

Brand Value Ranking (EURm).

Top 500 most valuable European brands 1-50

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	2	↑	Deutsche Telekom	Germany	Telecoms	60,653	+16.9%	51,883	AA+	AAA-
2	1	↓	Mercedes-Benz	Germany	Automobiles	56,672	+8.2%	52,393	AAA-	AAA-
3	4	↑	Allianz Group	Germany	Insurance	46,604	+19.6%	38,979	AA+	AAA-
4	3	↓	Shell	United Kingdom	Oil & Gas	46,466	+7.9%	43,050	AA+	AAA-
5	6	↑	BMW	Germany	Automobiles	38,908	+18.9%	32,720	AAA-	AAA-
6	7	↑	Porsche	Germany	Automobiles	35,430	+21.9%	29,070	AAA	AAA
7	5	↓	Volkswagen	Germany	Automobiles	32,730	-7.5%	35,394	AA+	AAA-
8	8	←	Louis Vuitton	France	Apparel	25,340	+25.4%	20,200	AAA	AAA
9	9	←	EY	United Kingdom	Commercial Services	24,772	+23.6%	20,046	AAA+	AAA+
10	11	↑	Nestlé	Switzerland	Food	21,616	+20.4%	17,952	AAA-	AAA
11	10	↓	Siemens Group	Germany	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
12	16	↑	SAP	Germany	Tech	🔒	🔒	🔒	🔒	🔒
13	25	↑	TotalEnergies	France	Oil & Gas	🔒	🔒	🔒	🔒	🔒
14	18	↑	HSBC	United Kingdom	Banking	🔒	🔒	🔒	🔒	🔒
15	24	↑	Chanel	France	Apparel	🔒	🔒	🔒	🔒	🔒
16	15	↓	Orange	France	Telecoms	🔒	🔒	🔒	🔒	🔒
17	17	←	Gucci	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
18	19	↑	Lidl	Germany	Retail	🔒	🔒	🔒	🔒	🔒
19	23	↑	Santander	Spain	Banking	🔒	🔒	🔒	🔒	🔒
20	12	↓	Vodafone	United Kingdom	Telecoms	🔒	🔒	🔒	🔒	🔒
21	14	↓	BP	United Kingdom	Oil & Gas	🔒	🔒	🔒	🔒	🔒
22	20	↓	IKEA	Sweden	Retail	🔒	🔒	🔒	🔒	🔒
23	21	↓	AXA	France	Insurance	🔒	🔒	🔒	🔒	🔒
24	26	↑	Adidas	Germany	Apparel	🔒	🔒	🔒	🔒	🔒
25	22	↓	Bosch	Germany	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
26	34	↑	KPMG	United Kingdom	Commercial Services	🔒	🔒	🔒	🔒	🔒
27	31	↑	Airbus	France	Aerospace & Defence	🔒	🔒	🔒	🔒	🔒
28	33	↑	Tesco	United Kingdom	Retail	🔒	🔒	🔒	🔒	🔒
29	30	↑	Hermès	France	Apparel	🔒	🔒	🔒	🔒	🔒
30	28	↓	Audi	Germany	Automobiles	🔒	🔒	🔒	🔒	🔒
31	53	↑	Dior	France	Apparel	🔒	🔒	🔒	🔒	🔒
32	50	↑	Equinor	Norway	Oil & Gas	🔒	🔒	🔒	🔒	🔒
33	-	New	Aldi Süd	Germany	Retail	🔒	🔒	🔒	🔒	🔒
34	36	↑	Cartier	France	Apparel	🔒	🔒	🔒	🔒	🔒
35	43	↑	Barclays	United Kingdom	Banking	🔒	🔒	🔒	🔒	🔒
36	42	↑	L'Oréal	France	Cosmetics	🔒	🔒	🔒	🔒	🔒
37	-	New	Sber	Russia	Banking	🔒	🔒	🔒	🔒	🔒
38	44	↑	DHL	Germany	Logistics	🔒	🔒	🔒	🔒	🔒
39	41	↑	Carrefour	France	Retail	🔒	🔒	🔒	🔒	🔒
40	29	↓	Enel	Italy	Utilities	🔒	🔒	🔒	🔒	🔒
41	38	↓	EDF	France	Utilities	🔒	🔒	🔒	🔒	🔒
42	37	↓	BNP Paribas	France	Banking	🔒	🔒	🔒	🔒	🔒
43	32	↓	Zara	Spain	Apparel	🔒	🔒	🔒	🔒	🔒
44	59	↑	Rolex	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒
45	39	↓	Rewe	Germany	Retail	🔒	🔒	🔒	🔒	🔒
46	40	↓	Sky	United Kingdom	Telecoms	🔒	🔒	🔒	🔒	🔒
47	56	↑	Vinci	France	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
48	45	↓	Eni	Italy	Oil & Gas	🔒	🔒	🔒	🔒	🔒
49	49	←	UBS	Switzerland	Banking	🔒	🔒	🔒	🔒	🔒
50	62	↑	Capgemini	France	Tech	🔒	🔒	🔒	🔒	🔒

