



Best Global Brands
 Rated the most influential benchmark study by CEOs

BEST GLOBAL BRANDS 2008

Each year the Best Global Brands generates increasing amounts of interest from companies and practitioners associated with brands.

We've enjoyed leading the discussion to help organizations understand and grow the value of their brands.

REPORT 2008

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[Lisa Marsala](#)
 Group Communications









































BEST GLOBAL BRANDS











































2008 rankings







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2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value	
1	1		United States	Beverages	66,667	2%	+
2	3		United States	Computer Services	59,031	3%	+
3	2		United States	Computer Software	59,007	1%	+
4	4		United States	Diversified	53,086	3%	+
5	5		Finland	Consumer Electronics	35,942	7%	+
6	6		Japan	Automotive	34,050	6%	+
7	7		United States	Computer Hardware	31,261	1%	+
8	8		United States	Restaurants	31,049	6%	+
9	9		United States	Media	29,251	0%	+
10	20		United States	Internet Services	25,590	43%	+
11	10		Germany	Automotive	25,577	9%	+
12	12		United States	Computer Hardware	23,509	6%	+

Manager
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13	13		Germany	Automotive	23,298	8%	
14	16		United States	Personal Care	22,689	8%	
15	15		United States	Financial Services	21,940	5%	
16	17		France	Luxury	21,602	6%	
17	18		United States	Computer Services	21,306	12%	
18	14		United States	Tobacco	21,300	0%	
19	11		United States	Financial Services	20,174	-14%	
20	19		Japan	Automotive	19,079	6%	
21	21		Republic of Korea	Consumer Electronics	17,689	5%	
22	New		Sweden	Apparel	13,840	New	
23	27		United States	Computer Software	13,831	11%	
24	33		United States	Computer Hardware	13,724	24%	
25	25		Japan	Consumer Electronics	13,583	5%	
26	26		United States	Beverages	13,249	3%	
27	23		United Kingdom	Financial Services	13,143	-3%	
28	24		Switzerland	Beverages	13,056	1%	
29	29		United States	Sporting Goods	12,672	6%	
30	28		United States	Transportation	12,621	5%	
31	34		Germany	Computer Software	12,228	13%	
32	31		United States	Computer Hardware	11,695	1%	
33	30		United States	Alcohol	11,438	-2%	

34	22		United States	Financial Services	11,399	-21%	
35	38		Sweden	Home Furnishings	10,913	8%	
36	36		Japan	Computer Hardware	10,876	3%	
37	32		United States	Financial Services	10,773	-6%	
38	35		United States	Financial Services	10,331	-3%	
39	40		United States	Food	9,710	4%	
40	44		Japan	Consumer Electronics	8,772	13%	
41	39		Switzerland	Financial Services	8,740	-11%	
42	37		United States	Financial Services	8,696	-16%	
43	42		Netherlands	Diversified	8,325	8%	
44	New		Canada	Media	8,313	New	
45	46		Italy	Luxury	8,254	7%	
46	48		United States	Internet Services	7,991	7%	
47	50		United States	Computer Services	7,948	9%	
48	43		Germany	Diversified	7,943	3%	
49	41		United States	Automotive	7,896	-12%	
50	45		United States	Automotive	7,609	-1%	
51	51		France	Personal Care	7,508	7%	
52	52		United States	Media	7,193	4%	
53	54		Germany	Automotive	7,047	8%	
54	47		United States	Financial Services	7,022	-6%	

55	49		France	Financial Services	7,001	-4%	
56	53		United States	Food	6,646	2%	
57	57		United States	Personal Care	6,437	7%	
58	62		United States	Internet Services	6,434	19%	
59	56		United States	Computer Hardware	6,393	6%	
60	58		France	Luxury	6,355	9%	
61	59		United States	Food	6,105	6%	
62	64		Spain	Apparel	5,955	15%	
63	63		Switzerland	Food	5,592	5%	
64	60		United States	Restaurants	5,582	-2%	
65	55		United States	Internet Services	5,496	-9%	
66	67		France	Food	5,408	8%	
67	68		Germany	Automotive	5,407	11%	
68	66		United States	Diversified	5,288	5%	
69	65		United States	Personal Care	5,264	3%	
70	69		Germany	Sporting Goods	5,072	6%	
71	71		Switzerland	Luxury	4,956	8%	
72	72		Republic of Korea	Automotive	4,846	9%	
73	New		Canada	Consumer Electronics	4,802	New	
74	70		United States	Personal Care	4,636	1%	
75	75		Germany	Automotive	4,603	9%	

76	73		France	Luxury	4,575	8%	
77	61		United States	Apparel	4,357	-20%	
78	78	Panasonic	Japan	Consumer Electronics	4,281	4%	
79	83	<i>Cartier</i>	Switzerland	Luxury	4,236	10%	
80	79	Tiffany & Co.	United States	Luxury	4,208	5%	
81	74		United States	Restaurants	4,097	-4%	
82	80		Germany	Financial Services	4,033	2%	
83	85		France	Alcohol	3,951	6%	
84	84		United Kingdom	Energy	3,911	3%	
85	88		United States	Restaurants	3,879	7%	
86	81		Netherlands	Financial Services	3,768	-3%	
87	77		United States	Consumer Electronics	3,721	-10%	
88	89	DURACELL	United States	Consumer Electronics	3,682	2%	
89	91		United Kingdom	Alcohol	3,590	6%	
90	92		Japan	Automotive	3,588	7%	
91	94	PRADA	Italy	Luxury	3,585	9%	
92	90		United States	Personal Care	3,582	4%	
93	New	Ferrari	Italy	Automotive	3,527	New	
94	New	GIORGIO ARMANI	Italy	Luxury	3,526	New	
95	87	Hennessy	France	Alcohol	3,513	-3%	
96	New		United States	Hospitality	3,502	New	

97	93		Netherlands	Energy	3,471	4%	
98	96		Germany	Personal Care	3,401	9%	
99	New		United States	Transportation	3,359	New	
100	New		United States	Financial Services	3,338	New	

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