

eurobrand2008

values, countries & industries



COUNTRY REVIEW

COUNTRY OF OWNERSHIP	MOST VALUABLE BRAND	BRAND VALUE in € m	INDUSTRY	Σ TOP10 BRANDS in € m	TOP 10 BRANDS/ GDP (PPP)	GDP per capita (PPP)
 AUSTRIA	RED BULL	12.026	Consumer goods	35.567	16,5%	25.924
 BELGIUM	INBEV	17.263	Consumer goods	28.971	11,5%	23.661
 BULGARIA	NEK	77	Utilities	279	0,5%	7.686
 CROATIA	HRVATSKA RADIOTELEVIZIJA	131	Media & Entertainment	742	1,6%	10.556
 CZECH REP.	SAZKA, A.S.	516	Gaming	1.422	0,9%	15.635
 DENMARK	CARLSBERG GROUP	6.754	Consumer goods	25.386	18,9%	24.306
 FINLAND	NOKIA OYJ	38.283	IT & Technology	47.106	37,3%	23.895
 FRANCE	LVMH GROUP	34.907	Luxury	110.637	7,9%	22.641
 GERMANY	MERCEDES	21.359	Automotive	152.541	8,1%	22.756
 HUNGARY	OTP BANK	416	Financial services	1.988	1,5%	12.866
 ITALY	FIAT GROUP	16.150	Automotive	69.159	5,7%	20.396
 LUXEMBOURG	SES GLOBAL	1.073	IT & Technology	5.768	22,1%	54.414
 NETHERLANDS	HEINEKEN HOLDING	13.615	Consumer goods	50.496	11,9%	25.949
 NORWAY	TELENOR ASA	5.350	Telecommunication	18.872	11,0%	36.533
 POLAND	POLKOMTEL S.A.	715	Telecommunication	3.342	0,8%	10.936
 PORTUGAL	PORTUGAL TELECOM	2.065	Telecommunication	4.109	2,6%	14.624
 ROMANIA	LOTERIA ROMANA	36	Gaming	88	0,1%	7.751
 RUSSIA	BEELINE	6.213	Telecommunication	17.915	1,3%	10.030
 SLOVAKIA	SPP	199	Utilities	925	1,2%	13.734
 SLOVENIA	GORENJE	445	Durables	1.813	4,9%	18.433
 SPAIN	TELEFONICA	22.550	Telecommunication	54.944	5,9%	20.808
 SWEDEN	ERICSSON	10.617	IT & Technology	46.575	21,0%	24.234
 SWITZERLAND	NESTLÉ	14.810	Consumer goods	53.518	26,6%	26.698
 U.K.	VODAFONE	24.128	Telecommunication	145.807	10,3%	23.202
Average		10.404		37.919	9,7%	20.736