Top 500 most valuable European brands 51-100

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
51	48	↓	ING	Netherlands	Banking	€	€	€	€	€
52	35	↓	H&M	Sweden	Apparel	€	€	€	€	€
53	61	↑	Engie	France	Utilities	€	€	€	€	€
54	47	↓	Intesa Sanpaolo	Italy	Banking	€	€	€	€	€
55	64	↑	Danone	France	Food	€	€	€	€	€
56	80	↑	Decathlon	France	Retail	€	€	€	€	€
57	27	↓	Volvo	Sweden	Automobiles	€	€	€	€	€
58	71	↑	Asda	United Kingdom	Retail	€	€	€	€	€
59	51	↓	Sephora	France	Retail	€	€	€	€	€
60	73	↑	Standard Chartered	United Kingdom	Banking	€	€	€	€	€
61	58	↓	Generali Group	Italy	Insurance	€	€	€	€	€
62	57	↓	E.Leclerc	France	Retail	€	€	€	€	€
63	82	↑	Philips	Netherlands	Pharma	€	€	€	€	€
64	55	↓	Roche	Switzerland	Pharma	€	€	€	€	€
65	60	↓	BASF	Germany	Chemicals	€	€	€	€	€
66	66	←	Michelin	France	Tyres	€	€	€	€	€
67	54	↓	Nokia	Finland	Tech	€	€	€	€	€
68	106	↑	Edeka	Germany	Retail	€	€	€	€	€
69	65	↓	Poste Italiane	Italy	Insurance	€	€	€	€	€
70	85	↑	Movistar	Spain	Telecoms	€	€	€	€	€
71	76	↑	Heineken	Netherlands	Beers	€	€	€	€	€
72	94	↑	Lego	Denmark	Toys	€	€	€	€	€
73	63	↓	Ferrari	Italy	Automobiles	€	€	€	€	€
74	124	↑	Maersk	Denmark	Logistics	€	€	€	€	€
75	69	↓	Zurich	Switzerland	Insurance	€	€	€	€	€
76	102	↑	NatWest	United Kingdom	Banking	€	€	€	€	€
77	74	↓	Fresenius	Germany	Pharma	€	€	€	€	€
78	46	↓	Land Rover	United Kingdom	Automobiles	€	€	€	€	€
79	77	↓	Red Bull	Austria	Soft Drinks	€	€	€	€	€
80	68	↓	Bouygues	France	Engineering & Construction	€	€	€	€	€
81	86	↑	Spotify	Sweden	Media	€	€	€	€	€
82	95	↑	3	United Kingdom	Telecoms	€	€	€	€	€
83	87	↑	Lloyds Bank	United Kingdom	Banking	€	€	€	€	€
84	79	↓	BBVA	Spain	Banking	€	€	€	€	€
85	81	↓	Nivea	Germany	Cosmetics	€	€	€	€	€
86	88	↑	Le Groupe La Poste	France	Logistics	€	€	€	€	€
87	93	↑	Swisscom	Switzerland	Telecoms	€	€	€	€	€
88	113	↑	Hennessy	France	Spirits	€	€	€	€	€
89	90	↑	Guerlain	France	Cosmetics	€	€	€	€	€
90	-	New	LSEG	United Kingdom	Commercial Services	€	€	€	€	€
91	97	↑	Munich Re	Germany	Insurance	€	€	€	€	€
92	70	↓	TIM	Italy	Telecoms	€	€	€	€	€
93	67	↓	Rabobank	Netherlands	Banking	€	€	€	€	€
94	103	↑	Saint-Gobain	France	Engineering & Construction	€	€	€	€	€
95	52	↓	Renault	France	Automobiles	€	€	€	€	€
96	109	↑	E.ON	Germany	Utilities	€	€	€	€	€
97	84	↓	Nescafé	Switzerland	Soft Drinks	€	€	€	€	€
98	123	↑	Glencore	Switzerland	Mining, Metals & Minerals	€	€	€	€	€
99	89	↓	Mercadona	Spain	Retail	€	€	€	€	€
100	92	↓	Swiss Re	Switzerland	Insurance	€	€	€	€	€

