

BRANDZ™
TOP

50

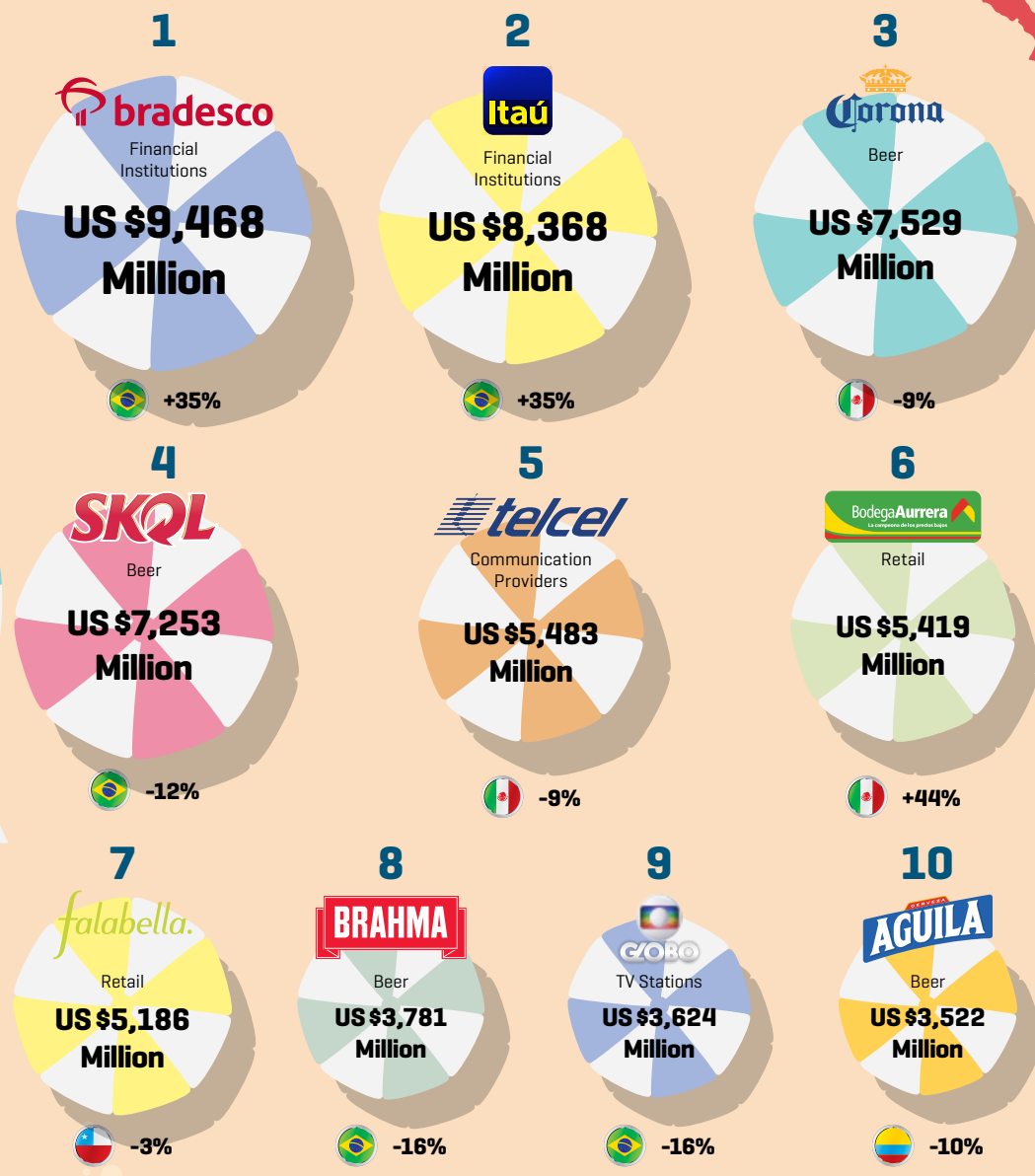
MOST
VALUABLE
LATIN
AMERICAN
BRANDS20

Total value of Top 50
Latin American Brands

US \$ 134.3
Billion 2020

Top 10 Most Valuable Latin American Brands

\$ = Total Brand Value % Brand Value Change 2020 vs. 2018



Top 5 Risers

% Brand Value Change
2020 vs. 2018



Newcomers # = Ranking Position \$ = Total Brand Value

mercado
libre

#19 - E-commerce
US \$2,460 Million

magazineluiza

#24 - Retail
US \$2,287 Million

PETROBRAS

#26 - Energy
US \$2,002 Million

RENNER

#29 - Retail
US \$1,903 Million

amil

#30 - Healthcare
US \$1,840 Million

Ypióca

#47 - Spirits
US \$1,004 Million

vivo

#48 - Communication Providers
US \$990 Million

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