

UKR

BRAND

2021

**TOP 100
Ukrainian Brands**

	Brand	Value, mln.\$	Industry
1	Morshynska	493,0	Drinks
2	Rozetka	385,0	E-Commerce
3	Nova Poshta	351,0	Logistics
4	ATB	309,0	Retail
5	Roshen	256,0	Confectionery
6	Khortytza	244,0	Alcohol
7	Privatbank	237,0	Financial services
8	Nasha Ryaba	195,0	Meat industry
9	Nemiroff	192,0	Alcohol
10	Sandora	189,0	Drinks
11	Khlibnyi Dar	176,0	Alcohol
12	Yagotynske	142,0	Milk
13	Torchyn	131,0	Foods
14	Korona	126,0	Confectionery
15	Chumak	124,0	Foods
16	Epicentr K	122,5	DIY
17	Kyivstar	117,0	Telecommunication
18	Oleina	116,0	Foods
19	OKKO	114,0	Energy
20	Silpo	112,0	Retail

	Brand	Value, mln.\$	Industry
21	Lifecell	98,0	Telecommunication
22	Chernigivske	97,0	Beer
23	monobank	92,0	Financial services
24	Myrgorodska	78,5	Drinks
25	Lvivske	77,0	Beer
26	Freken Bok	76,0	Household Care
27	Citrus	75,5	E-Commerce
28	Sadochok	73,0	Drinks
29	WOG	71,7	Energy
30	Gala	68,8	Household chemistry
31	Jaffa	65,0	Drinks
32	Lux	62,5	Foods
33	Obolon	59,5	Beer
34	Foxtrot	56,0	E-Commerce
35	Nash Sik	55,3	Drinks
36	Slovyanochka	52,5	Milk
37	Fora	49,6	Retail
38	Tulchinka	47,9	Milk
39	Allo	42,5	E-Commerce
40	Galychyna	41,2	Milk

	Brand	Value, mln.\$	Industry
41	Comfy	39,0	E-Commerce
42	Medoff	38,2	Alcohol
43	Novus	36,0	Retail
44	Bila Liniya	33,8	Milk
45	Millenium	33,7	Confectionery
46	Mivina	32,0	Foods
47	Flint	31,8	Foods
48	Meest	29,5	Logistics
49	Konti	29,4	Confectionery
50	Berdychivske	29,2	Beer
51	Oschadbank	28,8	Financial services
52	Svitoch	28,6	Confectionery
53	Lubimov	28,1	Confectionery
54	Shustov	27,4	Alcohol
55	Korolivskyi Smak	26,8	Foods
56	Kozatska Rada	26,6	Alcohol
57	Schedro	24,8	Foods
58	AVK	23,3	Confectionery
59	Prom.ua	21,9	E-Commerce
60	Vodnyi Mir	21,8	Foods

	Brand	Value, mln.\$	Industry
61	Kyivkhlіb	21,2	Foods
62	Morosha	20,4	Alcohol
63	Koblevo	20,0	Alcohol
64	Selyanske	19,9	Milk
65	Schedryi Dar	19,5	Foods
66	Semki	18,8	Foods
67	Marengo	17,7	Alcohol
68	Molokiya	17,2	Milk
69	EVA	17,0	Retail
70	Biola	16,9	Drinks
71	Oikom	16,4	Foods
72	Veres	15,6	Foods
73	Stozhar	14,8	Foods
74	Try Vedmedi	14,0	Foods
75	EKO Market	13,8	Retail
76	Yatran	13,7	Meat industry
77	Rud	12,9	Foods
78	Varus	11,8	Retail
79	Shabo	10,6	Alcohol
80	UPG	10,5	Energy

	Brand	Value, mln.\$	Industry
81	Yasensvit	10,4	Foods
82	Runa	10,2	Foods
83	Voloshkove Pole	10,1	Milk
84	Globino	9,9	Meat industry
85	Inkerman	9,8	Alcohol
86	Dobryana	9,5	Milk
87	Lasunka	9,3	Foods
88	Alan	9,1	Meat industry
89	Zvenygora	8,9	Milk
90	Shostka	8,7	Milk
91	Zarina	8,4	Jewelry
92	Yuvileinyi	8,2	Meat industry
93	Intertop	8,0	Retail
94	Fanni	7,8	Milk
95	Mykulyn	7,7	Beer
96	Premiorri	7,5	Tyres
97	Opillia	7,4	Beer
98	MegaMarket	7,3	Retail
99	KLO	7,2	Energy
100	Bon Boisson	7,2	Drinks

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

Created by:

MPP Consulting

Kyiv, Ukraine

Phone: +380 50 6622338

<http://www.mppconsulting.com.ua>

office@mppconsulting.com.ua

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

** All rights to brands and trademarks mentioned or referred to in the ranking belong to their respective owners.