Top 500 most valuable European brands 101-150

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
101	83	↓	Credit Suisse	Switzerland	Banking	€	€	€	€	€
102	104	↑	AstraZeneca	United Kingdom	Pharma	€	€	€	€	€
103	126	↑	Conad	Italy	Retail	€	€	€	€	€
104	101	↓	Crédit Agricole	France	Banking	€	€	€	€	€
105	-	New	Gazprom	Russia	Oil & Gas	€	€	€	€	€
106	112	↑	O2	United Kingdom	Telecoms	€	€	€	€	€
107	111	↑	Sainsbury's	United Kingdom	Retail	€	€	€	€	€
108	105	↓	Bayer	Germany	Pharma	€	€	€	€	€
109	120	↑	JD Sports	United Kingdom	Retail	€	€	€	€	€
110	72	↓	Aviva	United Kingdom	Insurance	€	€	€	€	€
111	96	↓	ASML	Netherlands	Tech	€	€	€	€	€
112	138	↑	KBC	Belgium	Banking	€	€	€	€	€
113	119	↑	BAE Systems	United Kingdom	Aerospace & Defence	€	€	€	€	€
114	128	↑	Lancôme	France	Cosmetics	€	€	€	€	€
115	-	New	Lukoil	Russia	Oil & Gas	€	€	€	€	€
116	116	←	Kaufland	Germany	Retail	€	€	€	€	€
117	135	↑	Schneider Electric	France	Engineering & Construction	€	€	€	€	€
118	110	↓	Nordea	Sweden	Banking	€	€	€	€	€
119	100	↓	BT	United Kingdom	Telecoms	€	€	€	€	€
120	157	↑	Crédit Mutuel	France	Banking	€	€	€	€	€
121	125	↑	Société Générale	France	Banking	€	€	€	€	€
122	136	↑	CaixaBank	Spain	Banking	€	€	€	€	€
123	139	↑	Hannover Re	Germany	Insurance	€	€	€	€	€
124	127	↑	Burberry	United Kingdom	Apparel	€	€	€	€	€
125	172	↑	Prada	Italy	Apparel	€	€	€	€	€
126	134	↑	Puma	Germany	Apparel	€	€	€	€	€
127	114	↓	ABB	Switzerland	Engineering & Construction	€	€	€	€	€
128	91	↓	Repsol	Spain	Oil & Gas	€	€	€	€	€
129	107	↓	SPAR	Netherlands	Retail	€	€	€	€	€
130	98	↓	Leroy Merlin	France	Retail	€	€	€	€	€
131	99	↓	Delivery Hero	Germany	Logistics	€	€	€	€	€
132	-	New	Aldi Nord	Germany	Retail	€	€	€	€	€
133	122	↓	SFR	France	Telecoms	€	€	€	€	€
134	155	↑	Omega	Switzerland	Apparel	€	€	€	€	€
135	108	↓	Telenor	Norway	Telecoms	€	€	€	€	€
136	169	↑	Yves Saint Laurent	France	Apparel	€	€	€	€	€
137	159	↑	Lindt	Switzerland	Food	€	€	€	€	€
138	143	↑	Rossmann	Germany	Retail	€	€	€	€	€
139	164	↑	Deutsche Bank	Germany	Banking	€	€	€	€	€
140	153	↑	BBC	United Kingdom	Media	€	€	€	€	€
141	137	↓	Veolia	France	Utilities	€	€	€	€	€
142	117	↓	Telia	Sweden	Telecoms	€	€	€	€	€
143	78	↓	Zalando	Germany	Retail	€	€	€	€	€
144	75	↓	El Corte Inglés	Spain	Retail	€	€	€	€	€
145	305	↑	Lamborghini	Italy	Automobiles	€	€	€	€	€
146	142	↓	Iberdrola	Spain	Utilities	€	€	€	€	€
147	115	↓	Deutsche Post	Germany	Logistics	€	€	€	€	€
148	132	↓	Ray-Ban	Italy	Apparel	€	€	€	€	€
149	151	↑	Sanofi	France	Pharma	€	€	€	€	€
150	171	↑	Linde	Germany	Chemicals	€	€	€	€	€

Top 500 most valuable European brands 151-200

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
151	141	↓	Continental	Germany	Tyres	€	€	€	€	€
152	147	↓	Garnier	France	Cosmetics	€	€	€	€	€
153	283	↑	EnBW	Germany	Utilities	€	€	€	€	€
154	154	←	Safran	France	Aerospace & Defence	€	€	€	€	€
155	150	↓	bet365	United Kingdom	Leisure & Tourism	€	€	€	€	€
156	189	↑	Armani	Italy	Apparel	€	€	€	€	€
157	121	↓	CNP Assurances	France	Insurance	€	€	€	€	€
158	130	↓	dm	Germany	Retail	€	€	€	€	€
159	269	↑	Orien	Poland	Oil & Gas	€	€	€	€	€
160	161	↑	Barilla	Italy	Food	€	€	€	€	€
161	163	↑	Ergo	Germany	Insurance	€	€	€	€	€
162	188	↑	CMA CGM	France	Logistics	€	€	€	€	€
163	230	↑	Cadbury	United Kingdom	Food	€	€	€	€	€
164	174	↑	BDO Global	Belgium	Commercial Services	€	€	€	€	€
165	144	↓	Eiffage	France	Engineering & Construction	€	€	€	€	€
166	156	↓	Morrisons	United Kingdom	Retail	€	€	€	€	€
167	140	↓	randstad	Netherlands	Commercial Services	€	€	€	€	€
168	146	↓	Infineon	Germany	Tech	€	€	€	€	€
169	162	↓	Novartis	Switzerland	Pharma	€	€	€	€	€
170	192	↑	Erste	Austria	Banking	€	€	€	€	€
171	166	↓	Mapfre	Spain	Insurance	€	€	€	€	€
172	201	↑	Vattenfall	Sweden	Utilities	€	€	€	€	€
173	253	↑	Uniper	Germany	Utilities	€	€	€	€	€
174	220	↑	Biedronka	Poland	Retail	€	€	€	€	€
175	-	New	VTB Bank	Russia	Banking	€	€	€	€	€
176	224	↑	Holcim	Switzerland	Engineering & Construction	€	€	€	€	€
177	167	↓	kpn	Netherlands	Telecoms	€	€	€	€	€
178	133	↓	GSK	United Kingdom	Pharma	€	€	€	€	€
179	183	↑	Compass Group	United Kingdom	Commercial Services	€	€	€	€	€
180	165	↓	Moncler	Italy	Apparel	€	€	€	€	€
181	181	←	Thales	France	Aerospace & Defence	€	€	€	€	€
182	176	↓	Swiss Life	Switzerland	Insurance	€	€	€	€	€
183	152	↓	ArcelorMittal	Luxembourg	Mining, Metals & Minerals	€	€	€	€	€
184	190	↑	Boots	United Kingdom	Retail	€	€	€	€	€
185	160	↓	Unilever	United Kingdom	Food	€	€	€	€	€
186	173	↓	DSV	Denmark	Logistics	€	€	€	€	€
187	177	↓	Arla	Denmark	Food	€	€	€	€	€
188	184	↓	Rio Tinto	Australia	Mining, Metals & Minerals	€	€	€	€	€
189	182	↓	DB	Germany	Logistics	€	€	€	€	€
190	206	↑	DNB	Norway	Banking	€	€	€	€	€
191	180	↓	Dassault Systèmes	France	Tech	€	€	€	€	€
192	186	↓	NN Group	Netherlands	Insurance	€	€	€	€	€
193	261	↑	Givenchy	France	Apparel	€	€	€	€	€
194	149	↓	COOP	Italy	Retail	€	€	€	€	€
195	175	↓	Kuehne + Nagel	Switzerland	Logistics	€	€	€	€	€
196	215	↑	Vestas	Denmark	Engineering & Construction	€	€	€	€	€
197	-	New	Russian Railways	Russia	Logistics	€	€	€	€	€
198	218	↑	Aon	United Kingdom	Insurance	€	€	€	€	€
199	179	↓	Rothmans	United Kingdom	Tobacco	€	€	€	€	€
200	221	↑	Nationwide Building Society	United Kingdom	Banking	€	€	€	€	€

