

**UKR**

**BRAND**

**2019**

	Brand	Value, mln.\$	Industry
1	Morshynska	550,0	Drinks
2	Nova Poshta	310,0	Logistics
3	Rozetka	302,0	E-Commerce
4	Privatbank	299,0	Financial services
5	Roshen	276,0	Confectionery
6	Sandora	252,0	Drinks
7	Khortytza	215,0	Alcohol
8	Nasha Ryaba	189,0	Meat industry
9	ATB	168,0	Retail
10	Khlibnyi Dar	159,0	Alcohol
11	Torchyn	153,0	Foods
12	Grammarly	150,0	IT
13	Kyivstar	141,0	Telecommunication
14	Chumak	140,0	Foods
15	Korona	134,0	Confectionery
16	Nemiroff	128,0	Alcohol
17	Oleyna	113,0	Foods
18	Chernigivske	107,0	Beer
19	Lifecell	100,0	Telecommunication
20	OKKO	98,0	Oil & Fuels

	Brand	Value, mln.\$	Industry
21	Freken Bok	96.0	Household Care
22	Obolon	92.0	Beer
23	Myrgorodska	88.0	Drinks
24	Jaffa	84.0	Drinks
25	Yagotynske	83.5	Milk
26	Nash Sik	78.0	Drinks
27	Silpo	77.0	Retail
28	Epicentr	66.0	DIY
29	Citrus	65.0	E-Commerce
30	Lux	61.0	Foods
31	Gala	58.0	Household chemistry
32	WOG	52.5	Oil & Fuels
33	Sadochok	52.0	Drinks
34	Medoff	51.0	Alcohol
35	Fora	48.0	Retail
36	Foxtrot	47.5	E-Commerce
37	Lvivske	41.0	Beer
38	Allo	40.8	E-Commerce
39	Slovyanochka	39.9	Milk
40	Tulchinka	37.0	Milk

	Brand	Value, mln.\$	Industry
41	Konti	34.5	Confectionery
42	Oschadbank	34.0	Financial services
43	Mivina	33.9	Foods
44	Bila Liniya	30.5	Milk
45	Svitoch	28.5	Confectionery
46	Novus	28.0	Retail
47	Lubimov	27.0	Confectionery
48	Schedro	26.9	Foods
49	Morosha	26.6	Alcohol
50	Marengo	26.0	Alcohol
51	Petcube	25.0	Electronics
52	Veres	23.0	Foods
53	Meest	22.8	Logistics
54	AVK	22.5	Confectionery
55	Comfy	22.0	E-Commerce
56	Galychyna	20.5	Milk
57	Koblevo	20.2	Alcohol
58	Persha Pryvatna Brovarnya	19.4	Beer
59	Millenium	19.0	Confectionery
60	Prime	18.8	Alcohol

	Brand	Value, mln.\$	Industry
61	Gavrylivski Kourchata	18.0	Meat industry
62	Berdychivske	17.7	Beer
63	Molokiya	16.5	Milk
64	Rogan	16.0	Beer
65	Apteka Nizkih Tsin	15.8	Pharmacy
66	EVA	15.2	Retail
67	Oikom	14.6	Foods
68	Smile	14.4	Household Care
69	Prom.ua	14.2	E-Commerce
70	EKO Market	14.0	Retail
71	Biola	13.5	Drinks
72	Darnitsa	13.0	Retail
73	Velyka Kyshenya	13.0	Pharmacy
74	Korolivskyi Smak	12.8	Foods
75	Shostka	12.0	Milk
76	Yatran	11.9	Meat industry
77	Vodnyi Mir	11.5	Foods
78	Runa	11.2	Foods
79	Schedryi Dar	10.8	Foods
80	Flint	10.4	Foods

	Brand	Value, mln.\$	Industry
81	Farmak	9.5	Pharmacy
82	Globyno	9.1	Meat industry
83	Furshet	8.2	Retail
84	Dobryana	7.8	Milk
85	Try Vedmedi	7.7	Foods
86	Biosphere	7.3	Household Care
87	Rud	7.0	Foods
88	Arterium	6.9	Pharmacy
89	Zvenygora	6.5	Milk
90	Voloshkove Pole	6.1	Milk
91	Intertop	5.9	Retail
92	Apteka Dobrogo Dnya	5.8	Pharmacy
93	Yuvileinyi	5.4	Meat industry
94	Yasensvit	5.3	Foods
95	Club Syru	5.2	Milk
96	Opillia	5.2	Beer
97	UPG	5.1	Oil & Fuels
98	Lasunka	5.0	Foods
99	Stojar	5.0	Foods
100	Alan	5.0	Meat industry

The methodology of the brand evaluation is based on the analysis of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

Generally it is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its industry. The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible goods or intellectual property.

Brand value calculation formula:  $V = Fc * (Iq * Gq * Tq * Cq) * Uid$

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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\* Value of brands in ranking indicated in millions \$US

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