































# Top 50 Latam Ranking (1-10)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change	Country
1		Beer	7,782	-8%	Brazil
2		Beer	7,647	-10%	Mexico
3		Communication Providers	4,598	-26%	Mexico
4		Retail	4,257	-10%	Chile
5		Communication Providers	4,035	-9%	Mexico
6		Beer	3,772	-10%	Brazil
7		Retail	3,593	16%	Mexico
8		Beer	3,486	-5%	Colombia
9		Beer	3,316	-8%	Mexico
10		Retail	3,269	28%	Mexico



# Top 50 Latam Ranking (11-20)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change	Country
11	 <b>BIMBO</b>	Food	2,990	7%	Mexico
12	 <b>Claro</b>	Communication Providers	2,806	-7%	Latam
13	 <b>SODIMAC</b>	Retail	2,689	-13%	Chile
14	 <b>Bradesco</b>	Financial Institutions	2,673	-49%	Brazil
15	 <b>COPEC</b>	Energy	2,558	-7%	Chile
16	 <b>CEMEX</b>	Industry	2,294	-25%	Mexico
17	 <b>BANORTE</b> EL BANCO FUERTE DE MEXICO	Financial Institutions	2,139	-3%	Mexico
18	 <b>TELMEX</b>	Communication Providers	2,136	-40%	Mexico
19	 <b>POKER</b>	Beer	2,132	-12%	Colombia
20	 <b>Banco de Chile</b>	Financial Institutions	2,027	-22%	Chile











# Top 50 Latam Ranking (21-30)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change	Country
21		Retail	1,982	-30%	Chile
22		Financial Institutions	1,943	-55%	Brazil
23		Airlines	1,889	-21%	Chile
24		Food	1,731	-37%	Brazil
25		Beer	1,596	-14%	Brazil
26		Beer	1,568	31%	Mexico
27		Beer	1,396	-17%	Peru
28		Beer	1,331	2%	Brazil
29		Energy	1,149	-27%	Argentina
30		Beer	1,080	-3%	Peru











# Top 50 Latam Ranking (31-40)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change	Country
31		Retail	1,073	-24%	Mexico
32		Food	1,051	n/a	Mexico
33		Beer	1,047	31%	Mexico
34		Food	1,044	0%	Mexico
35		Financial Institutions	1,025	-43%	Peru
36		Financial Institutions	990	-49%	Mexico
37		Cosmetics	974	-43%	Brazil
38		Financial Institutions	918	-38%	Peru
39		Retail	917	-14%	Brazil
40		Retail	907	-18%	Mexico

# Top 50 Latam Ranking (41-50)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change	Country
41	 Bancolombia	Financial Institutions	851	-76%	Colombia
42	 Banamex	Financial Institutions	822	-34%	Mexico
43	 TOTTUS HIPERMERCADO	Retail	810	n/a	Chile
44	 UNE	Communication Providers	796	-23%	Colombia
45	 paris	Retail	777	-21%	Chile
46	 Macro Tu Banco cerca, siempre	Financial Institutions	741	n/a	Argentina
47	 cielo	Credit Cards	734	n/a	Brazil
48	 tigo	Communication Providers	693	n/a	Colombia
49	 BR PETROBRAS	Energy	681	n/a	Brazil
50	 ParqueArauco®	Shopping Center	679	n/a	Chile

# Top 30 Mexico Ranking (1-10)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change
1		Beer	7,647	-10%
2		Communication Providers	4,598	-26%
3		Communication Providers	4,035	-9%
4		Retail	3,593	16%
5		Beer	3,316	-8%
6		Retail	3,269	28%
7		Food	2,990	7%
8		Industry	2,294	-25%
9		Financial Institutions	2,139	-3%
10		Communication Providers	2,136	-40%

# Top 30 Mexico Ranking (11-20)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change
11	 TELATE	Beer	1,568	30.9%
12	 OXXO	Retail	1,073	-24%
13	 MASECA	Food	1,051	47.9%
14	 SOL	Beer	1,047	30.9%
15	 Marmela	Food	1,044	0%
16	 INBURSA Grupo Financiero	Financial Institutions	990	-49%
17	 Sanborns	Retail	907	-18%
18	 Banamex	Financial Institutions	822	-34%
19	 AEROMEXICO	Airlines	670	41.1%
20	 SORIANA	Retail	612	-36%

# Top 30 Mexico Ranking (21-30)

#	Brand	Category	Brand Value 2015 (\$M)	Brand Value change
21	 Banco Azteca	Banks	1,533	-60%
22	 Victoria	Beer	555	7%
23	 volaris	Airlines	-	NEW ENTRY
24	 Superama	Retail	462	10%
25	 Pilsa	Beer	507	1%
26	 LEON	Beer	510	0%
27	 LAJA	Food and Dairy	639	-25%
28	 Tostitos	Food and Dairy	469	-2%
29	 IEAL	Industrial	666	-41%
30	 Monteja	Beer	-	NEW ENTRY