





































































































Interbrand

Best
Global
Brands
2019

The ranking of the
100 most valuable
global brands

STRETTAMENTE CONFIDENZIALE
SOTTO EMBARGO FINO
ALLE ORE 02.00 AM DEL 17 OTTOBRE 2019

01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 108,847 \$m	05  -4% 63,365 \$m	06  +2% 61,098 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m	09  +4% 45,362 \$m	10  +11% 44,352 \$m
11  +1% 41,440 \$m	12  -6% 40,381 \$m	13  -7% 40,197 \$m	14  -12% 39,857 \$m	15  +3% 35,559 \$m	16  +7% 32,376 \$m	17  +14% 32,223 \$m	18  +1% 26,288 \$m	19  -22% 25,566 \$m	20  +10% 25,092 \$m
21  +3% 24,422 \$m	22  +11% 22,134 \$m	23  +13% 21,629 \$m	24  -1% 20,488 \$m	25  +8% 19,044 \$m	26  +5% 18,407 \$m	27  +7% 18,072 \$m	28  +9% 17,920 \$m	29  -3% 17,175 \$m	30  -3% 16,345 \$m
31  +14% 16,205 \$m	32  +3% 16,018 \$m	33  +23% 15,949 \$m	34  -5% 15,773 \$m	35  +2% 14,325 \$m	36  +5% 14,156 \$m	37  -18% 13,753 \$m	38  +4% 13,605 \$m	39  +20% 12,937 \$m	40  +6% 12,921 \$m
41  +10% 12,697 \$m	42  +4% 12,689 \$m	43  +12% 12,078 \$m	44  -8% 12,010 \$m	45  +11% 11,992 \$m	46  +6% 11,830 \$m	47  +5% 11,816 \$m	48  +23% 11,798 \$m	49  -4% 11,661 \$m	50  +9% 11,652 \$m
51  +4% 11,589 \$m	52  -6% 11,502 \$m	53  -4% 11,352 \$m	54  +4% 10,891 \$m	55  +19% 10,756 \$m	56  +13% 10,514 \$m	57  -2% 10,419 \$m	58  +1% 10,259 \$m	59  +4% 9,915 \$m	60  +7% 9,534 \$m
61  -9% 9,482 \$m	62  +25% 9,430 \$m	63  New 9,086 \$m	64  -1% 9,035 \$m	65  +10% 8,963 \$m	66  +2% 8,824 \$m	67  +13% 8,521 \$m	68  +7% 8,192 \$m	69  -7% 8,185 \$m	70  +24% 8,004 \$m
71  -3% 7,909 \$m	72  +15% 7,604 \$m	73  +2% 6,998 \$m	74  -9% 6,887 \$m	75  +5% 6,884 \$m	76  +19% 6,791 \$m	77  +12% 6,458 \$m	78  -7% 6,428 \$m	79  +15% 6,369 \$m	80  +13% 6,347 \$m
81  -2% 6,189 \$m	82  +16% 6,045 \$m	83  +2% 5,987 \$m	84  +9% 5,883 \$m	85  -6% 5,855 \$m	86  -8% 5,720 \$m	87  New 5,714 \$m	88  +4% 5,626 \$m	89  +18% 5,550 \$m	90  +5% 5,532 \$m
91  -4% 5,525 \$m	92  +7% 5,516 \$m	93  +1% 5,509 \$m	94  -5% 5,335 \$m	95  +12% 5,297 \$m	96  +4% 5,205 \$m	97  -3% 5,105 \$m	98  New 4,836 \$m	99  -7% 4,793 \$m	100  -1% 4,781 \$m