

2026 年全球品牌价值 500 强

Rank - 2026	Rank - 2025	Name	Country	Brand Value (USD) - 2026	Brand Value (USD) - 2025	Brand Rating - 2026	Brand Rating - 2025
1	1	Apple	United States	607641.7	574510.08	AAA	AAA
2	2	Microsoft	United States	565249.75	461069.06	AAA+	AAA+
3	3	Google	United States	433075.1	412981.33	AAA+	AAA+
4	4	Amazon	United States	369876.2	356385.51	AAA	AAA
5	9	NVIDIA	United States	184322.06	87870.98	AAA+	AAA
6	7	TikTok/Douyin	China	153543.5	105789.93	AA+	AAA-
7	5	Walmart	United States	140984.71	137182.78	AAA+	AAA
8	6	Samsung Group	South Korea	119218.09	110593.29	AAA	AAA
9	8	Facebook	United States	107060.61	91456.96	AA+	AAA-
10	10	State Grid Corporation of China	China	102441.22	85625.94	AAA+	AAA+
11	11	T	Germany	0	0		
12	13	ICBC	China	0	0		
13	12	Instagram	United States	0	0		
14	14	China Construction Bank	China	0	0		
15	17	Home Depot	United States	0	0		
16	15	Verizon	United States	0	0		
17	19	Bank of China	China	0	0		
18	21	Oracle	United States	0	0		
19	16	Agricultural Bank of China	China	0	0		
20	18	Toyota	Japan	0	0		
21	25	Allianz Group	Germany	0	0		
22	20	Moutai	China	0	0		
23	44	American Express	United States	0	0		
24	22	UnitedHealthcare	United States	0	0		
25	24	AT&T	United States	0	0		
26	26	Costco	United States	0	0		
27	34	Tencent	China	0	0		
28	30	Shell	United Kingdom	0	0		

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29	32	Disney	United States	0	0		
30	47	Uber	United States	0	0		
31	27	China Mobile	China	0	0		
32	35	Ping An	China	0	0		
33	54	WeChat	China	0	0		
34	31	Bank of America	United States	0	0		
35	38	Aramco	Saudi Arabia	0	0		
36	23	Mercedes-Benz	Germany	0	0		
37	28	Coca-Cola	United States	0	0		
38	29	Hyundai Group	South Korea	0	0		
39	33	Chase	United States	0	0		
40	58	VISA	United States	0	0		
41	37	BMW	Germany	0	0		
42	41	Deloitte	United States	0	0		
43	42	McDonald's	United States	0	0		
44	39	accenture	United States	0	0		
45	48	NTT Group	Japan	0	0		
46	49	Wells Fargo	United States	0	0		
47	51	TSMC	China	0	0		
48	63	Lowe's	United States	0	0		
49	67	YouTube	United States	0	0		
50	62	SAP	Germany	0	0		
51	45	Starbucks	United States	0	0		
52	43	Mitsubishi Group	Japan	0	0		
53	57	JP Morgan	United States	0	0		
54	61	Volkswagen	Germany	0	0		
55	52	Petrochina	China	0	0		
56	50	Citi	United States	0	0		
57	40	Porsche	Germany	0	0		
58	59	Huawei	China	0	0		
59	46	Chanel	France	0	0		

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60	74	HSBC	United Kingdom	0	0		
61	60	TATA Group	India	0	0		
62	75	Cisco	United States	0	0		
63	88	Mastercard	United States	0	0		
64	80	Sumitomo Group	Japan	0	0		
65	78	Mitsui Group	Japan	0	0		
66	64	Sinopec Group	China	0	0		
67	102	CATL	China	0	0		
68	56	UPS	United States	0	0		
69	81	EY	United Kingdom	0	0		
70	55	Louis Vuitton	France	0	0		
71	89	Capital One	United States	0	0		
72	76	SK Group	South Korea	0	0		
73	93	Santander	Spain	0	0		
74	69	China Merchants Bank	China	0	0		
75	36	Tesla	United States	0	0		
76	92	Netflix	United States	0	0		
77	71	Target	United States	0	0		
78	70	Honda	Japan	0	0		
79	84	PWC	United States	0	0		
80	66	Nike	United States	0	0		
81	73	Wuliangye	China	0	0		
82	129	Airbus	France	0	0		
83	83	ExxonMobil	United States	0	0		
84	79	IBM Group	United States	0	0		
85	68	CSCEC	China	0	0		
86	163	Progressive	United States	0	0		
87	77	Siemens Group	Germany	0	0		
88	85	FedEx	United States	0	0		
89	72	CVS	United States	0	0		
90	65	Xfinity	United States	0	0		