Top 500 most valuable European brands 201-250

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
201	251	↑	Novo Nordisk	Denmark	Pharma	€	€	€	€	€
202	185	↓	Sodexo	France	Commercial Services	€	€	€	€	€
203	227	↑	Johnnie Walker	United Kingdom	Spirits	€	€	€	€	€
204	194	↓	Lipton	United Kingdom	Soft Drinks	€	€	€	€	€
205	275	↑	Securitas	Sweden	Commercial Services	€	€	€	€	€
206	205	↓	ABN AMRO	Netherlands	Banking	€	€	€	€	€
207	178	↓	EE	United Kingdom	Telecoms	€	€	€	€	€
208	222	↑	TUI	Germany	Leisure & Tourism	€	€	€	€	€
209	196	↓	Amadeus	Spain	Tech	€	€	€	€	€
210	214	↑	Free	France	Telecoms	€	€	€	€	€
211	223	↑	BayWa	Germany	Food	€	€	€	€	€
212	231	↑	Neste	Finland	Oil & Gas	€	€	€	€	€
213	195	↓	Marks & Spencer	United Kingdom	Retail	€	€	€	€	€
214	243	↑	Virgin Media	United Kingdom	Telecoms	€	€	€	€	€
215	202	↓	Scania	Sweden	Automobiles	€	€	€	€	€
216	304	↑	Céline	France	Apparel	€	€	€	€	€
217	234	↑	Bentley	United Kingdom	Automobiles	€	€	€	€	€
218	239	↑	Ferrovie dello Stato Italiane	Italy	Logistics	€	€	€	€	€
219	-	New	Nespresso	Switzerland	Soft Drinks	€	€	€	€	€
220	199	↓	UnipolSai	Italy	Insurance	€	€	€	€	€
221	407	↑	AkerBP	Norway	Oil & Gas	€	€	€	€	€
222	-	New	Rosneft	Russia	Oil & Gas	€	€	€	€	€
223	200	↓	Rolls-Royce (Aerospace & Defence)	United Kingdom	Aerospace & Defence	€	€	€	€	€
224	213	↓	dpd	France	Logistics	€	€	€	€	€
225	212	↓	Clarins	France	Cosmetics	€	€	€	€	€
226	282	↑	CIC	France	Banking	€	€	€	€	€
227	204	↓	Adecco	Switzerland	Commercial Services	€	€	€	€	€
228	290	↑	UniCredit	Italy	Banking	€	€	€	€	€
229	207	↓	Swedbank	Sweden	Banking	€	€	€	€	€
230	236	↑	TAG Heuer	Switzerland	Apparel	€	€	€	€	€
231	260	↑	Atlas Copco	Sweden	Engineering & Construction	€	€	€	€	€
232	217	↓	Peugeot	France	Automobiles	€	€	€	€	€
233	208	↓	Halifax	United Kingdom	Banking	€	€	€	€	€
234	148	↓	Legal & General	United Kingdom	Insurance	€	€	€	€	€
235	237	↑	Knorr	Germany	Food	€	€	€	€	€
236	203	↓	Ericsson	Sweden	Tech	€	€	€	€	€
237	274	↑	Sika	Switzerland	Engineering & Construction	€	€	€	€	€
238	233	↓	Esselunga	Italy	Retail	€	€	€	€	€
239	-	New	Pyaterochka	Russia	Retail	€	€	€	€	€
240	-	New	Smirnoff	Russia	Spirits	€	€	€	€	€
241	219	↓	WTW	United Kingdom	Commercial Services	€	€	€	€	€
242	256	↑	Président	France	Food	€	€	€	€	€
243	-	New	Magnit	Russia	Retail	€	€	€	€	€
244	198	↓	Skanska	Sweden	Engineering & Construction	€	€	€	€	€
245	209	↓	EDP	Portugal	Utilities	€	€	€	€	€
246	264	↑	Guinness	Ireland	Beers	€	€	€	€	€
247	216	↓	Kinder	Italy	Food	€	€	€	€	€
248	193	↓	Hochtief	Germany	Engineering & Construction	€	€	€	€	€
249	-	New	Axpo	Switzerland	Utilities	€	€	€	€	€
250	267	↑	The Co-operative	United Kingdom	Retail	€	€	€	€	€

