

Top 100 most valuable brands worldwide in 2024:

Ranking 2024	Name	Country	Value	Annual Change
1	Apple	U.S.	\$516.6B	+73.6%
2	Microsoft	U.S.	\$340.4B	+77.7%
3	Google	U.S.	\$333.4B	+18.5%
4	Amazon	U.S.	\$308.9B	+3.2%
5	Samsung Group	South Korea	\$99.4B	-0.3%
6	Walmart	U.S.	\$96.8B	-14.9%
7	TikTok/Douyin	China	\$84.2B	+28.2%
8	Facebook	U.S.	\$75.7B	+28.4%
9	Deutsche Telekom	Germany	\$73.3B	+16.5%
10	ICBC	China	\$71.8B	+3.3%
11	Verizon	U.S.	\$71.8B	+6.4%
12	State Grid Corporation of China	China	\$71.1B	+20.9%
13	Instagram	U.S.	\$70.4B	+48.5%
14	China Construction Bank	China	\$65.6B	+4.7%
15	Starbucks	U.S.	\$60.7B	+13.5%
16	Agricultural Bank Of China	China	\$60.4B	+4.7%
17	Mercedes-Benz	Germany	\$59.4B	+1.1%
18	Tesla	U.S.	\$58.3B	-12.0%
19	Oracle	U.S.	\$53.1B	+34.2%
20	Home Depot	U.S.	\$52.8B	-13.6%
21	Toyota	Japan	\$52.7B	+0.3%
22	Bank of China	China	\$50.5B	+6.6%
23	Shell	UK	\$50.3B	+4.3%
24	Moutai	China	\$50.1B	+0.7%
25	AT&T	U.S.	\$49.3B	-0.7%
26	Costco	U.S.	\$48.4B	+3.9%
27	UnitedHealthcare	U.S.	\$47.6B	+28.4%
28	Allianz Group	Germany	\$46.9B	-3.0%
29	Disney	U.S.	\$46.7B	-5.6%
30	Nvidia	U.S.	\$44.5B	+162.9%
31	Ping An	China	\$44.4B	-0.7%
32	China Mobile	China	\$44.2B	+2.0%
33	Porsche	Germany	\$43.1B	+17.3%

Ranking 2024	Name	Country	Value	Annual Change
34	WeChat	China	\$41.8B	-16.8%
35	Deloitte	U.S.	\$41.8B	+21.0%
36	Aramco	Saudi Arabia	\$41.6B	-8.1%
37	BMW	Germany	\$41.0B	+1.5%
38	accenture	Ireland	\$40.5B	+1.6%
39	McDonald's	U.S.	\$38.0B	+3.1%
40	Bank of America	U.S.	\$37.3B	-3.6%
41	Hyundai Group	South Korea	\$37.0B	+35.6%
42	American Express	U.S.	\$36.5B	+7.0%
43	Tencent	China	\$36.1B	-5.3%
44	Wells Fargo	U.S.	\$35.8B	+8.6%
45	Chase	U.S.	\$35.8B	+14.3%
46	Mitsubishi Group	Japan	\$35.5B	+1.7%
47	Coca-Cola	U.S.	\$35.0B	+4.6%
48	UPS	U.S.	\$34.6B	-2.4%
49	Volkswagen	Germany	\$33.8B	-0.5%
50	Marlboro	U.S.	\$32.6B	-6.3%
51	Mitsui	Japan	\$32.5B	+5.8%
52	Louis Vuitton	France	\$32.2B	+22.6%
53	YouTube	U.S.	\$31.7B	+6.8%
54	Citi	U.S.	\$31.4B	+2.8%
55	Huawei	China	\$31.1B	-29.8%
56	NTT Group	Japan	\$31.1B	-15.1%
57	EY	UK	\$30.8B	+20.0%
58	J.P. Morgan	U.S.	\$30.8B	-3.3%
59	CVS	U.S.	\$30.2B	-1.1%
60	Xfinity	U.S.	\$30.0B	+4.5%
61	CSCEC	China	\$30.0B	-6.1%
62	Nike	U.S.	\$29.9B	-4.6%
63	Uber	U.S.	\$29.7B	+27.6%
64	Tata Group	India	\$28.6B	+8.5%
65	FedEx	U.S.	\$28.6B	-1.0%
66	PetroChina	China	\$28.5B	-3.9%
67	Sinopec Group	China	\$28.5B	+4.9%
68	VISA	U.S.	\$28.0B	-5.4%

Ranking 2024	Name	Country	Value	Annual Change
69	Spectrum	U.S.	\$27.5B	+17.8%
70	China Merchants Bank	China	\$26.6B	+8.6%
71	IBM Group	U.S.	\$26.4B	+0.9%
72	Target	U.S.	\$26.4B	-4.5%
73	Chanel	France	\$26.1B	+34.5%
74	Honda	Japan	\$25.9B	+7.1%
75	Wuliangye	China	\$25.9B	-14.5%
76	Elevance Health	U.S.	\$25.5B	+28.4%
77	SAP	Germany	\$25.2B	+19.3%
78	TSMC	Taiwan	\$25.1B	+16.2%
79	Lowe's	U.S.	\$25.0B	-20.8%
80	PWC	U.S.	\$24.7B	-2.6%
81	Siemens Group	Germany	\$24.4B	+13.9%
82	SK Group	South Korea	\$23.1B	+2.5%
83	LG Group	South Korea	\$22.9B	+7.7%
84	Netflix	U.S.	\$22.8B	-5.5%
85	Cisco	U.S.	\$22.8B	-4.8%
86	Sumitomo Group	Japan	\$22.5B	-5.9%
87	Mastercard	U.S.	\$21.8B	-12.2%
88	Dell Technologies	U.S.	\$21.4B	-5.2%
89	Intel	U.S.	\$21.3B	-7.3%
90	Humana	U.S.	\$21.0B	+27.1%
91	Ford	U.S.	\$20.9B	-6.1%
92	Nestlé	Switzerland	\$20.8B	-7.4%
93	Optum	U.S.	\$20.4B	+1.2%
94	Orange	France	\$20.3B	+10.2%
95	Pepsi	U.S.	\$20.2B	+10.2%
96	Taobao	China	\$20.1B	-34.0%
97	HSBC	UK	\$20.0B	+1.0%
98	General Electric	U.S.	\$19.8B	+2.2%
99	CATL	China	\$19.0B	+29.4%
100	TD	Canada	\$19.0B	-7.1%

Source: Brands Finance, VisualCapitalist