

2025 MOST VALUABLE GLOBAL BRANDS

BRAND		BRAND VALUE (US\$M)	BRAND		BRAND VALUE (US\$M)
1	APPLE	1,299,655	51	NIKE	49,444
2	GOOGLE	944,137	52	DISNEY	48,665
3	MICROSOFT	884,816	53	CHASE	48,117
4	AMAZON	866,118	54	HAIER	47,578
5	NVIDIA	509,442	55	VMWARE	47,076
6	FACEBOOK	300,662	56	HDFC BANK	44,959
7	INSTAGRAM	228,947	57	UBER	44,197
8	MCDONALD'S	221,079	58	WELLS FARGO	44,196
9	ORACLE	215,354	59	RBC	44,179
10	VISA	213,348	60	CHATGPT	43,562
11	TENCENT	174,005	61	XBOX	43,047
12	MASTERCARD	167,882	62	CHINA MOBILE	41,299
13	IBM	125,973	63	SPECTRUM	40,037
14	COCA-COLA	119,979	64	INTEL	37,390
15	WALMART	119,580	65	ZARA	37,246
16	NETFLIX	115,271	66	AIRTEL	37,094
17	LOUIS VUITTON	111,938	67	SIEMENS	36,390
18	HERMÈS	109,421	68	XFINITY	36,069
19	TELEKOM/T-MOBILE	105,717	69	DELL TECHNOLOGIES	35,446
20	ACCENTURE	103,810	70	UNITEDHEALTHCARE	35,238
21	COSTCO	100,809	71	L'ORÉAL PARIS	35,090
22	ARAMCO	93,554	72	ICBC	33,915
23	SAP	92,347	73	INFOSYS	33,096
24	VERIZON	90,490	74	COMMBANK	32,093
25	THE HOME DEPOT	89,230	75	LOWE'S	30,859
26	YOUTUBE	89,110	76	SPOTIFY	29,687
27	AT&T	86,878	77	TOYOTA	29,329
28	TESLA	86,043	78	SAMSUNG	29,253
29	ALIBABA	81,208	79	BCA	28,749
30	ADOBE	80,759	80	MEITUAN	27,925
31	LINKEDIN	76,636	81	BANK OF AMERICA	27,524
32	TIKTOK	75,669	82	PAYPAL	27,228
33	MOUTAI	74,446	83	KFC	26,875
34	STARBUCKS	69,732	84	PING AN	26,326
35	SALESFORCE	69,503	85	STRIPE	26,127
36	CISCO	68,268	86	CHIPOTLE	26,125
37	AMERICAN EXPRESS	65,886	87	IKEA	25,673
38	SNAPDRAGON	65,632	88	EXXONMOBIL	25,544
39	HUAWEI	64,657	89	BOOKING.COM	25,060
40	MARLBORO	64,101	90	MORGAN STANLEY	24,784
41	SERVICENOW	62,481	91	FEDEX	23,978
42	CHANEL	62,292	92	SONY	23,858
43	TEXAS INSTRUMENTS	59,863	93	AGRICULTURAL BANK OF CHINA	23,550
44	INTUIT	59,009	94	ALDI	23,386
45	TATA CONSULTANCY SERVICES	57,333	95	HILTON	23,000
46	ADP	56,969	96	XIAOMI	21,917
47	AMD	56,629	97	UNIQLO	21,599
48	UPS	55,007	98	ADIDAS	21,067
49	J.P. MORGAN	50,697	99	DOORDASH	20,880
50	MERCADO LIBRE	49,846	100	MERCEDES-BENZ	20,815

