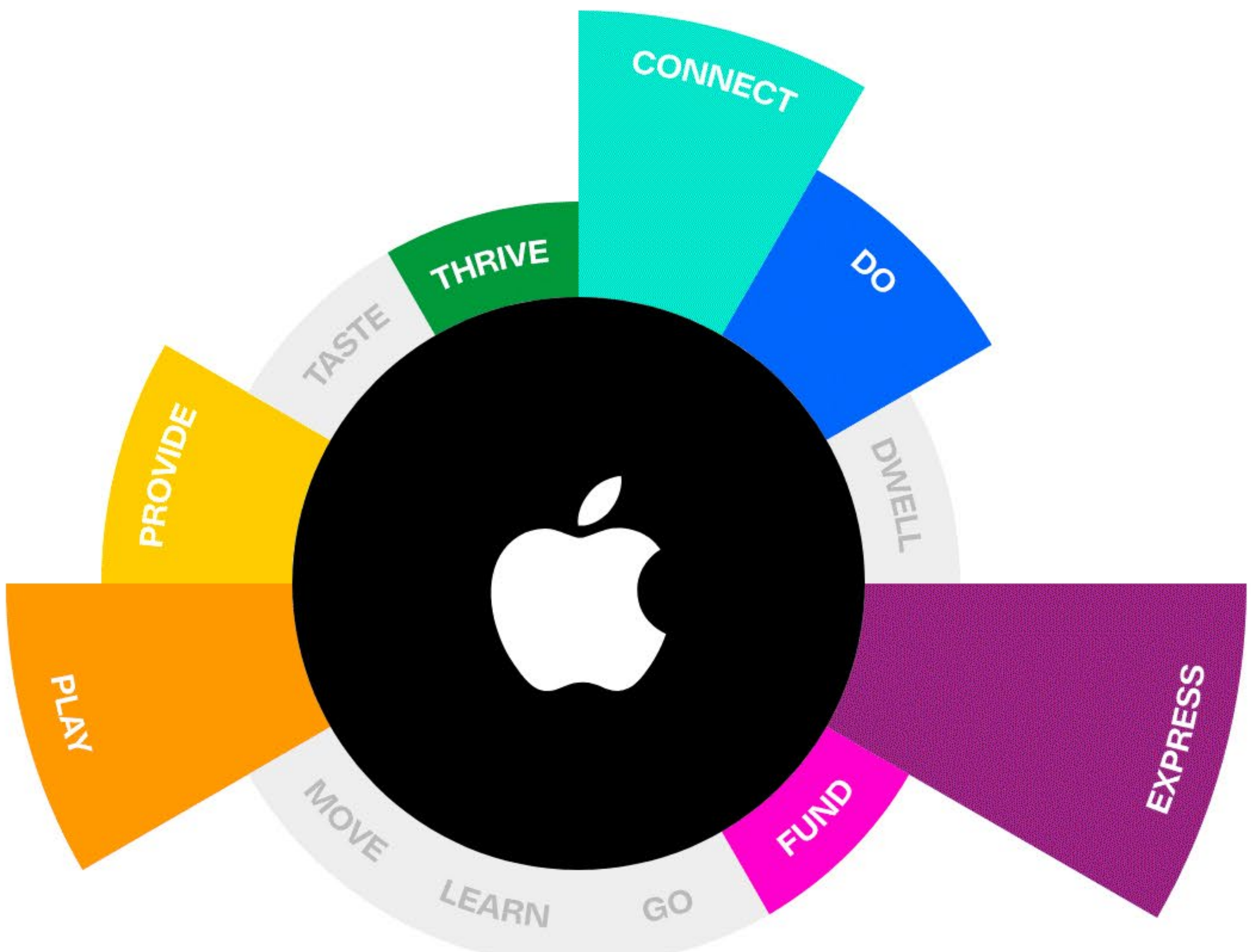
Amazon, the world's largest bookstore, evolved to become the Everything Store. Powering nearly 2 million SMBs worldwide, the Everything Store has in turn become the world's largest high street. The company makes devices, commissions and produces entertainment and media content, and has a highly profitable web services business, all beyond their core retail model.

Disney diversified beyond animated content to film, to franchise, to theme parks & cruises, to OTT and streaming, and more recently, into real estate. IKEA's bestselling product is the humble meatball—meaning the furniture giant is also one of the world's most successful QSRs.

