BEL BRAND

2019

	Brand	Value, mln.$	Industry
1	Santa Bremor	71	Foods
2	Savushkin	58	Milk
3	Babushkina Krynka	52	Milk
4	Milavitsa	46	Clothing & Fashion
5	Krynica	44	Beer
6	World of Tanks	42	IT
7	Spartak	40.8	Confectionery
8	Kommunarka	37.7	Confectionery
9	Alivaria	31.5	Beer
10	ABC	25.5	Foods
11	Lidskoe	22.7	Beer
12	Velcom	22.4	Telecommunication
13	Evroopt	21	Retail
14	Conte	19.6	Clothing & Fashion
15	Bulbash	18.5	Alcohol
16	Zdravushka	17.7	Milk
17	Onega	17	Foods
18	Belarusbank	16.9	Financial services
19	MAZ	15.5	Heavy industry
20	Belmarket	15.2	Retail

	Brand	Value, mln.$	Industry
21	Sosedi	14	Retail
22	BELAZ	13.7	Heavy industry
23	Atlant	13.1	Electronics
24	Minskaya	13	Drinks
25	Svayak	12.3	Alcohol
26	Sochnyi	12.2	Drinks
27	Belagroprombank	11.8	Financial services
28	MiLida	11.6	Milk
29	Slavyanskie Tradicii	11.5	Milk
30	Ideal	11.2	Confectionery
31	Nastoyaschyi	10.9	Drinks
32	Minskaya Marka	10.5	Milk
33	Bobrov	10.2	Beer
34	Kamako	9.8	Foods
35	Na Nedelku	9.6	Retail
36	Borisovskyi	9.2	Meat industry
37	Belarus	9.1	Heavy industry
38	Belalko	9	Alcohol
39	Priorbank	8.9	Financial services
40	Belita	8.7	Cosmetics

	Brand	Value, mln.$	Industry
41	Krishtal	8.2	Alcohol
42	A-100	8	Oil & Fuels
43	Horizont	7.8	Electronics
44	Akvadiv	7.7	Drinks
45	Neposeda	7.5	Foods
46	Beltelecom	7.3	Telecommunication
47	Molochnyi Mir	7.2	Milk
48	Darida	6.8	Drinks
49	Gippo	6.7	Retail
50	Belinvestbank	6.6	Financial services
51	Belshina	6.5	Chemistry
52	Bellakt	6.3	Milk
53	Pridvinie	6	Alcohol
54	Frost	5.8	Drinks
55	Rechickae	5.7	Beer
56	Megatop	5.5	Retail
57	Keramin	5.3	Construction materials
58	Naliboki	5.2	Alcohol
59	TUT.by	5.1	IT
60	Provit	5	Foods

	Brand	Value, mln.$	Industry
61	Kupalinka	5	Clothing & Fashion
62	Gefest	4.9	Electronics
63	Myasnaya Derjava	4.9	Meat industry
64	Lepelka	4.8	Milk
65	Buslik	4.8	Retail
66	Brestskoe	4.7	Beer
67	Axis	4.6	Retail
68	By-Fly	4.5	Telecommunication
69	milkavita	4.4	Milk
70	Ziko	4.4	Retail
71	Pastoral	4.3	Foods
72	Belavia	4.2	Transport
73	Pinskdrev	4	Furniture
74	Vitex	3.9	Cosmetics
75	Inco-Food	3.9	Продукты питания
76	Radamir	3.8	Alcohol
77	ProStore	3.7	Retail
78	Belkelme	3.6	Clothing & Fashion
79	Belorusskaya Tradiciya	3.3	Meat industry
80	MAV	3	Construction materials

	Brand	Value, mln.$	Industry
81	Landmark	2.9	Meat industry
82	Alutech	2.9	Construction materials
83	Deal.by	2.8	IT
84	Svitanak	2.7	Clothing & Fashion
85	Beloboi	2.6	Construction materials
86	Rogachov	2.5	Milk
87	Uladar	2.4	Foods
88	Monomakh	2.4	Jewelry
89	Lux	2.3	Construction materials
90	Slodych	2.3	Confectionery
91	Brestskie	2.2	Clothing & Fashion
92	Naftan	2.1	Oil & Fuels
93	5 element	2.1	Retail
94	Kufar.by	2	IT
95	Veinyanskyi Rodnik	2	Drinks
96	Belryba	2	Foods
97	Lidskaya Muka	1.9	Foods
98	Alvesta	1.8	Confectionery
99	Zorka	1.7	Jewelry
100	Korona	1.7	Retail

The methodology of the brand valuation 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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