

# DE BRAND 2010



# TOP-100 German Brands

MPP Consulting agency presents the first rating of German Brands.

The main objective of the rating DeBrand-2010 was to determine the TOP-100 most expensive German Brands, as well as their current market value, based on the performance of companies brand-owners, their market position and opportunities of companies and their brands.

Under existing conditions of the world economy, rather important aspect of business for each company is the presence of a strong brand, which allows to retain a substantial market share, as well as enable the company to actively develop and distribute their products in new markets.

As a rule, for a large global company's brand is one of the most expensive of its assets in the total value of the company compared with manufacturing facilities or other tangible or intangible assets.

Rating DeBrand-2010 includes only brands that were created in Germany or for German goods (services). Geographical origin of brands to Germany was the main criterion for selection of brands that were evaluated in the rating.

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

The methodology of the brand evaluation based on the evaluation of activity of companies brand-owners, and also takes into account several factors, that show the market conditions that influence the brands, possible threats and perspectives of every industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position in the market, consumer value of the brand, as well as factors that show the trends of the company and its brand.

Brand value calculation formula:

$$Vb = Pt * Fc * (Qi * Qc * Qf * Qm) * Uid$$

Vb – brand value

Pt – static coefficient

Fc – composite financial index

Qi – investments coefficient

Qc – geographical coefficient

Qf – technique coefficient



Qm - competitive coefficient

Uid – unique ID





















It is worth noting that the brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.

\* Value of Brands in rating indicated in millions \$






















# TOP-100 Rank 1-20

	Brand	Value, mln.\$	Logo	Industry
1	Mercedes-Benz	21 000		Automotive
2	BMW	18 600		Automotive
3	Audi	12 200		Automotive
4	Porsche	9 500		Automotive
5	Volkswagen	5 500		Automotive
6	Allianz	5 100		Insurance
7	Bosch	4 100		Equipment
8	Deutsche Bank	3 500		Banks
9	T-Mobile	3 450		Telecoms
10	Siemens	3 320		Equipment
11	Adidas	3 200		Clothing & Fashion
12	Opel	2 850		Automotive
13	Continental	2 600		Chemistry
14	Krombacher	2 480		Beer
15	Nivea	2 240		Cosmetics
16	Bitburger	2 210		Beer
17	Puma	2 100		Clothing & Fashion
18	Lidl	2 000		Retail
19	Beck's	1 980		Beer
20	Oettinger	1 855		Beer

# TOP-100 Rank 21-40

	Brand	Value, mln.\$	Logo	Industry
21	Aldi	1 550		Retail
22	Hugo Boss	1 500		Clothing & Fashion
23	SAP	1 400		Computer software
24	Warsteiner	1 330		Beer
25	Lufthansa	1 100		Transport
26	Haribo	1 080		Foods
27	DHL	1 050		Logistics
28	Persil	1 000		Chemistry
29	Commerzbank	960		Banks
30	Deutsche Telekom	925		Telecoms
31	Granini	850		Drinks
32	Jacobs	770		Coffee
33	Löwenbräu	744		Beer
34	Liqui Moly	732		Oil & Fuels
35	MAN	690		Automotive
36	Deutsche Post	670		Logistics
37	E.ON	655		Energy
38	Henkel	620		Chemistry
39	Braun	590		Equipment
40	Tchibo	561		Coffee

# TOP-100 Rank 41-60

	Brand	Value, mln.\$	Logo	Industry
41	Maybach	550	 	Automotive
42	Aral	525		Oil & Fuels
43	Wella	511		Cosmetics
44	Montblanc	500		Clothing & Fashion
45	Schwarzkopf	488		Cosmetics
46	Varta	461		Equipment
47	Paulaner	449		Beer
48	Bayer	440		Farmacy
49	Miele	421		Equipment
50	BASF	420		Chemistry
51	Hasseröder	417		Beer
52	Dr. Oetker	413		Foods
53	Liebherr	400		Engineering
54	Fa	392		Cosmetics
55	Sarotti	385		Chocolate
56	Stihl	372		Equipment
57	Florena	355		Cosmetics
58	AEG	350		Equipment
59	Kühne	339		Foods
60	Kärcher	329		Equipment

# TOP-100 Rank 61-80

	Brand	Value, mln.\$	Logo	Industry
61	Aigner	316		Clothing & Fashion
62	Knorr	305		Foods
63	Holsten	300		Beer
64	Recaro	290		Equipment
65	Dallmayr	288		Coffee
66	Fulda	277		Chemistry
67	ThyssenKrupp	241		Engineering
68	Brabus	240		Automotive
69	Osram	233		Equipment
70	Melitta	228		Coffee
71	Bayern Munchen	221		Football
72	AMG	220		Automotive
73	Südzucker	218		Foods
74	Veltins	216		Beer
75	GfK	211		Consulting
76	Frosch	205		Household chemistry
77	Tom Tailor	204		Clothing & Fashion
78	Smart	192		Automotive
79	Jägermeister	172		Alcohol
80	Hachez	151		Chocolate

# TOP-100 Rank 81-100

	Brand	Value, mln.\$	Logo	Industry
81	Selters	147		Drinks
82	Neoplan	144		Automotive
83	Fuchs	139		Oil & Fuels
84	Heckler & Koch	133		Equipment
85	Radeberger	130		Beer
86	Schalke 04	128		Football
87	Nideregger	126		Chocolate
88	Hella	119		Equipment
89	Ritter Sport	117		Chocolate
90	Werder Bremen	116		Football
91	Borussia Dortmund	115		Football
92	Blend-A-Med	113		Cosmetics
93	Setra	111		Automotive
94	Blaupunkt	108		Electronics
95	Metabo	107		Equipment
96	Kuemmerling	106		Alcohol
97	Deutz	105		Automotive
98	Cirquent	103		Consulting
99	Reisen	101		Chocolate
100	Grohe	100		Furniture



The rating DeBrand-2010 is the 6<sup>th</sup> rating of the project TOP National Brands, launched in 2010, and is the first rating of German Brands.

Methodology of brands evaluation, created by our agency and applied in TOP National Brands project, allow to consider all the parameters that define the real market value of each brand, and provides an opportunity to identify and create a list of the most expensive national brands in each country.

We hope that this rating will allow companies and investors to be guided in the national market and also in the global and strongly competitive markets, and to determine for themselves the ways of further effective development of their brands and business.

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