

Interbrand's 2014 Best Global Brands

2014 RANK	2013 RANK	BRAND	SECTOR	2014 BRAND VALUE (USD \$billion)	% CHANGE IN BRAND VALUE
1	1	Apple	Technology	118.863	21%
2	2	Google	Technology	107.439	15%
3	3	Coca-Cola	Beverages	81.563	3%
4	4	IBM	Business Services	72.244	-8%
5	5	Microsoft	Technology	61.154	3%
6	6	GE	Diversified	45.480	-3%
7	8	Samsung	Technology	45.462	15%
8	10	Toyota	Automotive	42.392	20%
9	7	McDonald's	Restaurants	42.254	1%
10	11	Mercedes-Benz	Automotive	34.338	8%
11	12	BMW	Automotive	34.214	7%
12	9	Intel	Technology	34.153	-8%
13	14	Disney	Media	32.223	14%
14	13	Cisco	Technology	30.936	6%
15	19	Amazon	Retail	29.478	25%
16	18	Oracle	Technology	25.980	8%
17	15	HP	Technology	23.758	-8%
18	16	Gillette	FMCG	22.845	-9%
19	17	Louis Vuitton	Luxury	22.552	-9%
20	20	Honda	Automotive	21.673	17%
21	21	H&M	Apparel	21.083	16%
22	24	Nike	Sporting Goods	19.875	16%
23	23	American Express	Financial Services	19.510	11%
24	22	Pepsi	Beverages	19.119	7%

25	25	SAP	Technology	17.340	4%
26	26	IKEA	Retail	15.885	15%
27	27	UPS	Transportation	14.470	5%
28	28	eBay	Retail	14.358	9%
29	52	Facebook	Technology	14.349	86%
30	29	Pampers	FMCG	14.078	8%
31	34	Volkswagen	Automotive	13.716	23%
32	30	Kellogg's	FMCG	13.442	4%
33	32	HSBC	Financial Services	13.142	8%
34	31	Budweiser	Alcohol	13.024	3%
35	33	J.P. Morgan	Financial Services	12.456	9%
36	36	Zara	Apparel	12.126	12%
37	35	Canon	Electronics	11.702	6%
38	37	Nescafe	Beverages	11.406	7%
39	42	Ford	Automotive	10.876	18%
40	43	Hyundai	Automotive	10.409	16%
41	38	Gucci	Luxury	10.385	2%
42	40	Philips	Electronics	10.264	5%
43	39	L'Oréal	FMCG	10.162	3%
44	41	Accenture	Business Services	9.882	4%
45	51	Audi	Automotive	9.831	27%
46	54	Hermès	Luxury	8.977	18%
47	44	Goldman Sachs	Financial Services	8.758	3%
48	48	Citi	Financial Services	8.737	10%
49	45	Siemens	Diversified	8.672	2%
50	50	Colgate	FMCG	8.215	5%
51	49	Danone	FMCG	8.205	3%
52	46	Sony	Electronics	8.133	-3%
53	59	AXA	Financial Services	8.120	14%
54	56	Nestlé	FMCG	8.000	6%
55	63	Allianz	Financial Services	7.702	15%

56	65	Nissan	Automotive	7.623	23%
57	47	Thomson Reuters	Media	7.472	-8%
58	60	Cartier	Luxury	7.449	8%
59	55	adidas	Sporting Goods	7.378	-2%
60	64	Porsche	Automotive	7.171	11%
61	58	Caterpillar	Diversified	6.812	-4%
62	62	Xerox	Business Services	6.641	-2%
63	71	Morgan Stanley	Financial Services	6.334	11%
64	68	Panasonic	Electronics	6.303	8%
65	73	Shell	Energy	6.288	14%
66	76	3M	Diversified	6.177	14%
67	70	Discovery	Media	6.143	7%
68	66	KFC	Restaurants	6.059	-2%
69	74	Visa	Financial Services	5.998	10%
70	72	Prada	Luxury	5.977	7%
71	75	Tiffany & Co.	Luxury	5.936	9%
72	69	Sprite	Beverages	5.646	-3%
73	77	Burberry	Luxury	5.594	8%
74	83	Kia	Automotive	5.396	15%
75	84	Santander	Financial Services	5.382	16%
76	91	Starbucks	Restaurants	5.382	22%
77	79	Adobe	Technology	5.333	9%
78	81	Johnson & Johnson	FMCG	5.194	9%
79	80	John Deere	Diversified	5.124	5%
80	78	MTV	Media	5.102	2%
81	N/A	DHL	Transportation	5.084	NEW
82	89	Chevrolet	Automotive	5.036	10%
83	88	Ralph Lauren	Apparel	4.979	9%
84	85	Duracell	FMCG	4.935	6%
85	86	Jack Daniel's	Alcohol	4.884	5%
86	82	Johnnie Walker	Alcohol	4.842	2%

87	96	Harley-Davidson	Automotive	4.772	13%
88	97	MasterCard	Financial Services	4.758	13%
89	90	Kleenex	FMCG	4.643	5%
90	95	Smirnoff	Alcohol	4.609	8%
91	N/A	Land Rover	Automotive	4.473	NEW
92	N/A	FedEx	Transportation	4.414	NEW
93	93	Corona	Alcohol	4.387	3%
94	N/A	Huawei	Technology	4.313	NEW
95	92	Heineken	Alcohol	4.221	-3%
96	94	Pizza Hut	Restaurants	4.196	-2%
97	N/A	Hugo Boss	Apparel	4.143	NEW
98	57	Nokia	Technology	4.138	-44%
99	100	Gap	Apparel	4.122	5%
100	67	Nintendo	Electronics	4.103	-33%