







# Defeating Apple and Google, Amazon has become the most valuable brand in the world

This year's Brand Finance rankings didn't see much change when Amazon once again defeated Apple and Google to become the most valuable brand on the planet.

Market is a battlefield, this saying has never been wrong, and it is more accurate when it comes to the competition between the world's largest enterprises in general and giant technology corporations in particular, to win the crown. The most valuable brand on the planet.

Traditionally, at the end of January every year, the prestigious financial statistics brand Finance announced a list of the 500 most valuable brands in the world in all fields, not limited to the country, territories, and based on in-depth reviews from every aspect of the business.

This year's Brand Finance rankings didn't see much change when Amazon once again defeated Apple and Google to become the most valuable brand on the planet. This year, the Amazon brand value has reached a record of \$ 220 billion, up 18% from the \$ 187.9 billion of 2019. Ranked No. 2 is Google with a brand value of about 159.7 billion USD, an increase of nearly 17 billion USD compared to last year. Apple slipped to third place with an estimated value of \$ 140.5 billion, down nearly \$ 13 billion from last year. Microsoft is stuck at No. 4 with a brand value of \$ 117 billion, down slightly from last year's \$ 119.5 billion.

2020	2019	Logo	Name	Country	2020	2019	2020	2019
1 =	1		Amazon		\$220.791M	\$187.905M	AAA	AAA-
2 ^	3		Google		\$159.722M	\$142.755M	AAA	AAA
3 v	2		Apple		\$140.524M	\$153.634M	AAA	AAA
4 =	4		Microsoft		\$117.072M	\$119.595M	AAA	AAA
5 =	5		Samsung Group		\$94.494M	\$91.282M	AAA-	AAA-
6 ^	8		ICBC		\$80.791M	\$79.823M	AAA	AAA+
7 =	7		Facebook		\$79.804M	\$83.202M	AA+	AAA-
8 ^	11		Walmart		\$77.520M	\$67.867M	AA+	AA+
9 ^	14		Ping An		\$69.041M	\$57.626M	AAA-	AAA-
10 ^	12		Huawei		\$65.084M	\$62.278M	AAA-	AAA-
11 ^	13		Mercedes-Benz		\$65.041M	\$60.355M	AAA-	AAA-
12 v	9		Verizon		\$63.692M	\$71.154M	AAA-	AAA
13 v	10		China Construction Bank		\$62.602M	\$69.742M	AAA-	AAA
14 v	6		AT&T		\$59.103M	\$87.005M	AA+	AA+
15 ^	17		Toyota		\$58.076M	\$52.291M	AAA	AAA

The throne of Amazon does not surprise many people because the group has achieved countless successes in recent times, with the right business strategies in many fields, from e-commerce and electricity. cloud computing to artificial intelligence or even quantum computing. 'Amazon breaks the whole retail ecosystem, this brand proudly owns unprecedented value - 220 billion USD. In the future, Amazon will continue to impress with the right business plans and plans built from three core elements: value, convenience and diversity, 'said the CEO of Brand. Finance, Mr. David Haigh said.

Once again businesses operating in the field of technology share the top 4 positions on the list of the most valuable brands on the planet. This trend is expected to continue for many years to come.

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