Ferrari, this year's fastest growing brand across the Best Global Brands ranking, is competing with Prada, Gucci and Chanel in the luxury fashion sector, along with Porsche, Bugatti and Aston Martin in the automotive sector—redefining luxury and capitalizing on their brand as a driver of choice in multiple categories.

We observe in the data that the world's most successful businesses understand how, where and when to leverage their brand across these dimensions to surpass expectation and captivate the market—unlocking new kinds of growth.

From ‘here’s what we do’ to ‘here’s what we help you do’.



So, what category does Apple operate in? It hasn’t been computers since 2007. Consumer Electronics? Not really. That describes where this organization was, but not where it is today.

Things become clearer, though, if we flip the question to what needs Apple addresses.

Apple helps us do, connect, play, pay, express our personality, and more recently thrive—take care of our health.

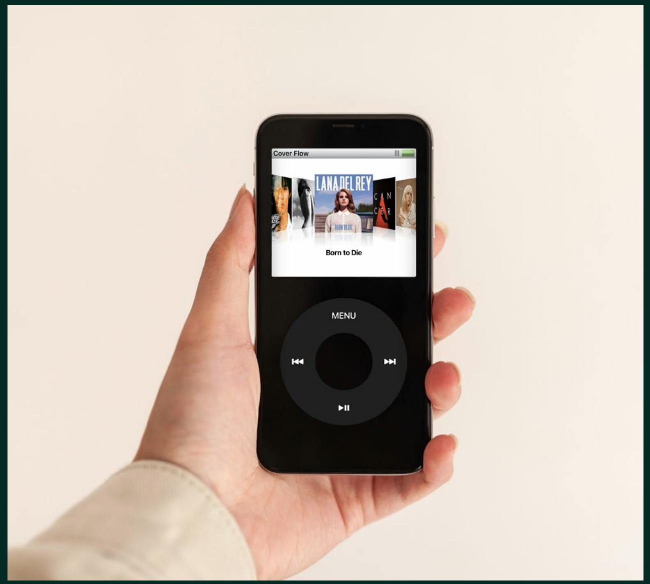
Or think of Ferrari. We can make sense of this luxury brand and its strategy only by articulating its ability to help us express ourselves, play—think of F1, endurance, or esports—and explore, if you wander into the Museum or the Ferrari World.

So here’s the thing: rather than think in terms of ‘here’s what we do’, these organizations think in terms of ‘here’s what we can help you do’. It’s more than a catchy turn of phrase. It marks the shift from categories to Arenas—competitive spaces where very different players address the same fundamental needs or jobs to be done—be it play, connect, move, thrive...

Remember Netflix’s ”we compete against sleep”? Arenas are at the heart of the new paradigm.

From finding customers for your competencies.

To building competencies around your customers.



This step change marks a significant shift. Traditionally, companies would master a set of competencies and then find customers for their products and services.

This new ilk of brands works differently. They gain an exceptional understanding of their customers, build trust and affinity, and then set up competencies to fulfil their changing needs.

So rather than find customers for their competencies, they build competencies for their customers.

This revolution has been facilitated by talent, technologies and capital becoming more readily available; these assets have never been more fluid. On the contrary, building strong customer relationships has become relatively harder, mainly as a result of media fragmentation and the battle for attention.

Today, the likes of Amazon, Ferrari, Google, or Apple become powerful meaning systems, gain a deep understanding of customers, then go on to build (organically and/or through acquisitions or partnerships) capabilities to address different and evolving needs and desires.

From your business driving your brand.

To your brand driving your business.

Take this reasoning one step further, and you end up with a business that evolves around the brand. Has the meaning of the Amazon brand changed fundamentally in the past decade? Not really. Has the business changed? Massively.

25 years ago, businesses would remain broadly unchanged and the brand would evolve around them, with the occasional identity overhaul every so many years.