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91	97	Nestlé	Switzerland	0	0		
92	99	General Electric	United States	0	0		
93	115	Boeing	United States	0	0		
94	104	Enterprise	United States	0	0		
95	94	Dell Technologies	United States	0	0		
96	120	TD	Canada	0	0		
97	103	Goldman Sachs	United States	0	0		
98	86	Ford	United States	0	0		
99	98	Hermès	France	0	0		
100	105	ADNOC	United Arab Emirates	0	0		
101	107	JD.com	China	0	0		
102	201	Broadcom	United States	0	0		
103	112	Caterpillar	United States	0	0		
104	109	China Life	China	0	0		
105	123	HCA	United States	0	0		
106	82	Spectrum	United States	0	0		
107	119	LinkedIn	United States	0	0		
108	101	Optum	United States	0	0		
109	96	Salesforce	United States	0	0		
110	106	TotalEnergies	France	0	0		
111	113	BP	United Kingdom	0	0		
112	90	LG Group	South Korea	0	0		
113	108	Rolex	Switzerland	0	0		
114	138	Allstate	United States	0	0		
115	128	Aldi Süd	Germany	0	0		
116	148	Hilton Hotels & Resorts	United States	0	0		
117	212	AMD	United States	0	0		
118	110	PayPal	United States	0	0		
119	116	Zara	Spain	0	0		
120	111	Adidas	Germany	0	0		
121	118	Orange	France	0	0		

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122	130	Royal Bank Of Canada	Canada	0	0		
123	149	GEICO	United States	0	0		
124	124	Barclays	United Kingdom	0	0		
125	134	KPMG	United Kingdom	0	0		
126	117	Lidl	Germany	0	0		
127	151	Delta	United States	0	0		
128	126	China CITIC Bank	China	0	0		
129	122	DBS	Singapore	0	0		
130	154	BNP Paribas	France	0	0		
131	125	Generali Group	Italy	0	0		
132	100	AXA	France	0	0		
133	95	Elevance Health	United States	0	0		
134	91	Postal Savings Bank	China	0	0		
135	169	Charles Schwab	United States	0	0		
136	127	Audi	Germany	0	0		
137	143	Johnson & Johnson	United States	0	0		
138	210	LEGO	Denmark	0	0		
139	136	stc	Saudi Arabia	0	0		
140	141	Bosch	Germany	0	0		
141	155	Metlife	United States	0	0		
142	167	BYD	China	0	0		
143	147	Tesco	United Kingdom	0	0		
144	191	Fidelity	United States	0	0		
145	150	PICC	China	0	0		
146	87	Pepsi	United States	0	0		
147	140	Equinor	Norway	0	0		
148	145	KFC	United States	0	0		
149	171	EDF	France	0	0		
150	132	Infosys	India	0	0		
151	114	CRECG	China	0	0		
152	146	e&	United Arab Emirates	0	0		

