

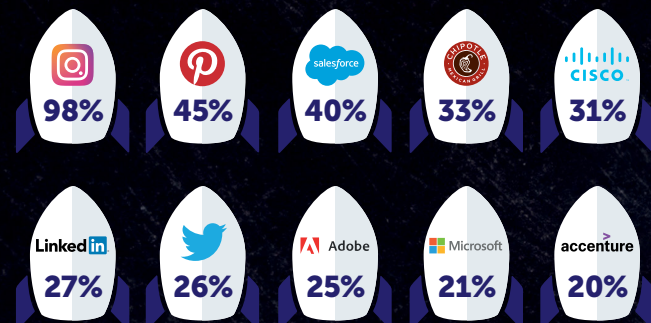
BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2020

Total Value of the Top 100 Most Valuable US Brands

\$3.81 Trillion

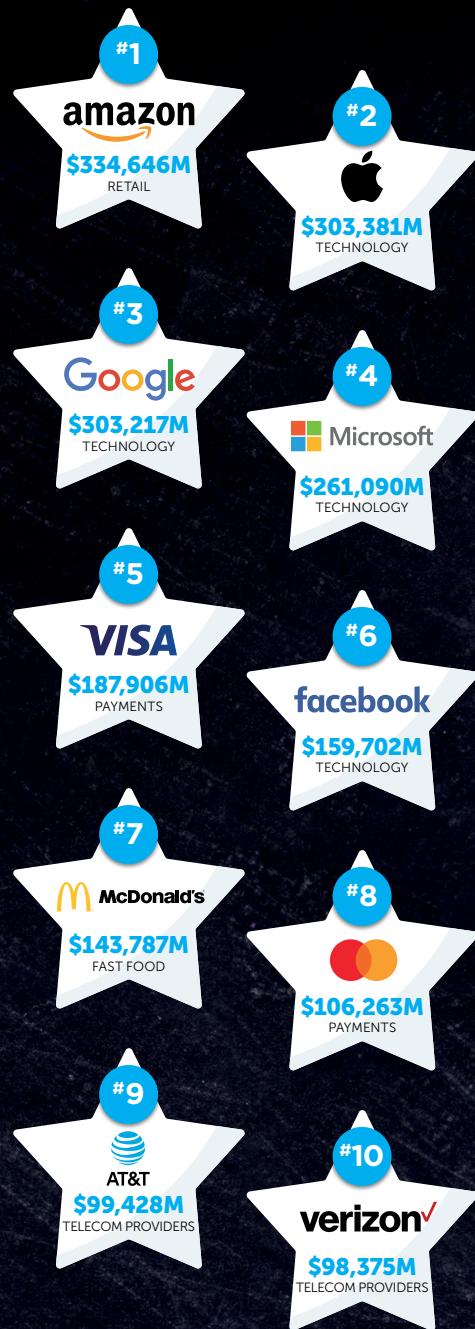
Increase over last year: 5%

Fastest Risers



The Top 10 Most Valuable US Brands

The top 10 account for almost \$2 trillion, or slightly more than half the total value.



United States Top 100 breakdown by category

% = of the Total Value of the BrandZ US Top 100
\$ = Total Category Value in \$US million

Category	No. of brands	Category value	Total value %
Technology	18 brands	\$1,424,142	37.3%
Retail	11 brands	\$516,719	13.5%
Payments	4 brands	\$380,698	10.0%
Telecom providers	8 brands	\$330,390	8.7%
Fast food	9 brands	\$267,070	7.0%
Entertainment	8 brands	\$163,295	4.3%
Banks	9 brands	\$145,126	3.8%
Beverages	2 brands	\$92,524	2.4%
Tobacco	2 brands	\$70,430	1.8%
Logistics	2 brands	\$68,983	1.8%
Travel services	7 brands	\$60,215	1.6%
Apparel	1 brand	\$53,748	1.4%
Insurance	5 brands	\$47,825	1.3%
Personal care	4 brands	\$45,006	1.2%
Energy	2 brands	\$25,720	0.7%
Alcohol	1 brand	\$25,133	0.7%
Conglomerate	1 brand	\$22,055	0.6%
Transport	1 brand	\$21,299	0.6%
Baby care	1 brand	\$18,533	0.5%
Cars	2 brands	\$17,940	0.5%
Home care	1 brand	\$8,502	0.2%
Food	1 brand	\$8,263	0.2%

TOP 10

by Brand Contribution

This is the measure of the influence of brand alone on financial value of a brand



MOST INNOVATIVE



BEST BRAND EXPERIENCE



Most Loved



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