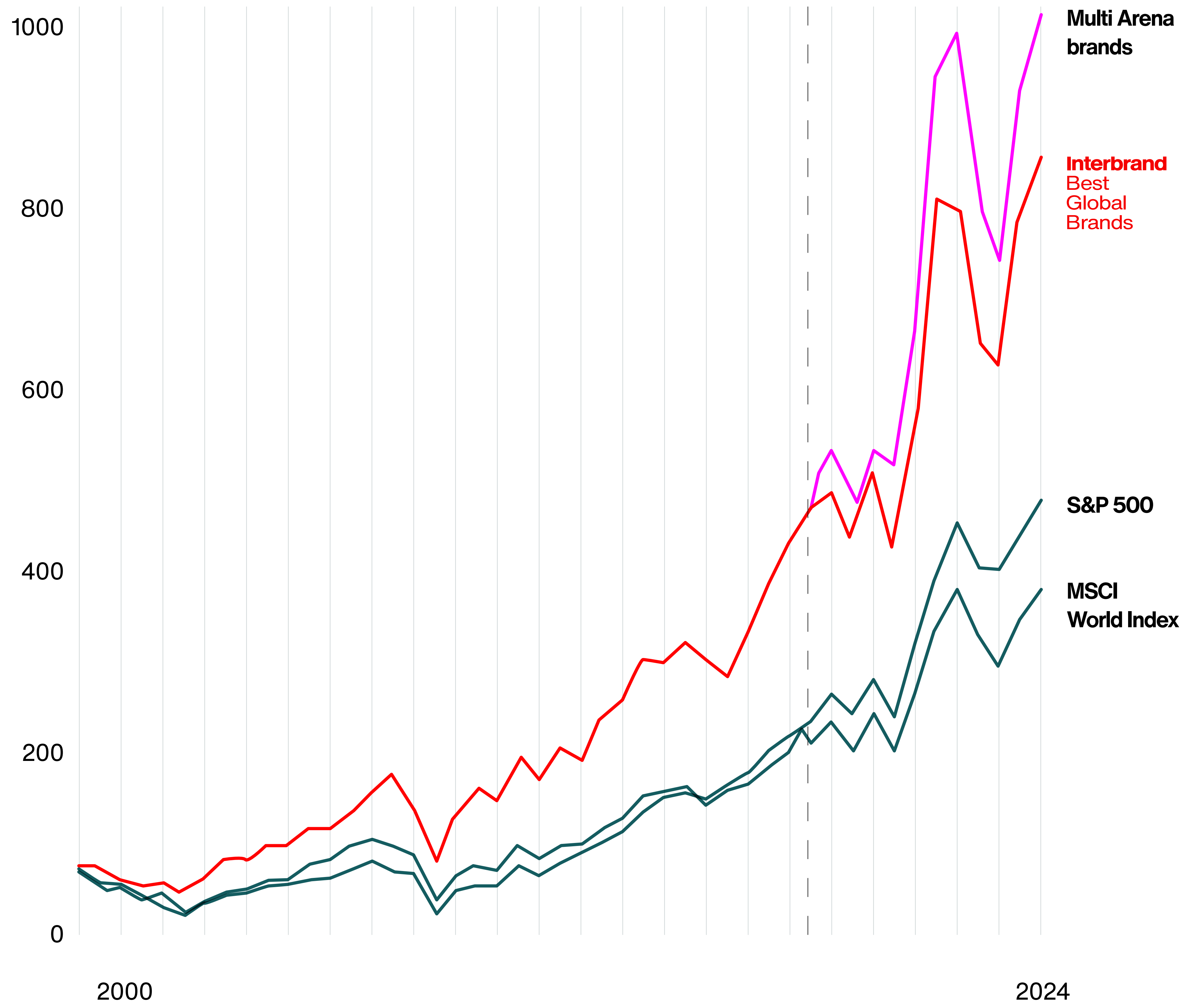
The fastest-growing companies are not branding their businesses—they're businessing their brand.

Strong brands deliver superior growth.

Operating across Arenas propels this growth even more.

If looked at as a portfolio, our Best Global Brands ranking consistently outperforms the main stock market indicies.

The businesses that have embraced this new growth paradigm by building iconic brands that expand across Arenas outperform even the outperformers.



From brands within categories. To Arenas within brands.

Should all brands expand across Arenas?

