

UKRBRAND

2014

TOP 100

UKRAINIAN BRANDS



About the UkrBrand ranking

The year 2014 caused a lot of changes in Ukraine, not only in political and economical fields, but in brand's life too. The many well-known brands was forced to be changed. Some of them lost a lot of markets, some made the fast jump to growth.

The evaluation of the brand value reflects not only the brand business result in the previous years, but shows the future brand development expectations too. That's why some of the brands in the ranking TOP-100 could seems undervalued or overvalued. That is normal for all the evaluation researches.

The current ranking is the eighth ranking of the TOP Ukrainian brands published by MPP Consulting agency. We hope that our 9 years researches will help the brand owners to built their brand development strategy more effective and successful.

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 of development of each industry.

This methodology is based on analysis of factors influencing the market value of the brand such as: the company's position on market, consumer value of brand, as well as the factors of actual trends for company and its brands.

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.

Created by:

MPP Consulting

Kiev, Ukraine

Phone: +380 44 3614647

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

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.

TOP 100 1 – 20

		Brand	Value, mln.\$	Industry
1		Моршинська	498	Drinks
2		Оболонь	335	Drinks
3		Сандора	270	Drinks
4		Roshen	248	Confectionary
5		Nemiroff	233	Alcohol
6		Київстар	218	Telecommunications
7		Наша Ряба	214	Foods
8		Чернігівське	203	Drinks
9		Приват банк	195	Financial services
10		Хлібний Дар	174	Alcohol
11		Торчин	171	Foods
12		Чумак	167	Foods
13		Хортиця	159	Alcohol
14		Life:)	155	Telecommunications
15		Корона	135	Confectionary
16		Олейна	131	Foods
17		Львівське	108	Drinks
18		Миргородська	103	Drinks
19		Gala	99	Household chemistry
20		Нова пошта	87,5	Logistics

TOP 100 21 – 40

	Brand	Value, mln.\$	Industry
21	 АТБ	81,0	Retail
22	 Епіцентр	78,0	Construction materials
23	 Світоч	76,0	Confectionary
24	 Наш сік	71,2	Drinks
25	 Prime	71,0	Alcohol
26	 Rozetka.ua	67,5	Retail
27	 Верес	62,2	Foods
28	 ОККО	59,0	Oil and fuels
29	 Яготинське	58,3	Milk industry
30	 Козирна карта	57,0	HoReCa
31	 Comfy	55,4	Retail
32	 Садочок	52,9	Drinks
33	 WOG	52,7	Oil and fuels
34	 Фокстрот	52,0	Retail
35	 Сільпо	51,7	Retail
36	 Мівіна	47,2	Foods
37	 Живчик	45,0	Drinks
38	 Фора	44,9	Retail
39	 Велика Кишеня	43,5	Retail
40	 Тульчинка	43,4	Milk industry

TOP 100 41 – 60

	Brand	Value, mln.\$	Industry
41	 Галичина	41,0	Milk industry
42	 Люкс	39,0	Foods
43	 1+1	38,5	Media
44	 Фуршет	31,6	Retail
45	 Інтер	31,1	Media
46	 Коктебель	28,0	Alcohol
47	 Слов'яночка	27,0	Milk industry
48	 Marengo	26,6	Alcohol
49	 Zarina	26,5	Jewelry
50	 Алло	26,0	Retail
51	 Перша приватна броварня	23,9	Drinks
52	 Біла лінія	23,8	Milk industry
53	 Дельта банк	23,0	Financial services
54	 Нова лінія	22,7	Construction materials
55	 Щедро	22,6	Foods
56	 Novus	22,1	Retail
57	 Конті	21,5	Confectionary
58	 ФК Динамо Київ	20,5	Sport
59	 Ятрань	19,3	Foods
60	 СТБ	18,5	Media

	Brand	Value, mln.\$	Industry
61	 Гаврилівські курчата	18,4	Foods
62	 Цельсій	18,0	Alcohol
63	 Росинка	17,5	Drinks
64	 ICTV	17,0	Media
65	 Массандра	16,8	Alcohol
66	 Бердичівське	16,2	Drinks
67	 Мобілочка	15,9	Retail
68	 Буковель	15,8	Tourism
69	 Олком	14,8	Foods
70	 Космо	14,4	Retail
71	 Medoff	14,0	Alcohol
72	 Ukr.net	13,9	IT
73	 Воля	13,5	Telecommunications
74	 Сушія	13,2	HoReCa
75	 ФК Шахтер	13,0	Sport
76	 ЕКО Маркет	12,7	Retail
77	 АВК	12,2	Confectionary
78	 Zibert	12,0	Drinks
79	 Любимов	11,8	Confectionary
80	 Новий канал	11,6	Media

TOP 100 81 – 100

	Brand	Value, mln.\$	Industry
81	 Коблево	11,5	Alcohol
82	 Артемівське	11,0	Alcohol
83	 Щедрий Дар	10,9	Foods
84	 Оранта	10,8	Insurance
85	 Караван	10,4	Retail
86	 Шустов	10,3	Alcohol
87	 Шостка	10,2	Milk industry
88	 Правекс банк	10,1	Financial services
89	 Інтертоп	10,0	Retail
90	 Біола	9,9	Drinks
91	 Ласуня	9,7	Milk industry
92	 Руна	9,6	Foods
93	 Білосвіт	9,5	Milk industry
94	 XADO	9,4	Chemistry
95	 Aukro.ua	9,3	IT
96	 Рогань	9,2	Drinks
97	 Королівський смак	9,1	Foods
98	 Клуб Сиру	9,0	Milk industry
99	 Пузата Хата	8,9	HoReCa
100	 ТЕТ	8,8	Media