Top 500 most valuable European brands 251-300

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
251	211	↓	Persil	Germany	Conglomerates	€	€	€	€	€
252	276	↑	Ryanair	Ireland	Airlines	€	€	€	€	€
253	244	↓	Colas	France	Engineering & Construction	€	€	€	€	€
254	308	↑	Union Investment	Germany	Banking	€	€	€	€	€
255	277	↑	Cepsa	Spain	Oil & Gas	€	€	€	€	€
256	158	↓	ITV	United Kingdom	Media	€	€	€	€	€
257	268	↑	PKO Bank Polski	Poland	Banking	€	€	€	€	€
258	247	↓	Lufthansa	Germany	Airlines	€	€	€	€	€
259	339	↑	Van Cleef & Arpels	France	Apparel	€	€	€	€	€
260	335	↑	Ørsted	Denmark	Utilities	€	€	€	€	€
261	285	↑	STMicroelectronics	Switzerland	Tech	€	€	€	€	€
262	259	↓	Valeo	France	Auto Components	€	€	€	€	€
263	235	↓	Yves Rocher	France	Cosmetics	€	€	€	€	€
264	500	↑	RWE	Germany	Utilities	€	€	€	€	€
265	225	↓	BUPA	United Kingdom	Insurance	€	€	€	€	€
266	242	↓	TE Connectivity	Switzerland	Tech	€	€	€	€	€
267	240	↓	SEB	Sweden	Banking	€	€	€	€	€
268	197	↓	Bulgari	Italy	Apparel	€	€	€	€	€
269	245	↓	Openreach	United Kingdom	Telecoms	€	€	€	€	€
270	228	↓	Endesa	Spain	Utilities	€	€	€	€	€
271	-	New	MTS	Russia	Telecoms	€	€	€	€	€
272	210	↓	Svenska Handelsbanken	Sweden	Banking	€	€	€	€	€
273	250	↓	Naturgy	Spain	Utilities	€	€	€	€	€
274	271	↓	AB InBev	Belgium	Beers	€	€	€	€	€
275	310	↑	K Group	Finland	Retail	€	€	€	€	€
276	272	↓	British Airways	United Kingdom	Airlines	€	€	€	€	€
277	262	↓	Metro	Germany	Retail	€	€	€	€	€
278	229	↓	A1	Austria	Telecoms	€	€	€	€	€
279	129	↓	Just Eat Takeaway.com	Netherlands	Logistics	€	€	€	€	€
280	266	↓	Primark / Penney's	Ireland	Apparel	€	€	€	€	€
281	187	↓	Atos	France	Tech	€	€	€	€	€
282	-	New	Polestar	Sweden	Automobiles	€	€	€	€	€
283	238	↓	Versicherungskammer	Germany	Insurance	€	€	€	€	€
284	265	↓	Danske Bank	Denmark	Banking	€	€	€	€	€
285	279	↓	IONOS	Germany	Tech	€	€	€	€	€
286	289	↑	NXP	Netherlands	Tech	€	€	€	€	€
287	232	↓	Sandvik	Sweden	Engineering & Construction	€	€	€	€	€
288	191	↓	Skoda	Czech Republic	Automobiles	€	€	€	€	€
289	-	New	Novatek	Russia	Oil & Gas	€	€	€	€	€
290	344	↑	Galp Energia	Portugal	Oil & Gas	€	€	€	€	€
291	293	↑	Wolters Kluwer	Netherlands	Commercial Services	€	€	€	€	€
292	302	↑	Netto	Germany	Retail	€	€	€	€	€
293	350	↑	Turkish Airlines	Turkey	Airlines	€	€	€	€	€
294	292	↓	Rexel	France	Tech	€	€	€	€	€
295	278	↓	DZ Bank	Germany	Banking	€	€	€	€	€
296	299	↑	Anglo American	United Kingdom	Mining, Metals & Minerals	€	€	€	€	€
297	280	↓	Enedis	France	Utilities	€	€	€	€	€
298	252	↓	Kone	Finland	Engineering & Construction	€	€	€	€	€
299	371	↑	Teleperformance	France	Commercial Services	€	€	€	€	€
300	340	↑	Helvetia	Switzerland	Insurance	€	€	€	€	€