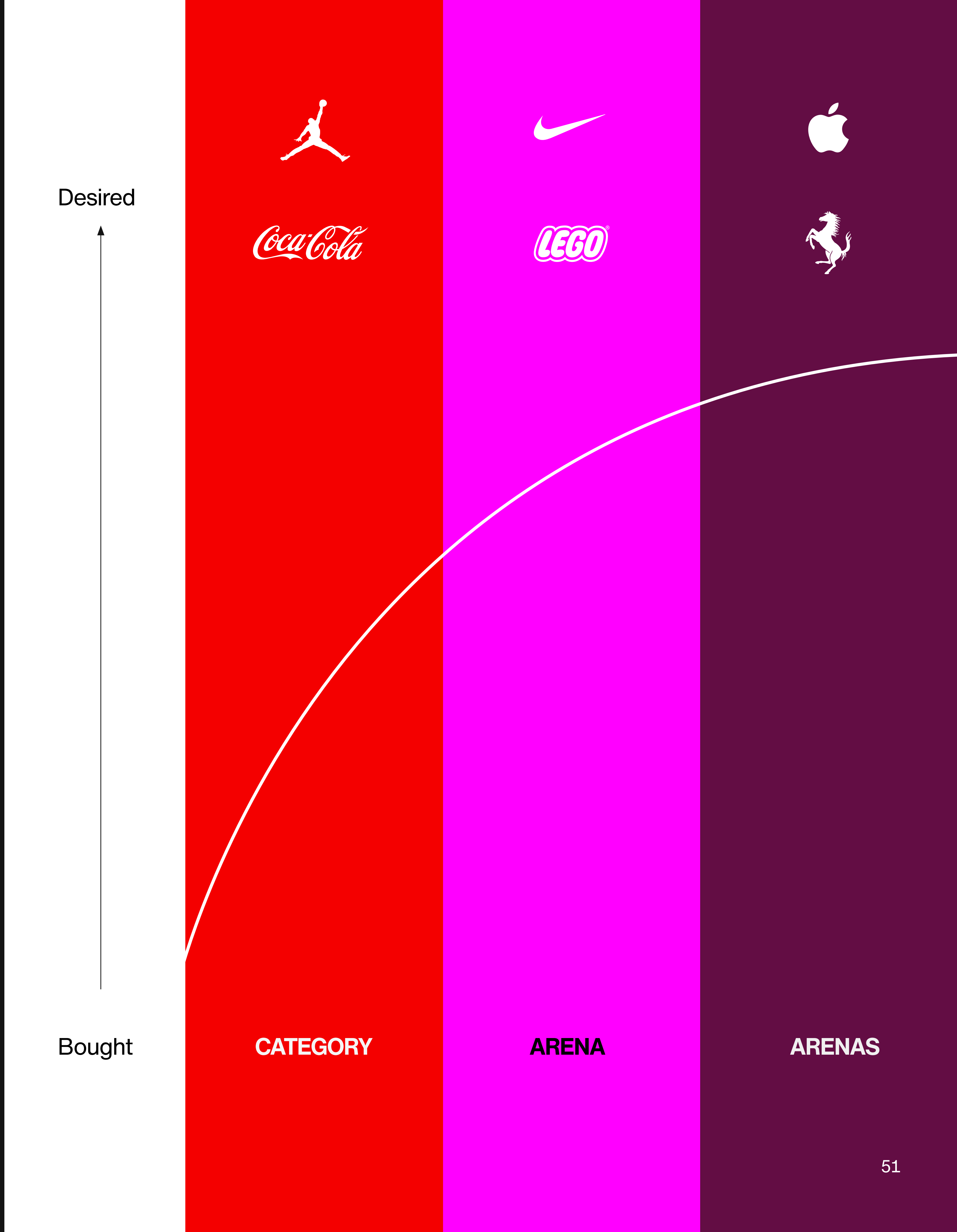
No.

What all brand leaders should have, though, is an Arena Strategy.

An Arena Strategy—framing your competition in terms of needs rather than categories—may be merely defensive; spotting competitive threats from unlikely corners. Arena Thinking would have probably prevented Kodak's disappearance.

It may be offensive. Same need, but different ways to address it. Disney hasn't strayed too far from Play—but that's more than cartoons nowadays. Categories come and go. Needs evolve.

Or yes, an Arena Strategy may be expansive. Some of the most valuable brands have earned the permission to play a broader role in people's lives. An example? In the course global research we conducted a while back, a US consumer talked enthusiastically about Nike, eventually concluding how wonderful a Nike Heart Clinic would be.



