



UKRBRAND 2017



TOP 100 Ukrainian Brands

The eleventh rating of Ukrainian national brands "UkrBrand 2017 - TOP 100 Ukrainian Brands" continue to accumulate the best and the most potentially strong Ukrainian brands. During the last years the total sum of the TOP 100 brands values multiplied for many times, so now every brand needs to be very strong and reliable to achieve the TOP100 level and to be present at the national rating.

As before, the current rating provides expert assessment of the potential market value of the 100 most expensive Ukrainian brands in 2017. The cost of many brands is and probably will remain forever potential, as these brands will never change their owner, that means there will be no actual sale, according to which they could be judged on their actual market value.

Nevertheless, the accuracy of the methodology for estimating the potential cost has already been confirmed several times by actual sales of brands. The amount of contracts for transferring rights to such brands was only slightly different from the estimate of their potential market value, held earlier in the TOP 100 ranking.

The methodology of the brand evaluation is based on the evaluation 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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	Brand	Value, mln.\$	Industry
1	Morshinska	507	Drinks
2	Sandora	312	Drinks
3	Roshen	274	Confectionary
4	Nemiroff	255	Alcohol
5	Nova Poshta	218	Logistics
6	Privatbank	211	Financial service
7	Khortytsa	203	Alcohol
8	Rozetka	179	Retail
9	Kyivstar	168	Telecommunication
10	Obolon	162	Beer
11	Oleyna	137	Foods
12	Nasha Ryaba	133	Foods
13	Chernigivske	129	Beer
14	ATB	128	Retail
15	Korona	122	Confectionary
16	Khlibniy Dar	115	Alcohol
17	Lifecell	99	Telecommunication
18	Torchin	98	Foods
19	Silpo	93	Retail
20	Myrgorodska	91	Drinks

	Brand	Value, mln.\$	Industry
21	Epicentr	85	DIY
22	OKKO	84	Energy
23	Chumak	78	Foods
24	Sadochok	70	Drinks
25	Gala	65	Household
26	Nash Sik	64,5	Drinks
27	Yagotynske	64	Dairy production
28	Fora	57,5	Retail
29	Slovyanochka	47,7	Dairy production
30	WOG	47	Energy
31	Zhivchik	45,4	Drinks
32	Lux	44,2	Foods
33	Lubimov	42,9	Confectionary
34	Bila Liniya	39,5	Dairy production
35	Svitoch	36,9	Confectionary
36	Jaffa	34	Drinks
37	Citrus	33,7	Retail
38	Mivina	32,3	Foods
39	Meest	31,2	Logistics
40	Prime	30,1	Alcohol

	Brand	Value, mln.\$	Industry
41	Koblevo	29,5	Alcohol
42	Tulchinka	28,8	Dairy production
43	Foxtrot	28,0	Retail
44	Morosha	27,6	Alcohol
45	EKO Market	26,0	Retail
46	AVK	24,8	Confectionary
47	Bukovel	24,1	Tourism
48	Allo	24,0	Retail
49	Veres	23,9	Foods
50	Gavrylivski Kourchata	22,5	Foods
51	Novus	22,4	Retail
52	Galyccina	21,8	Dairy production
53	Konti	21,2	Confectionary
54	Comfy	21,1	Retail
55	Velyka Kyshenya	20,4	Retail
56	Olkom	17,7	Foods
57	EVA	16,6	Retail
58	Berdychivske	15,2	Beer
59	1+1	15,0	Media
60	Kosmo	14,5	Retail

	Brand	Value, mln.\$	Industry
61	Zarina	14,4	Jewelry
62	Mobilochka	14,0	Retail
63	Shustov	13,5	Alcohol
64	Semki	13,3	Foods
65	Furshet	13,0	Retail
66	Ukrtelekom	12,7	Telecommunication
67	Artemivske	12,0	Alcohol
68	Korolivskiy Smak	11,9	Foods
69	Persha Pryvatna Brovarnya	11,7	Beer
70	Yatran	11,3	Foods
71	Inter	11,2	Media
72	Schedriy Dar	10,9	Foods
73	Kozatska Rada	10,3	Alcohol
74	Nova Liniya	9,9	DIY
75	Sushiya	9,8	HoReCa
76	Rosava	9,5	Chemistry
77	Fanni	9,2	Dairy production
78	ICTV	8,9	Media
79	Runa	8,8	Foods
80	STB	8,1	Media

	Brand	Value, mln.\$	Industry
81	Schedro	8,0	Foods
82	Oschadbank	7,6	Financial service
83	Volya	7,5	Telecommunication
84	Rud	7,3	Foods
85	Dobryana	6,9	Dairy production
86	Intertop	6,8	Retail
87	Shostka	6,3	Dairy production
88	Opillya	6,2	Beer
89	Yasensvit	5,9	Foods
90	Lasunka	5,5	Foods
91	Oranta	5,2	Insurance
92	KUZ	5,1	Jewelry
93	Voloshkove Pole	5,0	Dairy production
94	Varus	4,8	Retail
95	Flint	4,7	Foods
96	Shabo	4,6	Alcohol
97	Flagman	4,5	Foods
98	Mikulinetske	4,4	Beer
99	Prom.ua	4,3	IT
100	Vodniy Mir	4,2	Foods