

UKR

BRAND

2018

The twelfth rating of Ukrainian national brands "UkrBrand 2018 - TOP 100 Ukrainian Brands" continue to accumulate the best and the most potentially strong Ukrainian brands. Since the first ranking published in 2006 the total sum of the TOP 100 brands values multiplied for many times, so now every brand needs to be very strong and reliable to achieve the position in the final TOP100 to be present at the national rating.

Current rating provides expert assessment of the potential market value of the 100 most expensive Ukrainian brands in 2018. The cost of many brands is and probably will remain forever potential, as these brands will never change their owner, that means there will be no actual sale, according to which they could be judged on their actual market value.

Nevertheless, the accuracy of the methodology for estimating the potential cost of the brands has already been confirmed several times by actual sales of brands.

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.

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

Kiev, Ukraine

Phone: +380 44 3614647

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

office@mppconsulting.com.ua

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

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	Brand	Value, mln.\$	Industry
1	Morshinska	533,0	Drinks
2	Nova Poshta	285,0	Logistics
3	Rozetka	244,0	e-Commerce
4	Privatbank	237,0	Financial service
5	Sandora	231,0	Drinks
6	Khortytsa	229,0	Alcohol
7	Roshen	206,0	Confectionary
8	Nemiroff	196,0	Alcohol
9	ATB	157,0	Retail
10	Kyivstar	155,0	Telecommunication
11	Nasha Ryaba	154,0	Foods
12	Khlibniy Dar	146,0	Alcohol
13	Torchin	145,0	Foods
14	Obolon	123,0	Beer
15	Oleyna	121,0	Foods
16	Chumak	117,0	Foods
17	Korona	115,0	Confectionary
18	Lifecell	104,8	Telecommunication
19	Chernigivske	102,0	Beer
20	OKKO	97,5	Energy

	Brand	Value, mln.\$	Industry
21	Jaffa	97,0	Drinks
22	Silpo	96,0	Retail
23	Freken Bok	93,7	Household
24	Myrgorodska	88,5	Drinks
25	Epicentr	79,5	DIY
26	Gala	78,0	Household
27	Medoff	77,5	Alcohol
28	Citrus	73,0	E-Commerce
29	Nash Sik	71,0	Drinks
30	Lvivske	64,0	Beer
31	Fora	62,0	Retail
32	Yagotynske	61,0	Dairy production
33	Sadochok	58,0	Drinks
34	WOG	52,5	Energy
35	Lux	51,8	Foods
36	Foxtrot	51,0	e-Commerce
37	Slovyanochka	49,5	Dairy production
38	Allo	46,0	e-Commerce
39	Svitoch	41,1	Confectionary
40	Zhivchik	38,70	Drinks

	Brand	Value, mln.\$	Industry
41	Konti	37,0	Confectionary
42	Morosha	36,2	Alcohol
43	Bila Liniya	32,0	Dairy production
44	Lubimov	31,5	Confectionary
45	Mivina	29,6	Foods
46	AVK	28,0	Confectionary
47	Meest	27,5	Logistics
48	Gavrylivski Kourchata	26,0	Foods
49	Koblevo	25,0	Alcohol
50	Novus	24,9	Retail
51	Tulchinka	24,6	Dairy production
52	Marengo	23,0	Alcohol
53	Velyka Kyshenya	22,1	Retail
54	Rogan	22,0	Beer
55	Kozatska Rada	21,4	Alcohol
56	EVA	19,8	Retail
57	Veres	19,2	Foods
58	Galyccina	19,0	Dairy production
59	EKO Market	18,5	Retail
60	Persha Pryvatna Brovarnya	18,0	Beer

	Brand	Value, mln.\$	Industry
61	Comfy	17,5	e-Commerce
62	Schedro	15,2	Foods
63	Biola	14,0	Drinks
64	Korolivskiy Smak	13,6	Foods
65	Smile	13,1	Household
66	Oschadbank	13,0	Financial service
67	Prom.ua	12,5	e-Commerce
68	Nova Liniya	12,0	DIY
69	Oikom	11,2	Foods
70	Berdychivske	11,0	Beer
71	Zarina	10,8	Jewelry
72	Runa	10,6	Foods
73	Yatran	10,1	Foods
74	Kosmo	9,8	Retail
75	Furshet	9,4	Retail
76	Voloshkove Pole	9,3	Dairy production
77	Schedriy Dar	9,0	Foods
78	Farmak	8,8	Pharmaceuticals
79	Dobryana	8,5	Dairy production
80	Flint	8,2	Foods

	Brand	Value, mln.\$	Industry
81	Darnitsa	8,0	Pharmaceuticals
82	Artemivske	7,8	Alcohol
83	Shostka	7,7	Dairy production
84	Rosava	7,2	Chemistry
85	Globino	7,0	Foods
86	Try Vedmedi	6,9	Foods
87	Biosphere	6,45	Household
88	Varus	6,4	Retail
89	Rud	6,2	Foods
90	Lasunka	6,0	Foods
91	Opillya	5,9	Beer
92	Volia	5,5	Telecommunication
93	Semki	5,1	Foods
94	KUZ	4,8	Jewelry
95	Mykulynetske	4,75	Beer
96	Sushiya	4,65	HoReCa
97	UPG	4,5	Energy
98	Fanni	4,45	Dairy production
99	Yasensvit	4,4	Foods
100	Farro	4,3	Foods