Interbrand
Best
Global
Brands
2024

Top 100 Best Global Brands

01		-3%	488.9 $B
02	Microsoft	+11%	352.5 $B
03	amazon	+8%	298.1 $B
04	Google	+12%	291.3 $B
05	SAMSUNG	+10%	100.8 $B
06		+13%	72.8 $B
07	Coca-Cola	+5%	61.2 $B
08		-4%	58.9 $B
09		+4%	53.0 $B
10	BMW	+2%	52.0 $B
11	LOUIS VUITTON	+9%	50.9 $B
12	TESLA	-9%	45.5 $B
13	CISCO	+5%	45.5 $B
14		-5%	45.4 $B
15		+15%	45.1 $B
16	Disney	-11%	42.8 $B
17	Adobe	+12%	39.4 $B
18	ORACLE	+9%	37.7 $B
19	IBM	+7%	37.3 $B
20	SAP	+11%	36.8 $B
21		+10%	34.9 $B
22	HERMÈS PARIS	+15%	34.7 $B
23	CHANEL	+7%	33.2 $B
24	YouTube	+16%	30.1 $B
25	J.P.Morgan	+5%	27.1 $B

26	HONDA	+9%	26.7 $B
27	AMERICAN EXPRESS	+11%	26.7 $B
28	IKEA	+6%	24.3 $B
29	Allianz	+13%	23.5 $B
30	HYUNDAI	+13%	23.0 $B
31	accenture	+3%	21.9 $B
32	VISA	+13%	21.1 $B
33	PEPSI	+6%	21.0 $B
34	SONY	+9%	20.8 $B
35	ups	-2%	20.0 $B
36	NVIDIA	New	20.0 $B
37	intel	-30%	19.7 $B
38	NETFLIX	+10%	19.7 $B
39		+8%	18.5 $B
40	PayPal	+3%	18.3 $B
41	GUCCI	-10%	17.9 $B
42	ZARA	+8%	17.8 $B
43	PORSCHE	+7%	17.4 $B
44	airbnb	+6%	17.3 $B
45		+6%	17.3 $B
46	salesforce	-7%	17.1 $B
47	GE	+12%	17.1 $B
48	AXA	+2%	16.8 $B
49		+9%	16.5 $B
50	SIEMENS	+9%	15.8 $B
51		-6%	15.5 $B
52		-1%	15.3 $B
53	L'ORÉAL PARIS	+9%	14.8 $B
54	Pampers	+5%	14.5 $B
55	citi	+6%	14.5 $B
56	Ford	-3%	14.4 $B
57	Goldman Sachs	+1%	14.4 $B
58	LEGO	+7	14.0 $B
59	NISSAN	+10%	13.9 $B
60	H&M	0%	13.6 $B
61	NESCAFÉ	-9%	13.5 $B
62		+21%	13.1 $B
63	ebay	+1%	12.9 $B
64	HSBC	+6%	12.5 $B
65	Spotify	+12%	12.4 $B
66	Morgan Stanley	+9%	12.4 $B
67	Budweiser	-8%	12.0 $B
68	hp	-2%	11.6 $B
69	PHILIPS	+2%	11.5 $B
70	Nintendo	+9%	11.5 $B
71	Nestlé	-1%	11.3 $B
72	Colgate	+3%	10.7 $B
73	Cartier	+7%	10.6 $B
74	DIOR	+8%	10.4 $B
75	Gillette	-3%	10.1 $B

76	Santander	+5%	10.0 $B
77	LinkedIn	+11%	9.5 $B
78	Uber	New	9.2 $B
79	3M	-10%	8.9 $B
80	Corona	+8%	8.7 $B
81	CAT	+8%	8.7 $B
82	DANONE	-8%	8.4 $B
83	PRADA	+14%	8.3 $B
84	FedEx	+3%	8.3 $B
85	Kellogg's	-7%	8.2 $B
86	KIA	+15%	8.1 $B
87	mi	+10%	8.0 $B
88	DHL	-5%	7.3 $B
89	TIFFANY & CO.	+4%	7.3 $B
90	SEPHORA	+13%	7.2 $B
91	PANDORA	New	7.1 $B
92	Hewlett Packard Enterprise	+3%	6.8 $B
93	HUAWEI	+4%	6.8 $B
94	NESPRESSO	+9%	6.7 $B
95	KFC	+4%	6.7 $B
96	RANGE ROVER	New	6.6 $B
97	LG	New	6.5 $B
98	Panasonic	-4%	6.4 $B
99		New	6.4 $B
100	Heineken	+4%	6.3 $B

