

# 2017 Top 100

## (1 -50)



Posición Ranking	Ranking (cambio)	Marca	Valor Marca (\$M)	Valor Marca (% cambio)
1	0	Google	245,581	7%
2	0	Apple	234,671	3%
3	0	Microsoft	143,222	18%
4	3	Amazon	139,286	41%
5	0	Facebook	129,800	27%
6	-2	AT&T	115,112	7%
7	-1	Visa	110,999	10%
8	3	Tencent	108,292	27%
9	1	IBM	102,088	18%
10	-1	McDonald's	97,723	10%
11	-3	Verizon	89,279	-4%
12	0	Marlboro	87,519	4%
13	0	Coca-Cola	78,142	-3%
14	4	Alibaba	59,127	20%
15	-1	Wells Fargo	58,424	0%
16	1	UPS	58,275	17%
17	-2	China Mobile	56,535	1%
18	1	Disney	52,040	6%
19	-3	GE	50,208	-7%
20	0	MasterCard	49,928	8%
21	1	SAP	45,194	16%
22	-1	Starbucks	44,230	2%
23	NEW	Xfinity	41,808	N/A
24	2	The Home Depot	40,327	11%
25	-2	Deutsche Telekom	38,493	2%
26	-2	Nike	34,185	-9%
27	-2	Vodafone	31,602	-14%
28	-1	ICBC	31,570	-6%
29	1	Louis Vuitton	29,242	3%
30	-2	Toyota	28,660	-3%
31	1	Walmart	27,934	2%
32	6	Accenture	27,243	19%
33	-2	Budweiser	27,037	-3%
34	1	Zara	25,135	0%
35	-2	BMW	24,559	-8%
36	-2	American Express	24,150	-9%
37	11	Samsung	24,007	23%
38	-2	L'Oréal Paris	23,899	2%
39	-10	Baidu	23,559	-19%
40	-1	Mercedes-Benz	23,513	4%
41	3	Hermès	23,416	18%
42	-5	Pampers	22,312	-3%
43	-3	Movistar	22,002	0%
44	7	Intel	21,919	18%
45	-4	Subway	21,713	1%
46	3	Oracle	21,359	10%
47	-2	RBC	21,145	8%
48	-5	HSBC	20,536	1%
49	1	Huawei	20,388	9%
50	-3	NTT	20,197	3%

# 2017 Top 100

## (51 -100)



Posición Ranking	Ranking (cambio)	Marca	Valor Marca (\$M)	Valor Marca (% cambio)
51	12	FedEx	19,441	20%
52	13	PayPal	19,156	20%
53	2	IKEA	18,944	5%
54	-8	China Construction Bank	18,770	-4%
55	3	ExxonMobil	18,727	11%
56	4	TD	18,551	12%
57	9	Shell	18,346	23%
58	-4	Colgate	17,740	-3%
59	-3	Citi	17,580	3%
60	4	Commonwealth Bank of Australia	17,437	7%
61	-4	Ping An	17,260	2%
62	-9	Orange	17,180	-7%
63	6	HDFC	17,137	19%
64	29	Moutai	16,983	48%
65	NEW	YouTube	16,785	N/A
66	1	Cisco	16,725	15%
67	-6	Gillette	16,278	-1%
68	0	Costco	16,257	12%
69	-17	BT	16,026	-14%
70	3	DHL	15,844	20%
71	-1	US Bank	15,202	8%
72	-10	Agricultural Bank of China	14,981	-8%
73	11	Chase	14,289	16%
74	15	J.P. Morgan	14,129	18%
75	2	ANZ	14,044	9%
76	NEW	HPE	14,018	N/A
77	4	Siemens	13,947	12%
78	-19	China Life	13,910	-17%
79	6	LinkedIn	13,594	10%
80	0	Gucci	13,548	8%
81	1	KFC	13,521	9%
82	-6	Lowe's	13,375	3%
83	-8	Ford	13,065	0%
84	2	Pepsi	12,730	4%
85	-13	Sinopec	12,639	-4%
86	5	Ebay	12,365	7%
87	8	Bank of America	12,286	9%
88	-10	Telstra	12,273	-4%
89	-2	ALDI	12,273	2%
90	NEW	Salesforce	12,234	23%
91	-17	Honda	12,163	-8%
92	NEW	Netflix	12,057	30%
93	NEW	Snapchat	12,026	N/A
94	-23	Bank of China	12,013	-13%
95	-1	SoftBank	11,964	5%
96	NEW	Sprint	11,795	N/A
97	1	AIA	11,691	11%
98	2	Adobe	11,649	12%
99	-9	Red Bull	11,567	-1%
100	-8	Nissan	11,341	-1%