INTERBRAND BEST GLOBAL BRANDS 2025

01 Apple -4% 470.9 $B	02 Microsoft +10% 388.5 $B	03 Amazon +7% 319.9 $B	04 Google +9% 317.1 $B	05 Samsung -10% 90.5 $B	06 Toyota +2% 74.2 $B	07 Coca-Cola -2% 60.1 $B	08 Instagram +27% 57.3 $B TOP RISER	09 McDonald's 53.0 $B	10 Mercedes-Benz -15% 50.1 $B
11 Cisco +7% 48.7 $B	12 Louis Vuitton -5% 48.4 $B	13 YouTube +61% 48.4 $B TOP RISER	14 BMW -10% 46.8 $B	15 Nvidia +116% 43.2 $B TOP RISER	16 Oracle +12% 42.1 $B	17 Disney -3% 41.4 $B	18 SAP +12% 41.3 $B	19 Facebook +18% 41.2 $B TOP RISER	20 Adobe +4% 41.0 $B
21 Hermès +18% 40.9 $B TOP RISER	22 IBM +6% 39.4 $B	23 Nike -26% 33.7 $B	24 Chanel -8% 30.5 $B	25 Tesla -35% 29.5 $B	26 J.P. Morgan +8% 29.2 $B	27 Allianz +20% 28.2 $B TOP RISER	28 Netflix +42% 28.0 $B TOP RISER	29 Honda -7% 24.8 $B	30 Hyundai +7% 24.6 $B
31 BlackRock 23.7 $B NEW ENTRANT	32 Booking.com 23.5 $B NEW ENTRANT	33 Visa +9% 23.0 $B	34 Sony +7% 22.3 $B	35 IKEA -9% 22.2 $B	36 MasterCard +14% 21.1 $B TOP RISER	37 Accenture -4% 20.9 $B	38 Pepsi -3% 20.3 $B	39 Qualcomm 20.1 $B NEW ENTRANT	40 PayPal +8% 19.8 $B
41 Zara +9% 19.4 $B	42 Salesforce +12% 19.2 $B	43 AXA +9% 18.3 $B	44 GE Aerospace 18.2 $B NEW ENTRANT	45 Airbnb +3% 17.9 $B	46 UPS -10% 17.9 $B	47 Uniqlo 17.7 $B NEW ENTRANT	48 Siemens +11% 17.6 $B	49 adidas +12% 17.4 $B	50 LEGO +19% 16.6 $B TOP RISER
51 Dell 16.3 $B NEW ENTRANT	52 Audi -11% 15.4 $B	53 Nintendo +35% 15.4 $B TOP RISER	54 Ferrari +17% 15.4 $B TOP RISER	55 Goldman Sachs +7% 15.3 $B	56 Volkswagen -9% 15.0 $B	57 Porsche -14% 15.0 $B	58 Spotify +20% 14.9 $B TOP RISER	59 L'Oréal Paris -1% 14.7 $B	60 Pampers -5% 13.8 $B
61 eBay +6% 13.7 $B	62 Citi -9% 13.1 $B	63 Nescafé -5% 12.9 $B	64 Uber +38% 12.7 $B TOP RISER	65 Schneider Electric 12.7 $B NEW ENTRANT	66 Budweiser 12.0 $B	67 HP +3% 12.0 $B	68 H&M -13% 11.9 $B	69 Gucci -35% 11.6 $B	70 Monster 11.5 $B NEW ENTRANT
71 Intel -42% 11.5 $B	72 HSBC -8% 11.5 $B	73 Cartier +6% 11.2 $B	74 Philips -7% 10.6 $B	75 LinkedIn +9% 10.4 $B	76 Colgate -4% 10.4 $B	77 Santander +3% 10.3 $B	78 Gillette +1% 10.2 $B	79 Nestlé -14% 9.8 $B	80 Corona +11% 9.7 $B
81 Xiaomi +18% 9.5 $B TOP RISER	82 Nissan -33% 9.4 $B	83 Dior -10% 9.3 $B	84 Caterpillar +6% 9.2 $B	85 Nasdaq 9.2 $B NEW ENTRANT	86 Prada +8% 9.0 $B	87 3M +14% 8.9 $B TOP RISER	88 John Deere 8.8 $B NEW ENTRANT	89 Kia +5% 8.5 $B	90 BYD 8.1 $B NEW ENTRANT
91 Danone -4% 8.1 $B	92 FedEx -7% 7.8 $B	93 Sephora +7% 7.7 $B	94 Tiffany & Co. +5% 7.6 $B	95 Pandora +7% 7.6 $B	96 Huawei +11% 7.6 $B	97 Range Rover +9% 7.2 $B	98 Nespresso +5% 7.0 $B	99 Shopify 6.9 $B NEW ENTRANT	100 DHL -6% 6.9 $B

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