

Top 25 des entreprises les plus valorisées au monde selon Kantar Millward Brown, 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1	 amazon	Retail	315,505	4	+52%	2	
2		Technology	309,527	4	+3%	0	
3		Technology	309,000	4	+2%	-2	
4		Technology	251,244	4	+25%	0	
5	 VISA	Payments	177,918	5	+22%	2	
6		Technology	158,968	4	-2%	0	
7	 Alibaba Group	Retail	131,246	3	+16%	2	
8	 Tencent 腾讯	Technology	130,862	4	-27%	-3	
9	 McDonald's	Fast Food	130,368	4	+3%	-1	
10	 AT&T	Telecom Providers	108,375	3	+2%	0	
11	 verizon	Telecom Providers	94,598	4	+11%	1	
12	 Mastercard	Payments	91,929	4	+30%	3	
13		Technology	86,005	4	-11%	-2	
14		Beverages	80,825	5	+1%	0	
15		Tobacco	71,958	3	-12%	-2	
16		Technology	57,528	3	+4%	1	
17		Entertainment	57,007	4	+6%	2	
18		Logistics	54,899	5	-9%	-2	
19		Retail	53,507	3	+13%	1	
20	 xfinity	Telecom Providers	48,889	3	+14%	4	
21		Apparel	47,360	4	+23%	8	
22		Luxury	47,214	5	+15%	4	
23		Regional Banks	46,468	3	-15%	-5	
24		Fast Food	45,884	4	+3%	-1	
25		Telecom Providers	44,219	3	+7%	0	

Top 25 des plus grandes entreprises mondiales selon Kantar Millward Brown, 2019

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1		Technology	302,063	4	+23%	0	
2		Technology	300,595	4	+28%	0	
3		Retail	207,594	4	+49%	1	
4		Technology	200,987	4	+40%	-1	
5		Technology	178,990	5	+65%	3	
6		Technology	162,106	4	+25%	-1	
7		Payments	145,611	5	+31%	0	
8		Fast Food	126,044	4	+29%	2	
9		Retail	113,401	3	+92%	5	
10		Telecom Providers	106,698	3	-7%	-4	
11		Technology	96,269	4	-6%	-2	
12		Telecom Providers	84,897	3	-5%	-1	
13		Tobacco	81,914	3	-6%	-1	
14		Soft Drinks	79,964	5	+2%	-1	
15		Payments	70,872	4	+42%	5	
16		Logistics	60,412	5	+4%	0	
17		Technology	55,366	3	+23%	-4	
18		Regional Banks	54,952	3	-6%	-3	
19		Entertainment	53,833	5	+3%	-1	
20		Retail	47,229	3	+17%	-4	
21		Telecom Providers	46,349	4	-18%	-4	
22		Regional Banks	45,853	2	+45%	6	
23		Fast Food	44,503	4	+1%	-1	
24		Telecom Providers	43,056	3	+3%	-1	
25		Telecom Providers	41,499	3	+8%	0	