Top 500 most valuable European brands 301-350

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
301	281	↓	Schindler	Switzerland	Engineering & Construction	€	€	€	€	€
302	318	↑	Smurfit Kappa	Ireland	Engineering & Construction	€	€	€	€	€
303	383	↑	Eurofins Scientific	Luxembourg	Healthcare Facilities	€	€	€	€	€
304	394	↑	Jumbo	Netherlands	Retail	€	€	€	€	€
305	248	↓	Scottish Widows	United Kingdom	Insurance	€	€	€	€	€
306	412	↑	bol.com	Netherlands	Retail	€	€	€	€	€
307	303	↓	B&M	United Kingdom	Retail	€	€	€	€	€
308	348	↑	Loewe	Spain	Apparel	€	€	€	€	€
309	389	↑	Rolls- Royce	United Kingdom	Automobiles	€	€	€	€	€
310	257	↓	ThyssenKrupp	Germany	Mining, Metals & Minerals	€	€	€	€	€
311	484	↑	a2a	Italy	Utilities	€	€	€	€	€
312	286	↓	Fiat	Italy	Automobiles	€	€	€	€	€
313	296	↓	Merck KGaA	Germany	Pharma	€	€	€	€	€
314	287	↓	Pandora	Denmark	Apparel	€	€	€	€	€
315	347	↑	Air France	France	Airlines	€	€	€	€	€
316	254	↓	Raiffeisen Bank international	Austria	Banking	€	€	€	€	€
317	322	↑	Bottega Veneta	Italy	Apparel	€	€	€	€	€
318	341	↑	L'Occitane	France	Cosmetics	€	€	€	€	€
319	255	↓	Wind Tre	Italy	Telecoms	€	€	€	€	€
320	307	↓	Deliveroo	United Kingdom	Logistics	€	€	€	€	€
321	408	↑	Maggi	Switzerland	Food	€	€	€	€	€
322	378	↑	ICA	Sweden	Retail	€	€	€	€	€
323	497	↑	Sunrise	Switzerland	Telecoms	€	€	€	€	€
324	300	↓	Schwarzkopf	Germany	Cosmetics	€	€	€	€	€
325	352	↑	John Lewis	United Kingdom	Retail	€	€	€	€	€
326	309	↓	Lafarge	France	Engineering & Construction	€	€	€	€	€
327	366	↑	Commerzbank	Germany	Banking	€	€	€	€	€
328	317	↓	National Grid	United Kingdom	Utilities	€	€	€	€	€
329	226	↓	Jaguar	United Kingdom	Automobiles	€	€	€	€	€
330	324	↓	LexisNexis	United Kingdom	Commercial Services	€	€	€	€	€
331	400	↑	Penguin	United Kingdom	Media	€	€	€	€	€
332	357	↑	PZU	Poland	Insurance	€	€	€	€	€
333	327	↓	Scor	France	Insurance	€	€	€	€	€
334	489	↑	Albert Heijn	Netherlands	Retail	€	€	€	€	€
335	403	↑	PGNiG	Poland	Oil & Gas	€	€	€	€	€
336	365	↑	Bank Leumi	Israel	Banking	€	€	€	€	€
337	301	↓	Leonardo	Italy	Aerospace & Defence	€	€	€	€	€
338	358	↑	Logitech	Switzerland	Tech	€	€	€	€	€
339	325	↓	Boss	Germany	Apparel	€	€	€	€	€
340	387	↑	SGS	Switzerland	Commercial Services	€	€	€	€	€
341	333	↓	Proximus	Belgium	Telecoms	€	€	€	€	€
342	334	↓	Geberit	Switzerland	Engineering & Construction	€	€	€	€	€
343	326	↓	Axe/Lynx/Ego	France	Cosmetics	€	€	€	€	€
344	338	↓	Seb	France	Tech	€	€	€	€	€
345	-	New	Milka	Germany	Food	€	€	€	€	€
346	330	↓	Julius Baer	Switzerland	Banking	€	€	€	€	€
347	270	↓	MAN	Germany	Automobiles	€	€	€	€	€
348	311	↓	Carlsberg	Denmark	Beers	€	€	€	€	€
349	430	↑	Bank Hapoalim	Israel	Banking	€	€	€	€	€
350	-	New	Yandex	Russia	Media	€	€	€	€	€