Fastest Risers

62		+21%	13.1 $B
24	YouTube	+16%	30.1 $B
22	HERMÈS PARIS	+15%	34.7 $B
86	KIA	+15%	8.1 $B
15		+15%	45.1 $B
83	PRADA	+14%	8.3 $B
90	SEPHORA	+13%	7.2 $B
32	VISA	+13%	21.1 $B
30	HYUNDAI	+13%	23.0 $B
29	Allianz	+13%	23.5 $B
06		+13%	72.8 $B
17	Adobe	+12%	39.4 $B
04	Google	+12%	291.3 $B
65	Spotify	+12%	12.4 $B
47	GE	+12%	17.1 $B

New Entrants

- 36 — NVIDIA — New — 20.0 $B
- 91 — PANDORA — New — 7.1 $B
- 96 — RANGE ROVER — New — 6.6 $B
- 99 — Jordan — New — 6.4 $B

Re-entrants

- 78 — Uber — New — 9.2 $B
- 97 — LG — New — 6.5 $B

Brands to Watch

- Booking.com
- DELL
- DELTA
- Electronic Arts
- GE HealthCare
- Snapchat
- MOËT & CHANDON CHAMPAGNE
- Nasdaq
- PlayStation
- Qualcomm
- servicenow
- XBOX

Our Best Global Brands study includes over 500 brands around the world. These are just some of the brands our data suggests could be on the cusp of entering the coveted Top 100.

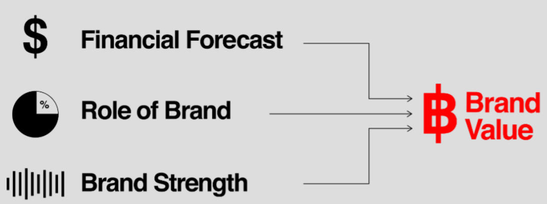
2024

2075

Methodology

OVERVIEW
Having pioneered brand valuation in 1988, we have a deep understanding of the impact a strong brand has on key stakeholder groups that influence the growth of your business, namely (current and prospective) customers, employees, and investors. Strong brands influence customer choice and create loyalty; attract, retain, and motivate talent; and lower the cost of financing. Our brand valuation methodology has been specifically designed to take all of these factors into account. Interbrand was the first company to have its methodology certified as compliant with the requirements of ISO 10668 (requirements for monetary brand valuation) and played a key role in the development of the standard itself.

DESCRIPTION
There are three key components to all valuations: an analysis of the financial performance of the branded products or services, of the role the brand plays in purchase decisions, and of the brand's competitive strength.



1. Financial Analysis
This measures the overall financial return to an organization's investors, or its economic profit. Economic profit is the after-tax operating profit of the brand, minus a charge for the capital used to generate the brand's revenue and margins.

2. Role of Brand
This measures the portion of the purchase decision attributable to the brand as opposed to other factors (for example, purchase drivers such as price, convenience, or product features). The Role of Brand Index (RBI) quantifies this as a percentage. RBI determinations for Best Global Brands derive, depending on the brand, from one of three methods: commissioned market research, benchmarking against Role of Brand scores from client projects with brands in the same industry, or expert panel assessment.

3. Brand Strength
Brand Strength measures the ability of the brand to create loyalty and, therefore, sustainable demand and profit into the future. Brand Strength analysis is based on an evaluation across 10 factors that Interbrand believes constitute a strong brand. Performance in these areas is judged relative to other brands in the industry and relative to other world-class brands. The Brand Strength analysis delivers an insightful snapshot of the strengths and weaknesses of the brand and is used to generate a road map of activities to grow the brand's strength and value into the future.

Interbrand's brand valuation framework is used in the following ways:

1. Measurement system
Generate and organize brand performance data consistently year-over-year

2. Diagnostic tool
Pinpoint key challenges around the brand and business

3. Business Outcomes
Quantify the financial significance of the brand to the business

4. Prescriptive framework
Address problems, guide strategy and correct course

Partners

Financial and ESG Data
LSEG, company annual reports, investor presentations and analyst reports

Market Analysis
Stock market analysis

Social Media Analysis
Text Analytics and Social Listening by Infegy

Sonic Branding Agency
Sixième Son

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Interbrand

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