

UKR

BRAND

2020

**TOP 100
Ukrainian Brands**

	Brand	Value, mln.\$	Industry
1	Morshynska	525,0	Drinks
2	Nova Poshta	337,0	Logistics
3	Rozetka	311,0	E-Commerce
4	Roshen	292,0	Confectionery
5	ATB	247,0	Retail
6	Privatbank	226,0	Financial services
7	Sandora	218,0	Drinks
8	Khortytza	197,0	Alcohol
9	Khlibnyi Dar	162,0	Alcohol
10	Nasha Ryaba	160,0	Meat industry
11	Chumak	148,0	Foods
12	Korona	142,0	Confectionery
13	Torchyn	138,0	Foods
14	Nemiroff	135,0	Alcohol
15	Kyivstar	134,0	Telecommunication
16	Oleyna	128,0	Foods
17	Chernigivske	119,0	Beer
18	Lifecell	108,0	Telecommunication
19	OKKO	106,0	Oil & Fuels
20	Yagotynske	103,0	Milk

	Brand	Value, mln.\$	Industry
21	Freken Bok	102,0	Household Care
22	Sadochok	98,0	Drinks
23	Epicentr	93,0	DIY
24	Silpo	91,0	Retail
25	Myrgorodska	83,0	Drinks
26	Jaffa	77,0	Drinks
27	Gala	73,5	Household chemistry
28	Lvivske	72,0	Beer
29	Obolon	67,0	Beer
30	Citrus	62,0	E-Commerce
31	Nash Sik	61,5	Drinks
32	WOG	56,0	Oil & Fuels
33	Lux	55,0	Foods
34	Foxtrot	50,0	E-Commerce
35	Slovyanochka	46,8	Milk
36	Fora	45,2	Retail
37	Medoff	44,6	Alcohol
38	Tulchinka	40,8	Milk
39	Allo	38,5	E-Commerce
40	Millenium	35,5	Confectionery

	Brand	Value, mln.\$	Industry
41	Galychyna	34,0	Milk
42	Novus	33,8	Retail
43	Svitoch	32,2	Confectionery
44	Comfy	31,7	E-Commerce
45	Konti	30,8	Confectionery
46	Mivina	29,7	Foods
47	Schedro	28,5	Foods
48	Bila Liniya	28,0	Milk
49	Berdychivske	27,5	Beer
50	AVK	26,0	Confectionery
51	Morosha	25,8	Alcohol
52	Meest	24,0	Logistics
53	Lubimov	23,4	Confectionery
54	Oschadbank	23,2	Financial services
55	Shustov	21,9	Alcohol
56	Vodnyi Mir	20,6	Foods
57	Marengo	20,3	Alcohol
58	Smile	19,8	Household Care
59	Darnitsa	19,2	Pharmacy
60	Kyivkhliv	18,6	Foods

	Brand	Value, mln.\$	Industry
61	Koblevo	18,5	Alcohol
62	Veres	18,4	Foods
63	Kozatska Rada	18,2	Alcohol
64	Molokiya	18,0	Milk
65	Korolivskyi Smak	17,9	Foods
66	Schedryi Dar	17,3	Foods
67	Gavrylivski Kourchata	16,8	Meat industry
68	Prom.ua	16,5	E-Commerce
69	Apteka Nizkih Tsin	16,2	Pharmacy
70	Olkom	15,5	Foods
71	Biola	15,2	Drinks
72	Flint	14,5	Foods
73	EVA	14,4	Retail
74	Yatran	14,3	Meat industry
75	Farmak	13,6	Pharmacy
76	Stojar	13,2	Foods
77	Selyanske	12,4	Milk
78	Try Vedmedi	12,3	Foods
79	Semki	12,1	Foods
80	Runa	11,8	Foods

	Brand	Value, mln.\$	Industry
81	EKO Market	11,2	Retail
82	Inkerman	11,1	Alcohol
83	Lasunka	10,9	Foods
84	Rud	10,7	Foods
85	Alan	10,3	Meat industry
86	Varus	10,2	Retail
87	Arterium	10,1	Pharmacy
88	UPG	9,8	Oil & Fuels
89	Velyka Kyshenya	9,7	Retail
90	Globyno	9,6	Meat industry
91	Yasensvit	9,2	Foods
92	Shostka	9,1	Milk
93	Shabo	9,0	Alcohol
94	Zarina	9,0	Jewelry
95	Dobryana	8,9	Milk
96	Voloshkove Pole	8,8	Milk
97	Oreanda	8,5	Alcohol
98	Yuvileinyi	8,4	Meat industry
99	Fanni	8,3	Milk
100	Zvenygora	8,2	Milk

The methodology of the brand evaluation is based on the analysis 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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