Top 500 most valuable European brands 351-400

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
351	295	↓	Nutella	Italy	Food	🔒	🔒	🔒	🔒	🔒
352	258	↓	Natixis	France	Banking	🔒	🔒	🔒	🔒	🔒
353	413	↑	Twinnings	United Kingdom	Soft Drinks	🔒	🔒	🔒	🔒	🔒
354	379	↑	Aptamil	Germany	Food	🔒	🔒	🔒	🔒	🔒
355	428	↑	Air Liquide	France	Chemicals	🔒	🔒	🔒	🔒	🔒
356	355	↓	Bunzl	United Kingdom	Logistics	🔒	🔒	🔒	🔒	🔒
357	298	↓	Penny/Penny Market	Germany	Retail	🔒	🔒	🔒	🔒	🔒
358	447	↑	Aptiv	Ireland	Auto Components	🔒	🔒	🔒	🔒	🔒
359	294	↓	OMV	Austria	Oil & Gas	🔒	🔒	🔒	🔒	🔒
360	375	↑	Heidelberg Materials	Germany	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
361	288	↓	Faurecia	France	Auto Components	🔒	🔒	🔒	🔒	🔒
362	337	↓	Smith & Nephew	United Kingdom	Pharma	🔒	🔒	🔒	🔒	🔒
363	431	↑	Danfoss	Denmark	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
364	319	↓	Legrand	France	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
365	360	↓	Covestro	Germany	Chemicals	🔒	🔒	🔒	🔒	🔒
366	-	New	PGE	Poland	Utilities	🔒	🔒	🔒	🔒	🔒
367	168	↓	MINI	United Kingdom	Automobiles	🔒	🔒	🔒	🔒	🔒
368	-	New	Tatneft	Russia	Oil & Gas	🔒	🔒	🔒	🔒	🔒
369	-	New	ZF	Germany	Auto Components	🔒	🔒	🔒	🔒	🔒
370	273	↓	Next	United Kingdom	Apparel	🔒	🔒	🔒	🔒	🔒
371	460	↑	Bank of Ireland	Ireland	Banking	🔒	🔒	🔒	🔒	🔒
372	380	↑	Spie	France	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
373	354	↓	Hanson	United Kingdom	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
374	331	↓	Dufry	Switzerland	Retail	🔒	🔒	🔒	🔒	🔒
375	336	↓	1&1	Germany	Telecoms	🔒	🔒	🔒	🔒	🔒
376	329	↓	ISS	Denmark	Commercial Services	🔒	🔒	🔒	🔒	🔒
377	367	↓	Pirelli	Italy	Tyres	🔒	🔒	🔒	🔒	🔒
378	297	↓	BrewDog	United Kingdom	Beers	🔒	🔒	🔒	🔒	🔒
379	384	↑	Arçelik	Turkey	Tech	🔒	🔒	🔒	🔒	🔒
380	479	↑	Dettol	United Kingdom	Household Products	🔒	🔒	🔒	🔒	🔒
381	369	↓	Valio	Finland	Food	🔒	🔒	🔒	🔒	🔒
382	-	New	Pearson	United Kingdom	Media	🔒	🔒	🔒	🔒	🔒
383	356	↓	Jaeger-LeCoultre	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒
384	418	↑	Easyjet	United Kingdom	Airlines	🔒	🔒	🔒	🔒	🔒
385	361	↓	If	Sweden	Insurance	🔒	🔒	🔒	🔒	🔒
386	241	↓	Auchan	France	Retail	🔒	🔒	🔒	🔒	🔒
387	314	↓	SKF	Sweden	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
388	372	↓	Stella Artois	Belgium	Beers	🔒	🔒	🔒	🔒	🔒
389	415	↑	Europcar	France	Car Rental Services	🔒	🔒	🔒	🔒	🔒
390	416	↑	Sixt	Germany	Car Rental Services	🔒	🔒	🔒	🔒	🔒
391	440	↑	Canal+	France	Media	🔒	🔒	🔒	🔒	🔒
392	391	↓	Evonik	Germany	Chemicals	🔒	🔒	🔒	🔒	🔒
393	405	↑	Telefonica	Spain	Telecoms	🔒	🔒	🔒	🔒	🔒
394	315	↓	Colruyt	Belgium	Retail	🔒	🔒	🔒	🔒	🔒
395	312	↓	MediaMarktSaturn	Germany	Retail	🔒	🔒	🔒	🔒	🔒
396	396	←	Elsève/Elvive	France	Cosmetics	🔒	🔒	🔒	🔒	🔒
397	390	↓	Schaeffler	Germany	Auto Components	🔒	🔒	🔒	🔒	🔒
398	436	↑	Kingspan	Ireland	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
399	402	↑	Elisa	Finland	Telecoms	🔒	🔒	🔒	🔒	🔒
400	346	↓	Acciona	Spain	Engineering & Construction	🔒	🔒	🔒	🔒	🔒

Top 500 most valuable European brands 401-450

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
401	363	↓	VIG	Austria	Insurance	€	€	€	€	€
402	382	↓	ASR	Netherlands	Insurance	€	€	€	€	€
403	462	↑	Maserati	Italy	Automobiles	€	€	€	€	€
404	373	↓	Valentino	Italy	Apparel	€	€	€	€	€
405	374	↓	INEOS	United Kingdom	Chemicals	€	€	€	€	€
406	-	New	Rémy Martin	France	Spirits	€	€	€	€	€
407	-	New	Syngenta	Switzerland	Chemicals	€	€	€	€	€
408	399	↓	Bureau Veritas	France	Commercial Services	€	€	€	€	€
409	368	↓	Grey Goose	France	Spirits	€	€	€	€	€
410	429	↑	ÖBB	Austria	Logistics	€	€	€	€	€
411	414	↑	Dolce & Gabbana	Italy	Apparel	€	€	€	€	€
412	381	↓	Lavazza	Italy	Soft Drinks	€	€	€	€	€
413	328	↓	Ferrero Rocher	Italy	Food	€	€	€	€	€
414	-	New	Willys	Sweden	Retail	€	€	€	€	€
415	345	↓	Tele2	Sweden	Telecoms	€	€	€	€	€
416	410	↓	Elsevier	United Kingdom	Commercial Services	€	€	€	€	€
417	406	↓	Lux	United Kingdom	Cosmetics	€	€	€	€	€
418	443	↑	William Hill	United Kingdom	Leisure & Tourism	€	€	€	€	€
419	468	↑	Dulux	United Kingdom	Conglomerates	€	€	€	€	€
420	-	New	KLP	Norway	Insurance	€	€	€	€	€
421	486	↑	Rentokil	United Kingdom	Commercial Services	€	€	€	€	€
422	466	↑	Salvatore Ferragamo	Italy	Apparel	€	€	€	€	€
423	464	↑	Banco BPM	Italy	Banking	€	€	€	€	€
424	420	↓	Lagardère	France	Media	€	€	€	€	€
425	455	↑	Baileys	Ireland	Spirits	€	€	€	€	€
426	392	↓	RTL	Germany	Media	€	€	€	€	€
427	445	↑	Absolut	Sweden	Spirits	€	€	€	€	€
428	458	↑	UPM	Finland	Engineering & Construction	€	€	€	€	€
429	441	↑	SNCF	France	Logistics	€	€	€	€	€
430	-	New	Martell	France	Spirits	€	€	€	€	€
431	488	↑	Brenntag	Germany	Chemicals	€	€	€	€	€
432	395	↓	Moët & Chandon	France	#N/A	€	€	€	€	€
433	-	New	Zegna	Italy	Apparel	€	€	€	€	€
434	-	New	Plenitude	Italy	Utilities	€	€	€	€	€
435	351	↓	Tate & Lyle	United Kingdom	Food	€	€	€	€	€
436	386	↓	RSA	United Kingdom	Insurance	€	€	€	€	€
437	-	New	Billa	Austria	Retail	€	€	€	€	€
438	359	↓	Travis Perkins	United Kingdom	Retail	€	€	€	€	€
439	459	↑	Hapag-Lloyd	Germany	Logistics	€	€	€	€	€
440	493	↑	Essity	Sweden	Household Products	€	€	€	€	€
441	-	New	Sabadell	Spain	Banking	€	€	€	€	€
442	316	↓	Opel	Germany	Automobiles	€	€	€	€	€
443	480	↑	Worldline	France	Commercial Services	€	€	€	€	€
444	343	↓	Costa	United Kingdom	Restaurants	€	€	€	€	€
445	-	New	Pingo Doce	Portugal	Retail	€	€	€	€	€
446	473	↑	Stora Enso	Finland	Engineering & Construction	€	€	€	€	€
447	377	↓	Sports Direct	United Kingdom	Retail	€	€	€	€	€
448	450	↑	Saipem	Italy	Oil & Gas	€	€	€	€	€
449	-	New	UNIQA	Austria	Insurance	€	€	€	€	€
450	284	↓	ASOS	United Kingdom	Retail	€	€	€	€	€