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153	156	Hitachi	Japan	0	0		
154	139	Cartier	France	0	0		
155	131	Publix	United States	0	0		
156	137	Purina	United States	0	0		
157	192	Vodafone	United Kingdom	0	0		
158	162	Sam’s Club	United States	0	0		
159	157	Chevron	United States	0	0		
160	209	Nongfu Spring	China	0	0		
161	219	MUFG	Japan	0	0		
162	188	Travelers	United States	0	0		
163	247	BBVA	Spain	0	0		
164	186	Lay’s	United States	0	0		
165	173	John Deere	United States	0	0		
166	135	Sony	Japan	0	0		
167	144	Bank of Communications	China	0	0		
168	166	CPIC	China	0	0		
169	177	LIC	India	0	0		
170	172	IKEA	Sweden	0	0		
171	159	Walgreens	United States	0	0		
172	206	Yili	China	0	0		
173	158	Ferrari	Italy	0	0		
174	179	AIA	China	0	0		
175	152	Universal	United States	0	0		
176	183	UBS	Switzerland	0	0		
177	165	Adobe	United States	0	0		
178		OpenAI	United States	0	NaN		
179	232	AutoZone	United States	0	0		
180	211	Lockheed Martin	United States	0	0		
181	175	Corona Extra	Mexico	0	0		
182	161	Intel	United States	0	0		
183	164	HDFC Group	India	0	0		

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184	180	Pinduoduo	China	0	0		
185	160	PETRONAS	Malaysia	0	0		
186	181	Heineken	Netherlands	0	0		
187	174	S&P Global	United States	0	0		
188	184	Circle K	Canada	0	0		
189	216	ING	Netherlands	0	0		
190	170	SoftBank	Japan	0	0		
191	168	Humana	United States	0	0		
192	142	L’Oréal	France	0	0		
193	189	Vinci	France	0	0		
194	182	China Telecom	China	0	0		
195	221	Morgan Stanley	United States	0	0		
196	178	JR	Japan	0	0		
197	190	United Airlines	United States	0	0		
198	153	7-Eleven	Japan	0	0		
199	266	VMWARE	United States	0	0		
200	185	Brookfield	Canada	0	0		
201	229	Zurich	Switzerland	0	0		
202	236	Japan Post Holdings	Japan	0	0		
203	302	Micron	United States	0	0		
204	133	CRCC	China	0	0		
205	215	Intesa Sanpaolo	Italy	0	0		
206	218	Philips	Netherlands	0	0		
207	193	U.S. Bank	United States	0	0		
208	238	Red Bull	Austria	0	0		
209	187	Canada Life	Canada	0	0		
210	195	Taobao	China	0	0		
211	224	booking.com	United States	0	0		
212	214	au	Japan	0	0		
213	220	Enel	Italy	0	0		
214	263	Chubb	United States	0	0		

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215	121	Dior	France	0	0		
216	256	China Southern Power Grid	China	0	0		
217	176	Chevrolet	United States	0	0		
218	194	Carrefour	France	0	0		
219	326	Xiaomi	China	0	0		
220	252	Engie	France	0	0		
221	265	NBC	United States	0	0		
222	225	BMO	Canada	0	0		
223	207	DHL	Germany	0	0		
224	231	UNIQLO	Japan	0	0		
225	213	Sysco	United States	0	0		
226	208	Decathlon	France	0	0		
227	264	CIBC	Canada	0	0		
228	271	Midea	China	0	0		
229	312	E. Leclerc	France	0	0		
230	205	Tmall	China	0	0		
231	237	Reliance Group	India	0	0		
232	239	Standard Chartered	United Kingdom	0	0		
233	275	Spotify	Sweden	0	0		
234	197	Rewe	Germany	0	0		
235	242	BASF	Germany	0	0		
236	202	ADP	United States	0	0		
237	203	Volvo	Sweden	0	0		
238	280	Emirates	United Arab Emirates	0	0		
239	295	McKesson	United States	0	0		
240	235	Capgemini	France	0	0		
241	331	Prudential (US)	United States	0	0		
242	200	Kia	South Korea	0	0		
243	290	Aetna	United States	0	0		
244	245	QNB	Qatar	0	0		
245	217	Commonwealth Bank	Australia	0	0		

