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2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
1	1		US	Beverages	66,667	2%
2	3		US	Computer Services	59,031	3%
3	2		US	Computer Software	59,007	1%
4	4		US	Diversified	53,086	3%
5	5		Finland	Consumer Electronics	35,942	7%
6	6		Japan	Automotive	34,050	6%
7	7		US	Computer Hardware	31,261	1%
8	8		US	Restaurants	31,049	6%
9	9		US	Media	29,251	0%
10	20		US	Internet Services	25,590	43%
11	10		Germany	Automotive	25,577	9%
12	12		US	Computer Hardware	23,509	6%
13	13		Germany	Automotive	23,298	8%
14	16		US	Personal Care	22,069	8%
15	15		US	Financial Services	21,940	5%
16	17		France	Luxury	21,602	6%
17	18		US	Computer Services	21,306	12%
18	14		US	Tobacco	21,300	0%
19	11		US	Financial Services	20,174	-14%
20	19		Japan	Automotive	19,079	6%
21	21		South Korea	Consumer Electronics	17,689	5%
22	-		Sweden	Apparel	13,840	NEW
23	27		US	Computer Software	13,831	11%
24	33		US	Consumer Electronics	13,724	24%
25	25		Japan	Consumer Electronics	13,583	5%
26	26		US	Beverages	13,249	3%
27	23		UK	Financial Services	13,143	-3%
28	24		Switzerland	Beverages	13,055	1%
29	29		US	Sporting Goods	12,672	6%
30	28		US	Transportation	12,621	5%
31	34		Germany	Computer Software	12,228	13%
32	31		US	Computer Hardware	11,695	1%
33	30		US	Alcohol	11,438	-2%
34	22		US	Financial Services	11,399	-21%
35	38		Sweden	Home Furnishings	10,913	8%
36	36		Japan	Computer Hardware	10,876	3%
37	32		US	Financial Services	10,773	-6%
38	35		US	Financial Services	10,331	-3%
39	40		US	Food	9,710	4%
40	44		Japan	Consumer Electronics	8,772	13%
41	39		Switzerland	Financial Services	8,740	-11%
42	37	Morgan Stanley	US	Financial Services	8,696	-16%
43	42		Netherlands	Diversified	8,325	8%
44	-		Canada	Media	8,313	NEW
45	46		Italy	Luxury	8,254	7%
46	48		US	Internet Services	7,991	7%
47	50		US	Computer Services	7,948	9%
48	43		Germany	Diversified	7,943	3%
49	41		US	Automotive	7,896	-12%
50	45		US	Automotive	7,609	-1%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
51	51		France	Personal Care	7,508	7%
52	52		US	Media	7,193	4%
53	54		Germany	Automotive	7,047	8%
54	47		US	Financial Services	7,022	-6%
55	49		France	Financial Services	7,001	-4%
56	53		US	Food	6,646	2%
57	57		US	Personal Care	6,437	7%
58	62		US	Internet Services	6,434	19%
59	56		US	Computer Hardware	6,393	6%
60	58		France	Luxury	6,355	9%
61	59		US	Food	6,105	6%
62	64		Spain	Apparel	5,955	15%
63	63		Switzerland	Food	5,592	5%
64	60		US	Restaurants	5,582	-2%
65	55		US	Internet Services	5,496	-9%
66	67		France	Food	5,408	8%
67	68		Germany	Automotive	5,407	11%
68	66		US	Diversified	5,288	5%
69	65		US	Personal Care	5,264	3%
70	69		Germany	Sporting Goods	5,072	6%
71	71		Switzerland	Luxury	4,956	8%
72	72		South Korea	Automotive	4,846	9%
73	-		Canada	Consumer Electronics	4,802	NEW
74	70		US	Personal Care	4,636	1%
75	75		Germany	Automotive	4,603	9%
76	73		France	Luxury	4,575	8%
77	61		US	Apparel	4,357	-20%
78	78		Japan	Consumer Electronics	4,281	4%
79	83		Switzerland	Luxury	4,236	10%
80	79		US	Luxury	4,208	5%
81	74		US	Restaurants	4,097	-4%
82	80		Germany	Financial Services	4,033	2%
83	85		France	Alcohol	3,951	6%
84	84		UK	Energy	3,911	3%
85	88		US	Restaurants	3,879	7%
86	81		Netherlands	Financial Services	3,768	-3%
87	77		US	Consumer Electronics	3,721	-10%
88	89		US	Consumer Electronics	3,682	2%
89	91		UK	Alcohol	3,590	6%
90	92		Japan	Automotive	3,588	7%
91	94		Italy	Luxury	3,585	9%
92	90		US	Personal Care	3,582	4%
93	-		Italy	Automotive	3,527	NEW
94	-		Italy	Luxury	3,526	NEW
95	87		France	Alcohol	3,513	-3%
96	-		US	Hospitality	3,502	NEW
97	93		Netherlands	Energy	3,471	4%
98	96		Germany	Personal Care	3,401	9%
99	-		US	Transportation	3,359	NEW
100	-		US	Financial Services	3,338	NEW