

KANTAR BRANDZ

2024 MOST VALUABLE GERMAN BRANDS

TOTAL VALUE OF KANTAR BRANDZ
MOST VALUABLE GERMAN BRANDS 2024 (US\$M)

YOY
2024 vs 2023

\$407,030 M

+9%

BRAND VALUE (US\$M)

TELEKOM*
#1
\$73,483 M
TELECOM PROVIDERS

SAP
#2
\$51,490 M
BUSINESS TECHNOLOGY AND SERVICES PLATFORMS

SIEMENS
#3
\$28,240 M
CONGLOMERATE

MERCEDES-BENZ
#4
\$23,588 M
AUTOMOTIVE

BMW
#5
\$23,281 M
AUTOMOTIVE

DHL
#6
\$19,793 M
LOGISTICS

ALDI
#7
\$18,298 M
RETAIL

PORSCHE**
#8
\$16,750 M
AUTOMOTIVE

BOSCH
#9
\$16,246 M
CONGLOMERATE

ADIDAS
#10
\$14,655 M
APPAREL

RE-ENTRANT

NEWCOMER

BRAND VALUE (US\$M)

#40
COMMERZBANK
FINANCIAL SERVICES
\$1,352 M


COMMERZBANK

#44
FLINK
CONSUMER TECHNOLOGY
AND SERVICES PLATFORMS
\$1,302 M



* Includes T-Mobile

THE TOP 50 MOST VALUABLE GERMAN BRANDS

- 1 TELEKOM*
2 SAP
3 SIEMENS
4 MERCEDES-BENZ
5 BMW
6 DHL
7 ALDI
8 PORSCHE**
9 BOSCH
10 ADIDAS
11 LIDL
12 E.ON
13 ALLIANZ
14 NIVEA
15 AUDI
16 VOLKSWAGEN
17 DB SCHENKER
18 CONTINENTAL
19 ENBW
20 KNORR
21 EDEKA
22 PUMA
23 DEUTSCHE BANK
24 DPD
25 ZALANDO
26 DEUTSCHE POST
27 KAUFLAND
28 JACOBS
29 DM
30 SPARKASSE
31 REWE
32 LENOR
33 HUGO BOSS
34 ROSSMANN
35 MIELE
36 LUFTHANSA
37 OTTO
38 MAN
39 BECK'S
40 COMMERZBANK
41 BECHTLE
42 FIELMANN
43 TUI
44 FLINK
45 PERSIL
46 1&1
47 SIXT
48 BOFROST
49 HELIOS KLINIKEN
50 SCHWARZKOPF

* Includes T-Mobile
** Brand Value is restated

TOTAL BRAND VALUE OF THE MOST VALUABLE GERMAN BRANDS BY CATEGORY

CATEGORY	2024 BRAND VALUE (US\$M)	%
AUTOMOTIVE	82,407	20%
TELECOM PROVIDERS	74,713	18%
BUSINESS TECHNOLOGY AND SERVICES PLATFORMS	52,831	13%
RETAIL	48,392	12%
CONGLOMERATE	44,485	11%
LOGISTICS	28,731	7%
APPAREL	19,417	5%
FINANCIAL SERVICES	14,781	4%
UTILITIES	12,866	3%
PERSONAL CARE	8,187	2%
FOOD AND BEVERAGES	7,023	2%
OTHER	13,198	3%

* Other: Home Care, Travel Services, Consumer Technology and Services Platforms, Home Appliances, Alcohol and Hospitals

TOP 10 RISERS

BRAND VALUE CHANGE
2024 VS. 2023

#1 SIEMENS

+34%

\$28,240 M

#2 NIVEA

+30%

\$7,205 M

#3 BOSCH

+28%

\$16,246 M

#4 HUGO BOSS

+27%

\$1,932 M

#5 Persil

+20%

\$1,254 M

#6 Allianz

+20%

\$8,580 M

#7 Kaufland

+18%

\$2,472 M

#8 adidas

+18%

\$14,655 M

#9 Helios

+17%

\$1,150 M

#10 BECHTLE

+12%

\$1,341 M