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246	267	Michelin	France	0	0		
247	198	Meituan	China	0	0		
248	279	Merrill	United States	0	0		
249	246	Nissay/Nippon Life Insurance	Japan	0	0		
250	261	Dollar General	United States	0	0		
251	243	Rabobank	Netherlands	0	0		
252	287	Lilly	United States	0	0		
253		Blackrock	United States	0	NaN		
254	274	ItaÃº	Brazil	0	0		
255	268	Woolworths	Australia	0	0		
256	241	SBI Group	India	0	0		
257	328	O’Reilly Auto Parts	United States	0	0		
258	289	Edeka	Germany	0	0		
259	309	Al-Rajhi Bank	Saudi Arabia	0	0		
260	272	ConocoPhillips	United States	0	0		
261	292	NatWest	United Kingdom	0	0		
262	254	Cognizant	United States	0	0		
263	223	Honeywell	United States	0	0		
264	384	Northrop Grumman	United States	0	0		
265	253	Truist	United States	0	0		
266	286	Subway	United States	0	0		
267	351	Bell	Canada	0	0		
268	308	Servicenow	United States	0	0		
269	222	Scotiabank	Canada	0	0		
270	301	Lloyds Bank	United Kingdom	0	0		
271	244	Sephora	France	0	0		
272	228	Shanghai Pudong Development Bank	China	0	0		
273	250	CNBM	China	0	0		
274	259	Industrial Bank	China	0	0		
275	269	Monster	United States	0	0		
276	276	Sherwin-Williams	United States	0	0		

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277	270	Panasonic	Japan	0	0		
278	350	Erste	Austria	0	0		
279	313	Gatorade	United States	0	0		
280	320	KBC	Belgium	0	0		
281	262	HCLTech	India	0	0		
282	319	Fox	United States	0	0		
283	278	Crédit Mutuel	France	0	0		
284	285	Power China	China	0	0		
285	297	NetEase	China	0	0		
286	288	Coupang	South Korea	0	0		
287	204	Gucci	Italy	0	0		
288	341	Crédit Agricole	France	0	0		
289	284	Bridgestone	Japan	0	0		
290	329	CaixaBank	Spain	0	0		
291	383	Shinhan Financial Group	South Korea	0	0		
292	249	PTT	Thailand	0	0		
293	411	Bloomberg	United States	0	0		
294	258	Qualcomm	United States	0	0		
295	311	Tiffany & Co.	United States	0	0		
296	335	Dai-ichi Life	Japan	0	0		
297	230	Lexus	Japan	0	0		
298	372	HPE	United States	0	0		
299	226	Nissan	Japan	0	0		
300	199	American Airlines	United States	0	0		
301	260	Eni	Italy	0	0		
302	327	PlayStation	Japan	0	0		
303	248	CEEC	China	0	0		
304	363	TJ Maxx	United States	0	0		
305	367	Aviva	United Kingdom	0	0		
306	307	Tokio Marine	Japan	0	0		
307	282	Marubeni	Japan	0	0		

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308	251	Gillette	United States	0	0		
309	359	Mercadona	Spain	0	0		
310	304	3M	United States	0	0		
311	371	The Hartford	United States	0	0		
312	361	Nintendo	Japan	0	0		
313	324	KB Financial Group	South Korea	0	0		
314	401	BAE Systems	United Kingdom	0	0		
315	316	Larsen & Toubro Group	India	0	0		
316	396	Nokia	Finland	0	0		
317	310	McKinsey & Co	United States	0	0		
318	283	Danone	France	0	0		
319	255	TELUS	Canada	0	0		
320	340	Fanduel	United States	0	0		
321	436	Chick-fil-A	United States	0	0		
322	306	Airtel	India	0	0		
323	318	Medtronic	United States	0	0		
324	403	E. ON	Germany	0	0		
325	338	Modelo Especial	Mexico	0	0		
326	381	Rogers	Canada	0	0		
327	281	Telstra	Australia	0	0		
328	419	Marina Bay Sands	Singapore	0	0		
329	321	Fresenius	Germany	0	0		
330	300	Nivea	Germany	0	0		
331	296	Bouygues	France	0	0		
332		Viettel Group	Vietnam	0	NaN		
333	298	ASML	Netherlands	0	0		
334	277	Sky	United Kingdom	0	0		
335		Cardinal Health	United States	0	NaN		
336	257	HP	United States	0	0		
337	369	Société Générale	France	0	0		
338	352	Haier	China	0	0		

