

Apple, Google brands worth \$100bn each

PARIS, FRANCE: The US Apple and Google brands which have become household names around the world are worth more than \$100bn each, and top a ranking of the world's biggest brands, consultancy Interbrand said.



Apple has maintained its position as the most valuable brand in the world and Interbrand estimates it to be worth \$118.9bn having grown 21% last year. Image: [RedmondPie](#)

Apple brand, in the top spot, has risen 21% in value this year to be worth an estimated \$118.9bn and in second place, the brand value of Internet search engine Google has increased by 15% to \$107.43bn.

"The fact that Apple and Google have exceeded \$100bn is proof of the power of brands," said Bertrand Chovet, Associate Director of Interbrand Paris.

"It marks the first time since brand ranking began in 1974 that two brands have been worth that much," Interbrand said in a statement.

The 2014 list includes the arrival of a Chinese brand, telecommunications company Huawei in 94th place.

"Huawei, the world's third largest manufacturer of smartphones, has become one of the brand leaders in information technology and communication on a global scale," Interbrand said.

The biggest movers in the 2014 brand ranking were social network Facebook, up 86% to 29th place, car manufacturer Audi, up 27% to 45th place, and Internet retailer Amazon, up 25% to 15th place.

Interbrand considers three criteria to determine the value of a brand: the financial performance of the products and services sold under the brand; the role of the brand and especially its influence on consumers' choice and the strength of the brand, namely its ability to create and maintain a market advantage.

Source: AFP via I-Net Bridge

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