

Total Value of Top 30
\$96,861M
 2019 vs. 2018
+14%

#18 BEST COUNTRIES
 out of 80 countries
 USNews VMLY&R BAV Wharton
 To find out more about BEST COUNTRIES visit:
<https://www.usnews.com/news/best-countries>

The Italian Top 10 Most Valuable Brands 2019
 # = Rank in Top 30 \$ = Brand Value in Millions



Leaders on Brand Contribution

Brand contribution is the proportion of value driven by brand equity rather than other in-market factors (such as promotions or distribution). It tends to be a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest.

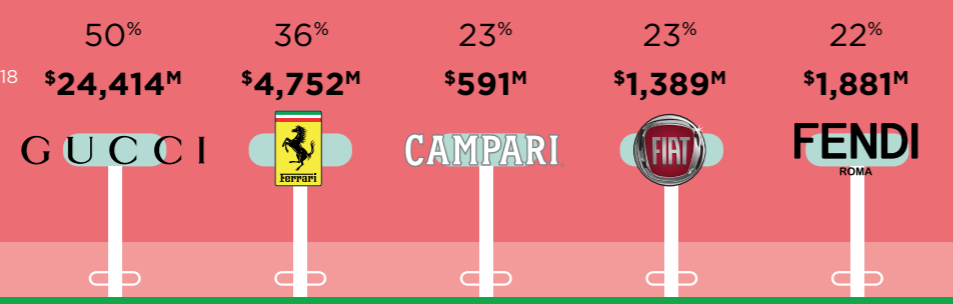


The Italian Top 30 Breakdown by Category
 \$ = Category Value in Millions



Top Risers

\$ = Brand Value in Millions
 % = Year on Year change 2019 vs. 2018



Download the full report at www.brandz.com