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339	196	Budweiser	United States	0	0		
340	315	Conad	Italy	0	0		
341	330	Mahindra Group	India	0	0		
342	240	H&M	Sweden	0	0		
343	325	Roche	Switzerland	0	0		
344	293	Deutsche Bank	Germany	0	0		
345	342	Kaufland	Germany	0	0		
346	299	Kroger	United States	0	0		
347	227	Poste Italiane	Italy	0	0		
348	273	Movistar	Spain	0	0		
349	322	Discover	United States	0	0		
350	233	Prudential	China	0	0		
351	234	Tyson	United States	0	0		
352	291	Applied Materials	United States	0	0		
353	337	PNC	United States	0	0		
354	348	Tim Hortons	Canada	0	0		
355	294	Hyatt	United States	0	0		
356	366	Jio Group	India	0	0		
357	442	Munich Re	Germany	0	0		
358	303	LSEG	United Kingdom	0	0		
359	365	Cigna	United States	0	0		
360	438	Nordea	Finland	0	0		
361	354	Domino’s Pizza	United States	0	0		
362		Sber	Russia	0	NaN		
363	375	ICICI Group	India	0	0		
364	333	Vanguard	United States	0	0		
365	392	Mizuho Financial Group	Japan	0	0		
366	358	Wipro Group	India	0	0		
367	434	Lenovo	China	0	0		
368	387	Swiss Re	Switzerland	0	0		
369	323	BRI	Indonesia	0	0		

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370	347	Taco Bell	United States	0	0		
371	334	Warner Bros	United States	0	0		
372	317	Canon	Japan	0	0		
373	360	Daiwa House	Japan	0	0		
374	408	Kellogg’s	United States	0	0		
375	399	Swisscom	Switzerland	0	0		
376	378	Yahoo!	Japan	0	0		
377	458	CBS	United States	0	0		
378	374	OCBC Bank	Singapore	0	0		
379	339	Activision Blizzard	United States	0	0		
380	368	Schneider Electric	France	0	0		
381	468	BBC	United Kingdom	0	0		
382	395	UOB	Singapore	0	0		
383		Whole Foods	United States	0	NaN		
384	400	Xbox	United States	0	0		
385		Rolls-Royce (Aerospace & Defence)	United Kingdom	0	NaN		
386	380	Southwest Airlines	United States	0	0		
387	423	General Dynamics	United States	0	0		
388	305	Guerlain	France	0	0		
389	453	Doritos	United States	0	0		
390	421	CJ Group	South Korea	0	0		
391	441	Veolia	France	0	0		
392	336	Manulife	Canada	0	0		
393		Revolut	United Kingdom	0	NaN		
394	426	Tide	United States	0	0		
395	455	Dollar Tree	United States	0	0		
396	388	Bayer	Germany	0	0		
397	424	Abbott	United States	0	0		
398	398	Synchrony	United States	0	0		
399	346	Renault	France	0	0		
400	473	Safran	France	0	0		

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401	407	Union Pacific	United States	0	0		
402	397	QuickBooks	United States	0	0		
403	377	SF Express	China	0	0		
404	344	China Minsheng Bank	China	0	0		
405	431	Marathon Petroleum	United States	0	0		
406	417	USPS	United States	0	0		
407	487	Cathay Life Insurance	China	0	0		
408		Free	France	0	NaN		
409		Marks & Spencer	United Kingdom	0	NaN		
410		ABN AMRO	Netherlands	0	NaN		
411	477	ABC	United States	0	0		
412		Royal Caribbean International	United States	0	NaN		
413	422	Xinghuacun Fen Wine	China	0	0		
414	461	SNB	Saudi Arabia	0	0		
415		MercadoLibre	Argentina	0	NaN		
416	364	Gree	China	0	0		
417		Emirates NBD	United Arab Emirates	0	NaN		
418		CTBC Financial	China	0	NaN		
419	373	CCCC	China	0	0		
420		British Airways	United Kingdom	0	NaN		
421	443	Dr Pepper	United States	0	0		
422	462	MSCI	United States	0	0		
423	356	Saint-Gobain	France	0	0		
424		DNB	Norway	0	NaN		
425	454	Valero	United States	0	0		
426		Genting	Malaysia	0	NaN		
427	432	CNRL	Canada	0	0		
428	420	CNOOC	China	0	0		
429	349	Pampers	United States	0	0		
430	406	SLB	United States	0	0		
431	449	Evernorth	United States	0	0		

