

How did Apple sweep and occupy the No. 1 ranking of the world's 15 most valuable brands?

You may not know, in the early years of the 21st century, all three most valuable brands today are Apple, Google, and Amazon are not present on the ranking of the most expensive brands in the world.

Apple is one of the well-known brand names that are known all over the world. According to Interbrand's annual statistics, Apple's brand value has reached \$ 214 billion, as of October 2018.

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TheRankings channel recently published a video about the process of sweeping Apple's ranking of the most valuable brands on the planet, according to Interbrand statistics.

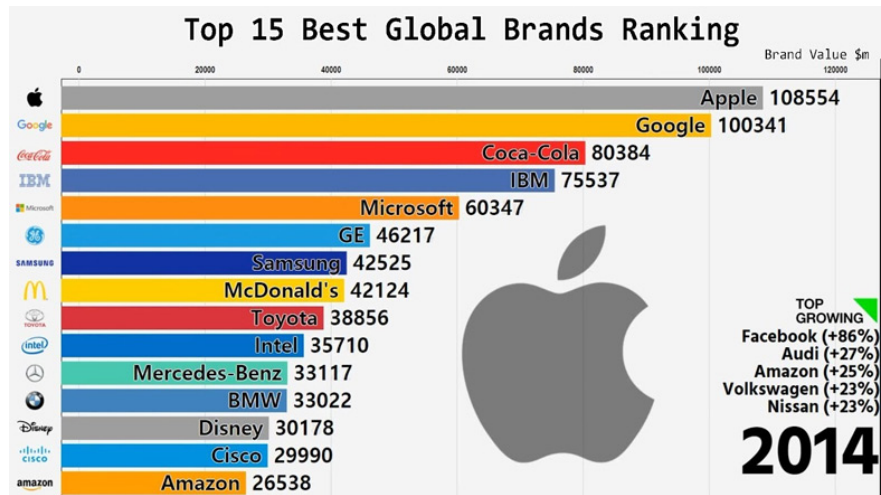
By 2000, Coca-Cola was the most valuable brand, amounting to \$ 72.5 billion, followed by Microsoft and IBM. Meanwhile, Apple, Google and Amazon have not yet appeared on the top 15.

By 2011, Apple began to appear in the rankings. This is the time Tim Cook replaced Steve Jobs as CEO (August 24, 2011). In just one year, with the rapid development, Apple has climbed to the 7th position. And in 2013, the technology giant usurped Coca-Cola to rank first and continue to hold on to the day. now on.

In recent years, Microsoft has dropped out but is still in the top and Google seems to be speeding up to follow Apple.

Samsung - a famous brand from Korea also has an amazing growth rate when it appeared in the top 15 in 2012 and it quickly climbed to No. 6 in 2018.

Amazon is also an interesting name, starting to appear on the chart in 2014 with a value of 25 billion USD. But with growth of 56%, after only 4 years it surpassed Microsoft to rank third.



Within 8 years, the value of each brand has changed dramatically. At the present time, the 4 highest positions in the rankings belong to technology companies.

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