

Global brands: the top 100				Biggest risers	Biggest fallers
Rank 2016	Rank 2015	Change	Brand	Brand Value 2016 (\$m)	Value change 2016 vs 15
1	2	1	Google	229,198	32%
2	1	-1	Apple	228,460	-8%
3	3	0	Microsoft	121,824	5%
4	6	2	AT&T	107,387	20%
5	12	7	Facebook	102,551	44%
6	5	-1	Visa	100,800	10%
7	14	7	Amazon	98,988	59%
8	7	-1	Verizon	93,220	8%
9	9	0	McDonald's	88,654	9%
10	4	-6	IBM	86,206	-8%
11	11	0	Tencent	84,945	11%
12	10	-2	Marlboro	84,143	5%
13	8	-5	Coca-Cola	80,314	-4%
14	16	2	Wells Fargo	58,540	-1%
15	15	0	China Mobile	55,923	-7%
16	17	1	GE	54,093	-9%
17	18	1	UPS	49,816	-4%
18	13	-5	Alibaba	49,298	-26%
19	19	0	Disney	49,229	15%
20	20	0	Mastercard	46,141	15%
21	29	8	Starbucks	43,565	49%
22	24	2	SAP	39,023	2%
23	27	4	Deutsche Telekom	37,733	12%
24	28	4	Nike	37,472	26%
25	23	-2	Vodafone	36,750	-4%
26	31	5	The Home Depot	36,440	32%
27	22	-5	ICBC	33,637	-13%
28	30	2	Toyota	29,501	2%
29	21	-8	Baidu	29,030	-27%
30	32	2	Louis Vuitton	28,508	4%
31	33	2	Budweiser	27,925	5%
32	26	-6	Walmart	27,275	-23%
33	34	1	BMW	26,837	2%
34	25	-9	American Express	26,641	-30%
35	42	7	Zara	25,221	14%
36	38	2	L'Oréal Paris	23,524	1%
37	37	0	Pampers	22,911	-4%
38	51	13	Accenture	22,813	13%
39	43	4	Mercedes-Benz	22,708	4%
40	46	6	Movistar	21,945	3%
41	40	-1	Subway	21,567	-4%
42	39	-3	HP	21,387	-7%
43	35	-8	HSBC	20,276	-16%
44	55	11	Hermès	19,821	5%
45	36	-9	RBC	19,635	-18%
46	41	-5	China Construction Bank	19,617	-11%
47	New	n.a.	NTT	19,552	n.a.
48	45	-3	Samsung	19,490	-10%
49	44	-5	Oracle	19,489	-10%
50	70	20	Huawei	18,652	22%
51	56	5	Intel	18,632	1%
52	58	6	BT	18,575	3%
53	61	8	Orange	18,465	6%
54	57	3	Colgate	18,319	2%
55	64	9	IKEA	18,082	6%
56	60	4	Citi	17,055	-2%
57	68	11	Ping An	16,910	6%
58	49	-9	ExxonMobil	16,838	-18%
59	62	3	China Life	16,712	-4%
60	47	-13	TD	16,543	-20%
61	52	-9	Gillette	16,400	-17%
62	50	-12	Agricultural Bank of China	16,331	-19%
63	53	-10	FedEx	16,236	-17%
64	48	-16	Com'wealth Bank of Australia	16,227	-21%
65	88	23	PayPal	15,910	35%
66	54	-12	Shell	14,940	-21%
67	67	0	Cisco	14,508	-10%
68	97	29	Costco	14,461	29%
69	74	5	HDFC	14,440	3%
70	72	2	US Bank	14,098	-5%
71	65	-6	Bank of China	13,803	-16%
72	63	-9	Sinopec	13,206	-24%
73	66	-7	DHL	13,199	-19%
74	78	4	Honda	13,195	-1%
75	80	5	Ford	13,084	0%
76	New	n.a.	Lowe's	13,001	21%
77	59	-18	ANZ	12,883	-27%
78	82	4	Telstra	12,825	1%
79	75	-4	H&M	12,665	-8%
80	76	-4	Gucci	12,592	-9%
81	69	-12	Siemens	12,485	-19%
82	83	1	KFC	12,386	-2%
83	71	-12	Petrochina	12,341	-18%
84	89	5	Chase	12,330	6%
85	85	0	LinkedIn	12,314	1%
86	79	-7	Pepsi	12,188	-7%
87	90	3	ALDI	12,077	4%
88	New	n.a.	CVS	12,074	17%
89	77	-12	J.P. Morgan	11,943	-12%
90	94	4	Red Bull	11,667	3%
91	73	-18	Ebay	11,509	-19%
92	93	1	Nissan	11,479	1%
93	New	n.a.	Moutai	11,465	n.a.
94	98	4	SoftBank	11,343	2%
95	95	0	Bank of America	11,289	0%
96	81	-15	BP	10,552	-18%
97	New	n.a.	Heineken	10,549	9%
98	New	n.a.	AIA	10,545	10%
99	New	n.a.	JD.com	10,496	37%
100	New	n.a.	Adobe	10,440	41%
Brand value of Coca-Cola includes Lights, Diets and Zero; Budweiser includes Bud Light; Pepsi includes Diets; Red Bull includes Coca-free and Cola; NTT is now valued as a telecom provider and brand value is restated this year					
Source: Financial Times analysis based on ranking data by Millward Brown (including data from BrandZ, Kantar Retail, LinkedIn and Bloomberg)					