Top 500 most valuable European brands 451-500

2023 Rank	2022 Rank		Brand	Country	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
451	385	↓	Intercontinental	United Kingdom	Hotels	€	€	€	€	€
452	411	↓	B&Q	United Kingdom	Retail	€	€	€	€	€
453	-	New	Zürcher Kantonalbank	Switzerland	Banking	€	€	€	€	€
454	453	↓	Basler	Switzerland	Insurance	€	€	€	€	€
455	404	↓	AkzoNobel	Netherlands	Chemicals	€	€	€	€	€
456	482	↑	Informa	United Kingdom	Commercial Services	€	€	€	€	€
457	-	New	Casino	France	Retail	€	€	€	€	€
458	444	↓	Veepee	France	Retail	€	€	€	€	€
459	-	New	Eventim	Germany	Leisure & Tourism	€	€	€	€	€
460	-	New	Swiss Post	Switzerland	Logistics	€	€	€	€	€
461	313	↓	Allied Irish Banks (AIB)	Ireland	Banking	€	€	€	€	€
462	427	↓	Peab	Sweden	Engineering & Construction	€	€	€	€	€
463	-	New	Andritz	Austria	Engineering & Construction	€	€	€	€	€
464	457	↓	LCL	France	Banking	€	€	€	€	€
465	398	↓	Otto	Germany	Retail	€	€	€	€	€
466	426	↓	Bershka	Spain	Apparel	€	€	€	€	€
467	477	↑	Hexagon	Sweden	Tech	€	€	€	€	€
468	306	↓	Iveco	Italy	Automobiles	€	€	€	€	€
469	417	↓	Telenet	Belgium	Telecoms	€	€	€	€	€
470	-	New	Mizrahi-Tefahot Bank	Israel	Banking	€	€	€	€	€
471	469	↓	Jacobs	Germany	Soft Drinks	€	€	€	€	€
472	494	↑	DS Smith	United Kingdom	Engineering & Construction	€	€	€	€	€
473	342	↓	Belfius	Belgium	Banking	€	€	€	€	€
474	349	↓	Citroën	France	Automobiles	€	€	€	€	€
475	465	↓	Barratt Developments	United Kingdom	Engineering & Construction	€	€	€	€	€
476	438	↓	AG Insurance	Belgium	Insurance	€	€	€	€	€
477	481	↑	Jameson	Ireland	Spirits	€	€	€	€	€
478	496	↑	Magnum	Belgium	Food	€	€	€	€	€
479	421	↓	GrandVision	Netherlands	Retail	€	€	€	€	€
480	332	↓	Barry Callebaut	Switzerland	Food	€	€	€	€	€
481	422	↓	Vodafone ziggo	Netherlands	Telecoms	€	€	€	€	€
482	463	↓	Dr Oetker	Germany	Food	€	€	€	€	€
483	-	New	RAI	Italy	Media	€	€	€	€	€
484	434	↓	Asseco Group	Poland	Tech	€	€	€	€	€
485	-	New	Tissot	Switzerland	Apparel	€	€	€	€	€
486	-	New	Megafon	Russia	Telecoms	€	€	€	€	€
487	-	New	Rheinmetall	Germany	Aerospace & Defence	€	€	€	€	€
488	-	New	KLM	Netherlands	Airlines	€	€	€	€	€
489	487	↓	sonova	Switzerland	Pharma	€	€	€	€	€
490	-	New	Prudential	United Kingdom	Insurance	€	€	€	€	€
491	401	↓	Schroders	United Kingdom	Banking	€	€	€	€	€
492	-	New	Dacia	Romania	Automobiles	€	€	€	€	€
493	451	↓	SIGNIFY	Netherlands	Tech	€	€	€	€	€
494	448	↓	STRABAG	Austria	Engineering & Construction	€	€	€	€	€
495	-	New	mBank	Poland	Banking	€	€	€	€	€
496	370	↓	ProSieben	Germany	Media	€	€	€	€	€
497	499	↑	Coop Danmark	Denmark	Retail	€	€	€	€	€
498	471	↓	Pull & Bear	Spain	Apparel	€	€	€	€	€
499	-	New	Ardagh Group	Ireland	Engineering & Construction	€	€	€	€	€
500	483	↓	Fastweb	Italy	Telecoms	€	€	€	€	€