



POLBRAND 2010

TOP 100 Polish Brands

MPP Consulting agency presents the first rating of Polish Brands.

The main objective of the PolBrand 2010 rating was to determine the TOP 100 most expensive Polish 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. And this trend continues to grow every year.

Rating PolBrand 2010 includes only brands that were created in Poland or for Polish goods or services. Geographical origin of brands to Poland 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 rankings belong to their respective owners.

Methodology

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 PZU	1 225,0		Insurance
2 Belvedere	1 200,0		Alcohol
3 Orlen	1 100,0		Oil & Fuels
4 Żubrówka	752,0		Alcohol
5 Era	512,0		Telecoms
6 Żywiec	499,0		Beer
7 E.Wedel	485,0		Chocolate
8 Absolut	405,0		Alcohol
9 Pudliszki	334,0		Foods
10 Tyskie	321,0		Beer
11 PKO	301,0		Banks
12 Lech	235,5		Beer
13 Pekao	229,0		Banks
14 Wawel	214,5		Chocolate
15 Tymbark	212,0		Drinks
16 Biedronka	203,0		Retail
17 Polmos	201,0		Alcohol
18 Mlekovita	199,0		Milk
19 Sobieski	195,0		Alcohol
20 Luksusowa	189,0		Alcohol















TOP 100 Rank 21 - 40

	Brand	Value, mln.\$	Logo	Industry
21	Winiary	187,5		Foods
22	Lukas Bank	184,0		Banks
23	Piątnica	182,5		Milk
24	Soplica	181,5		Alcohol
25	Olej Kujawski	165,0		Foods
26	Reserved	157,7		Clothing & Fashion
27	Sokolow	155,0		Foods
28	Lubella	147,5		Foods
29	Hortex	146,0		Foods
30	Wyborowa	144,5		Alcohol
31	Laciate	137,0		Milk
32	Gatta	133,4		Clothing & Fashion
33	Warka	131,3		Beer
34	Mleko Lowickie	129,7		Milk
35	Harnaś	126,3		Beer
36	Bank Millennium	125,0		Banks
37	Warta	122,0		Insurance
38	Wolczanka	119,3		Clothing & Fashion
39	Telekomunikacja Polska	118,7		Telecoms
40	TVN	117,0		Media

TOP 100 Rank 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Naęczowianka	114,5		Drinks
42 Bakoma	113,0		Milk
43 Apart	111,0		Jewelry
44 Bella	109,9		Hygien goods
45 Żubr	108,0		Beer
46 Diverse	106,0		Clothing & Fashion
47 Goplana	104,1		Chocolate
48 Morliny	103,6		Foods
49 Amica	102,2		Household equipment
50 Tatra	102,0		Beer
51 Cersanit	99,2		Construction materials
52 Black Red White	98,0		Meble
53 Bank BPH	97,0		Banks
54 Koral	96,6		Foods
55 Rolnik	96,0		Foods
56 TVP	93,3		Media
57 Kasztelan	92,0		Beer
58 Krakus	91,3		Foods
59 Amino	88,2		Foods
60 Cisowianka	82,2		Drinks

TOP 100 Rank 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Dębowe Mocne	80,0		Beer
62 LOT	79,3		Transport
63 Kamis	77,7		Foods
64 Bakalland	75,0		Foods
65 Zelmer	73,0		Household equipment
66 Okocim	72,3		Beer
67 Bliska	71,5		Oil & Fuels
68 W.Kruk	70,0		Jewelry
69 Rama	69,7		Foods
70 Cropp	69,2		Clothing & Fashion
71 Atlantic	68,0		Clothing & Fashion
72 Ludwik	67,3		Household chemistry
73 Key	67,1		Clothing & Fashion
74 Empik	66,5		Retail
75 Prymat	65,2		Foods
76 Łowicz	65,0		Foods
77 Jutrzenka	64,8		Chocolate
78 Dębica	64,5		Chemistry
79 Fortuna	64,1		Drinks
80 Smyk	63,8		Clothing & Fashion

TOP 100 Rank 81 - 100

	Brand	Value, mln.\$	Logo	Industry
81	CCC	63,6		Clothing & Fashion
82	Café Prima	63,1		Coffee
83	Drosed	62,5		Foods
84	E	62,0		Household chemistry
85	Gerlach	61,7		Household equipment
86	Luksja	61,3		Cosmetics
87	Garden	61,0		Drinks
88	Kubuś	60,8		Drinks
89	Sphinx	60,5		HoReCa
90	Rzeczpospolita	60,0		Media
91	Polskie Młyny	59,6		Foods
92	Lotos	59,2		Oil & Fuels
93	Woseba	58,8		Coffee
94	Delecta	58,4		Foods
95	Kupiec	58,0		Foods
96	Delma	57,7		Foods
97	Stół Polski	57,5		Foods
98	Saga	57,2		Foods
99	Gazeta Wyborcza	57,0		Media
100	Vistula	56,8		Clothing & Fashion

Conclusions

The rating PolBrand 2010 is the 9th rating of the project TOP National Brands, launched in 2010, and is the first rating of Polish 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.

MPP Consulting
Ukraine, Kyiv
tel: +380-44-361-46-47
www.mppconsulting.com.ua
office@mppconsulting.com.ua