



BRANDZ TOP 50 MOST VALUABLE GERMAN BRANDS 2021

Total Value of Top 50: \$353,326 million

Year-on-Year change: 5%

Year-on-Year Category Changes

2021 Brand Value (USD mil)

Category	Brand Value	YoY change	Category	Brand Value	YoY change	Category	Brand Value	YoY change
Logistics	29,101	21%	Apparel	23,247	11%	Car Rental	1,184	-8%
Beer	1,517	-43%	Food	5,787	-6%	Travel Services	1,646	-62%
Cars	67,794	3%	Utilities	10,007	15%	Technology	57,163	12%
Retail	46,018	11%	Telecom Providers	49,278	0%	Conglomerate	27,158	5%
Home Care	3,187	2%	Tires	5,103	-21%	Hospitals	1,039	N/A
Home Appliances	2,185	-12%	Banks	5,125	-8%	Total	353,326	5%
Personal Care	8,666	2%	Insurance	8,120	-6%			

Newcomers

New entrants to the Top 50 in 2021

BECHTLE Technology	Brand Value: 1,554	2021 Rank: 37	Helios Hospitals	Brand Value: 1,039	2021 Rank: 47
Hermes Logistics	Brand Value: 903	2021 Rank: 48	ERGO Insurance	Brand Value: 889	2021 Rank: 50

Top 10 Most Valuable German Brands 2021

2021 Brand Value (USD mil)

1 SAP Technology	Brand Value: 55,609	2 T-Mobile Telecom Providers	Brand Value: 47,096	3 BMW Cars	Brand Value: 23,125	4 Mercedes-Benz Cars	Brand Value: 22,306	5 DHL Logistics	Brand Value: 19,704
6 adidas Apparel	Brand Value: 19,131	7 SIEMENS Conglomerate	Brand Value: 15,705	8 ALDI Retail	Brand Value: 15,668	9 BOSCH Conglomerate	Brand Value: 15,453	10 LIDL Retail	Brand Value: 9,806

Brand Contribution Top 10

2021 Brand Value (USD mil) | Brand Contribution Index (max = 5)

Brand	Category	Rank 2021	Brand Value	Brand Contribution Index
1 Deutsche Post	Logistics	20	3,779	5
2 BECK'S	Beer	39	1,517	5
3 Mercedes-Benz	Cars	4	22,306	5
4 REWE	Retail	38	1,550	5
5 EDEKA	Retail	25	2,436	5
6 lenor	Home Care	34	1,773	5
7 DB SCHENKER	Logistics	24	2,726	5
8 Miele	Home Appliances	29	2,185	5
9 Audi	Cars	11	8,527	5
10 DHL	Logistics	5	19,704	5

Fastest Risers

2021 Brand Value (USD mil)

Brand	Category	Rank 2021	Brand Value	YoY change
1 zalando	Retail	16	5,115	64%
2 PUMA	Apparel	22	2,900	30%
3 RWE	Utilities	27	2,324	20%
4 DHL	Logistics	5	19,704	19%
5 DB SCHENKER	Logistics	24	2,726	16%
6 lenor	Home Care	34	1,773	15%
7 Deutsche Post	Logistics	20	3,779	15%
8 e-on	Utilities	19	4,361	15%
9 LIDL	Retail	10	9,806	14%
10 T&T	Telecom Providers	30	2,182	13%

