

**BEL**

**BRAND**

**2020**

**TOP 100  
Belarusian Brands**

	Brand	Value, mln.\$	Industry
1	Santa Bremor	77,0	Foods
2	Savushkin	53,0	Milk
3	Milavitsa	51,0	Clothing & Fashion
4	Babushkina Krynka	47,5	Milk
5	Spartak	44,2	Confectionery
6	Kommunarka	39,5	Confectionery
7	Krynica	38,2	Beer
8	World of Tanks	32,5	IT
9	Alivaria	29,6	Beer
10	ABC	28,0	Foods
11	Evroopt	23,3	Retail
12	Bulbash	21,8	Alcohol
13	Lidskoe	21,4	Beer
14	Conte	20,2	Clothing & Fashion
15	Velcom	19,6	Telecommunication
16	Onega	18,3	Foods
17	Belmarket	17,0	Retail
18	Sosedi	15,2	Retail
19	Minskaya	14,9	Drinks
20	Zdravushka	14,8	Milk

	Brand	Value, mln.\$	Industry
21	Sochnyi	14,7	Drinks
22	Svayak	14,4	Alcohol
23	Belarusbank	13,5	Financial services
24	Ideal	12,4	Confectionery
25	Nastoyaschyi	12,3	Drinks
26	Borisovskiy	11,8	Meat industry
27	Na Nedelku	11,5	Retail
28	Atlant	11,3	Electronics
29	MAZ	11,2	Heavy industry
30	Kamako	10,7	Foods
31	Belagroprombank	10,2	Financial services
32	Krishtal	10,1	Alcohol
33	MiLida	9,9	Milk
34	A-100	9,6	Oil & Fuels
35	BELAZ	9,5	Heavy industry
36	Slavyanskije Tradicii	9,2	Milk
37	Minskaya Marka	9,1	Milk
38	Darida	8,7	Drinks
39	Bobrov	8,4	Beer
40	Naliboki	8,4	Alcohol

	Brand	Value, mln.\$	Industry
41	Neposeda	8,3	Foods
42	Belalko	8,1	Alcohol
43	Priorbank	7,7	Financial services
44	Pridvinie	7,7	Alcohol
45	Gippo	7,2	Retail
46	Belita	6,8	Cosmetics
47	Provit	6,5	Foods
48	Inco-Food	6,4	Meat industry
49	Akvadiv	6,3	Drinks
50	Megatop	6,3	Retail
51	Horizont	6,2	Electronics
52	Frost	6,2	Drinks
53	TUT.by	6,0	IT
54	Molochnyi Mir	5,9	Milk
55	Belarus	5,8	Heavy industry
56	Myasnaya Derjava	5,7	Meat industry
57	Buslik	5,5	Retail
58	Bellakt	5,4	Milk
59	Kupalinka	5,4	Clothing & Fashion
60	Belinvestbank	5,3	Financial services

	Brand	Value, mln.\$	Industry
61	Pastoral	5,1	Foods
62	Axis	5,0	Retail
63	Ziko	4,9	Retail
64	Deal.by	4,9	IT
65	ProStore	4,8	Retail
66	Rechickae	4,7	Beer
67	Keramin	4,7	Construction materials
68	Belkelme	4,3	Clothing & Fashion
69	Radamir	4,3	Alcohol
70	Lepelka	4,2	Milk
71	Belshina	4,0	Chemistry
72	Slodych	3,9	Confectionery
73	Gefest	3,8	Electronics
74	Belorusskaya Tradiciya	3,8	Meat industry
75	By-Fly	3,7	Telecommunication
76	milkavita	3,6	Milk
77	Monomakh	3,6	Jewelry
78	MAV	3,5	Construction materials
79	Brestskoe	3,4	Beer
80	Landmark	3,4	Meat industry

	Brand	Value, mln.\$	Industry
81	Pinskdrev	3,3	Furniture
82	Naftan	3,3	Oil & Fuels
83	Svitanak	3,2	Clothing & Fashion
84	Alutech	3,1	Construction materials
85	Gaspadar	3,1	Foods
86	Lidskaya Muka	3,0	Foods
87	Lux	2,9	Construction materials
88	Vitex	2,8	Cosmetics
89	Zorka	2,8	Jewelry
90	Kufar.by	2,7	IT
91	Uladar	2,6	Foods
92	Beloboi	2,5	Construction materials
93	Brestskie	2,4	Clothing & Fashion
94	Alvesta	2,4	Confectionery
95	Rogachov	2,2	Milk
96	Belryba	2,2	Foods
97	Korona	1,9	Retail
98	5 element	1,8	Retail
99	Stavka	1,8	Beer
100	Veinyanskyi Rodnik	1,7	Drinks

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

Created by:

MPP Consulting

Kyiv, Ukraine

Phone: +380 44 3614647

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

[office@mppconsulting.com.ua](mailto: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 ranting belong to their respective owners.