The World's Most Valuable Brands 2021

2021 has been a year of economic recovery, as the world slowly transitions to a state of (relative) normalcy. But some companies are rebounding faster than others. According to Kantar BrandZ™, a lot of it has to do with the strength of a company’s brand.

With this in mind, here’s a look at the world’s most valuable brands in 2021.

How is a brand’s value determined?

Financial Value $ = Brand Contribution % × Brand %

Global rank
Circle size based on brand value
Market of origin
$ Brand value

Amazon took first place for the third consecutive year.

BRAND VALUE GROWTH

GROWTH OF TOP 10 MOST VALUABLE BRANDS

AMAZON: ▲ 62%
APPLE: ▲ 7%
GOOGLE: ▲ 42%
MICROSOFT: ▲ 60%
TENCENT: ▲ 56%
FACEBOOK: ▲ 26%
ALIBABA: ▲ 29%
VIKA: ▲ 2%
MCDONALD’S: ▲ 20%

TOP 10 FASTEST GROWING BRANDS

TELSA: ▲ 275%
TIOOK: ▲ 158%
PINDUODUO: ▲ 131%
METTIAN: ▲ 119%
MOUTAI: ▲ 103%
INSTAGRAM: ▲ 88%
UNIQLO: ▲ 85%
LULULEMON: ▲ 85%
CHIPOTLE: ▲ 82%
JD: ▲ 75%

*Apple’s brand value grew 108% in 2020, making it one of the fastest growing brands on the list.

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