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432	343	Airbnb	United States	0	0		
433	463	Lululemon	Canada	0	0		
434		AstraZeneca	United Kingdom	0	NaN		
435	353	Poly Development	China	0	0		
436		Hannover Re	Germany	0	NaN		
437	430	Iberdrola	Spain	0	0		
438		Maersk	Denmark	0	NaN		
439	425	02	United Kingdom	0	0		
440	452	Trip. com	China	0	0		
441	357	BNSF	United States	0	0		
442		Raytheon	United States	0	NaN		
443	499	Sainsbury's	United Kingdom	0	0		
444	439	Sekisui House	Japan	0	0		
445	445	China Post	China	0	0		
446	410	Cencora	United States	0	0		
447	435	Asda	United Kingdom	0	0		
448	446	Indian Oil	India	0	0		
449	459	BCG	United States	0	0		
450	451	Merck & Co	United States	0	0		
451	488	MediaTek	China	0	0		
452	382	BDO Global	Belgium	0	0		
453	427	Coles	Australia	0	0		
454		Thermo Fisher Scientific	United States	0	NaN		
455	385	Jeep	United States	0	0		
456	479	Phillips 66	United States	0	0		
457	457	Ray-Ban	Italy	0	0		
458	345	LENNAR	United States	0	0		
459		Nescafé	Switzerland	0	NaN		
460		UniCredit	Italy	0	NaN		
461	390	China Everbright Bank	China	0	0		
462	492	Hang Seng Bank	China	0	0		

Rank – 2026	Rank – 2025	Name	Country	Brand Value (USD) – 2026	Brand Value (USD) – 2025	Brand Rating – 2026	Brand Rating – 2025
463	500	ESPN	United States	0	0		
464	389	Prada	Italy	0	0		
465	362	Texas Instruments	United States	0	0		
466	465	FIS	United States	0	0		
467	414	Denso	Japan	0	0		
468	413	Dove	United States	0	0		
469		Bodega Aurrera	Mexico	0	NaN		
470	474	AIG	United States	0	0		
471	394	Glencore	Switzerland	0	0		
472	497	Lindt	Switzerland	0	0		
473		FAB	United Arab Emirates	0	NaN		
474	391	Subaru	Japan	0	0		
475	472	Maybank	Malaysia	0	0		
476	370	Suzuki	Japan	0	0		
477	490	Barilla	Italy	0	0		
478	495	CNNC	China	0	0		
479	486	BNY	United States	0	0		
480	476	Leroy Merlin	France	0	0		
481		Marshalls	United States	0	NaN		
482	379	Luzhou Laojiao	China	0	0		
483	416	TIM	Italy	0	0		
484		Huntington	United States	0	NaN		
485		MAPFRE	Spain	0	NaN		
486	493	Baidu	China	0	0		
487	482	Swedbank	Sweden	0	0		
488	386	Pfizer	United States	0	0		
489		ROBLOX	United States	0	NaN		
490		Snow	China	0	NaN		
491		Anthropic	United States	0	NaN		
492	440	Bank Mandiri	Indonesia	0	0		
493	460	Best Buy	United States	0	0		

Rank – 2026	Rank – 2025	Name	Country	Brand Value (USD) – 2026	Brand Value (USD) – 2025	Brand Rating – 2026	Brand Rating – 2025
494		CRRC	China	0	NaN		
495	496	SABIC	Saudi Arabia	0	0		
496		Starlink	United States	0	NaN		
497		Qatar Airways	Qatar	0	NaN		
498		Cadbury	United Kingdom	0	NaN		
499	480	DraftKings	United States	0	0		
500	494	TUI	Germany	0	0		