



DEBRAND 2012 TOP 100 GERMAN BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – Brand. So, from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of the value of the brand was spread to other countries, including Germany. Current ranking «DeBrand 2012» is the third ranking of the German brands, compiled by our agency under the Top National Brands project.

* Value of brands in ranking indicated in millions \$US

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	Brand	Value	Industry
1	Mercedes-Benz	23900	Automotive
2	BMW	21450	Automotive
3	Audi	17940	Automotive
4	Porsche	11060	Automotive
5	Volkswagen	9560	Automotive
6	Fanta	7550	Beverages
7	Bosch	5450	Equipment
8	Allianz	4835	Insurance
9	Siemens	4480	Household equipment
10	T-Mobile	3970	Telecommunication
11	METRO	3920	Retail
12	Deutsche Bank	3815	Financial services
13	Adidas	3360	Clothing & Fashion
14	Continental	3077	Chemistry
15	Nivea	2773	Cosmetics
16	Opel	2595	Automotive
17	Puma	2451	Clothing & Fashion
18	Krombacher	2094	Brewing
19	Lidl	1949	Retail
20	Bitburger	1913	Brewing
21	Hugo Boss	1857	Clothing & Fashion
22	Oettinger	1830	Brewing
23	SAP	1600	Software
24	Real	1572	Retail
25	Aldi	1413	Retail

	Brand	Value	Industry
26	Beck's	1357	Brewing
27	Warsteiner	1285	Brewing
28	DHL	1242	Logistics
29	Lufthansa	1205	Transport
30	REWE	1174	Retail
31	Commerzbank	1150	Financial services
32	Deutsche Telekom	1112	Telecommunication
33	Haribo	1007	Foods
34	Praktiker	974	Retail
35	Persil	967	Household equipment
36	Liqui Moly	913	Oil & Fuels
37	Tchibo	881	Coffee
38	Granini	865	Beverages
39	Braun	839	Household equipment
40	E.ON	800	Energy
41	Jacobs	727	Coffee
42	Dr. Oetker	702	Foods
43	Löwenbräu	698	Brewing
44	MAN	662	Automotive
45	Henkel	611	Chemistry
46	Deutsche Post	605	Logistics
47	Wella	594	Cosmetics
48	Aral	559	Oil & Fuels
49	Jägermeister	552	Alcohol
50	Montblanc	533	Clothing & Fashion

	Brand	Value	Industry
51	Paulaner	507	Brewing
52	Varta	501	Equipment
53	Schwartzkopf	497	Cosmetics
54	HiPP	496	Foods
55	Hasseröder	488	Brewing
56	Miele	478	Household equipment
57	Liebherr	456	Machinery
58	Kühne	416	Foods
59	Fa	403	Household chemistry
60	AEG	399	Household equipment
61	BASF	394	Chemistry
62	Sarotti	374	Confectionary
63	Bayer	372	Pharmacy
64	Florena	371	Cosmetics
65	Brabus	364	Automotive
66	Holsten	349	Brewing
67	AMG	332	Automotive
68	Knorr	329	Foods
69	Norma	326	Retail
70	TUI	309	Tourism
71	Kärcher	307	Equipment
72	Fulda	296	Chemistry
73	Aigner	293	Clothing & Fashion
74	Osram	292	Equipment
75	smart	288	Automotive

	Brand	Value	Industry
76	Blend-A-Med	277	Cosmetics
77	Recaro	261	Equipment
78	ThyssenKrupp	255	Machinery
79	Stihl	246	Equipment
80	GfK	236	Consulting
81	Bayern Munchen	218	Sport
82	Escada	212	Clothing & Fashion
83	Dallmayr	203	Coffee
84	Ritter Sport	201	Confectionary
85	Tom Tailor	199	Clothing & Fashion
86	Selters	192	Beverages
87	Reisen	188	Confectionary
88	Südzucker	187	Foods
89	Neoplan	172	Automotive
90	Apollinaris	170	Beverages
91	Radeberger	155	Brewing
92	Fuchs	143	Oil & Fuels
93	Blaupunkt	142	Electronics
94	Faber-Castell	129	Equipment
95	Metabo	128	Equipment
96	Kuemmerling	121	Alcohol
97	Niederegger	119	Confectionary
98	Alpina	118	Automotive
99	Erdinger	117	Brewing
100	Glashütte	116	Watches

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.

This methodology 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 brand.

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

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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