

La classifica

Best global brands 2020, valori espressi in miliardi di dollari americani

Posizione		Azienda	2020	2019	Posizione		Azienda	2020	2019	Posizione		Azienda	2020	2019	Posizione		Azienda	2020	2019
2020	2019				2020	2019				2020	2019				2020	2019			
1	1	Apple	322,999	234,241	26	24	Pepsi	18,603	20,488	51	56	Sony	12,010	10,514	76	89	Nintendo	7,296	5,550
2	3	Amazon	200,667	125,263	27	39	Adobe	18,206	12,937	52	41	Citi	11,936	12,697	77	71	Hewlett Packard Enterprise	6,654	7,909
3	4	Microsoft	166,001	108,847	28	28	Hermès	17,961	17,920	53	49	Philips	11,671	11,661	78	79	Corona	6,563	6,369
4	2	Google	165,444	167,713	29	19	GE	17,961	25,566	54	37	Gillette	11,578	13,753	79	77	Ferrari	6,379	6,458
5	6	Samsung	62,289	61,098	30	New	YouTube	17,328	N/A	55	50	Porsche	11,301	11,652	80	74	Huawei	6,301	6,887
6	5	Coca-Cola	56,894	63,365	31	31	Accenture	16,552	16,205	56	48	Starbucks	11,246	11,798	81	83	DHL	6,289	5,987
7	7	Toyota	51,595	56,246	32	33	Gucci	15,675	15,949	57	62	MasterCard	11,055	9,430	82	80	Jack Daniel's	6,288	6,347
8	8	Mercedes-Benz	49,268	50,832	33	32	Budweiser	15,606	16,018	58	70	Salesforce.com	10,755	8,004	83	82	Dior	5,988	6,045
9	9	McDonald's	42,816	45,362	34	34	Pampers	15,073	15,773	59	52	Nissan	10,553	11,502	84	76	Caterpillar	5,855	6,791
10	10	Disney	40,773	44,352	35	29	Zara	14,862	17,175	60	72	PayPal	10,514	7,604	85	81	Panasonic	5,844	6,189
11	11	BMW	39,756	41,440	36	36	Hyundai	14,295	14,156	61	58	Siemens	10,512	10,259	86	78	Kia	5,830	6,428
12	13	Intel	36,971	40,197	37	30	H&M	14,008	16,345	62	59	Danone	10,340	9,915	87	86	Johnson & Johnson	5,764	5,720
13	14	Facebook	35,178	39,857	38	38	Nescafe	13,900	13,605	63	60	Nestlé	10,252	9,534	88	88	Heineken	5,520	5,626
14	12	IBM	34,885	40,381	39	43	Allianz	12,935	12,078	64	47	HSBC	10,118	11,816	89	84	John Deere	5,367	5,883
15	16	Nike	34,388	32,376	40	New	Tesla	12,785	N/A	65	54	HP	9,740	10,891	90	98	LinkedIn	5,210	4,836
16	15	Cisco	34,119	35,559	41	65	Netflix	12,665	8,963	66	57	Kellogg's	9,547	10,419	91	95	Hennessy	5,123	5,297
17	17	Louis Vuitton	31,720	32,223	42	35	Ford	12,568	14,325	67	64	3M	9,409	9,035	92	93	KFC	5,111	5,509
18	20	SAP	28,011	25,092	43	51	L'Oréal	12,553	11,589	68	66	Colgate	9,345	8,824	93	85	Land Rover	5,077	5,855
19	New	Instagram	26,060	N/A	44	42	Audi	12,428	12,689	69	69	Morgan Stanley	8,865	8,185	94	94	Tiffany & Co.	4,966	5,335
20	21	Honda	21,694	24,422	45	55	Visa	12,397	10,756	70	92	Spotify	8,389	5,516	95	90	Mini	4,965	5,532
21	22	Chanel	21,203	22,134	46	44	eBay	12,277	12,010	71	61	Canon	8,057	9,482	96	87	Uber	4,942	5,714
22	25	J.P. Morgan	20,220	19,044	47	40	Volkswagen	12,267	12,921	72	75	Lego	7,535	6,884	97	96	Burberry	4,809	5,205
23	23	American Express	19,458	21,629	48	46	AXA	12,211	11,830	73	68	Cartier	7,494	8,192	98	New	Johnnie Walker	4,555	N/A
24	27	UPS	19,161	18,072	49	53	Goldman Sachs	12,129	11,352	74	67	Santander	7,474	8,521	99	100	Prada	4,495	4,781
25	26	IKEA	18,870	18,407	50	45	Adidas	12,070	11,992	75	73	FedEx	7,367	6,998	100	New	Zoom	4,481	N/A