



GERMANY

MOST VALUABLE BRAND¹: MERCEDES



Mercedes-Benz





World known car manufacturer.

Brand Value in € m.....21.359
Industry.....Automotive
Rank in Europe.....6

KEY INDICATORS

Σ TOP 10 brands in € m.....152.541
Σ TOP 10 brands/GDP².....8.1%
GDP per capita³.....22.756
















DEVIATION FROM THE EUROPEAN AVERAGE⁴

MOST VALUABLE BRAND	 105,3%
Σ TOP 10 BRANDS	 302,3%
Σ TOP 10 BRANDS/GDP²	-15,8% 
GDP per capita³	 9,7%

Mercedes remains Germany's most valuable brand. The world famous car manufacturer increased its brand value by 876 m €, which equals 4.3%. The total value of Germany's TOP 10 brands increased by 11.8%.

BRANDS & INDUSTRIES

DEVIATION OF NATIONAL INDUSTRY DISTRIBUTION TO THE EUROPEAN AVERAGE INDUSTRY DISTRIBUTION

Automotive	 20,4%
Business services	-0,3% 
Consumer goods	-10,1% 
Durables	-1,0% 
Financial services	-5,8% 
Gaming	-1,5% 
Industry	-1,1% 
IT & Technology	-2,3% 
Logistics	 2,4%
Luxury	-3,9% 
Media & Communication	 0,8%
Pharma	 0,5%
Retail	 2,9%
Telecommunication	-1,5% 
Travel & Tourism	 0,5%
Utilities	0,1%

Automotive brands are overrepresented, whereas the value of consumer goods, financial services and luxury brands show potential.

¹ All analysis and calculations within this country report are based on brand corporation values.

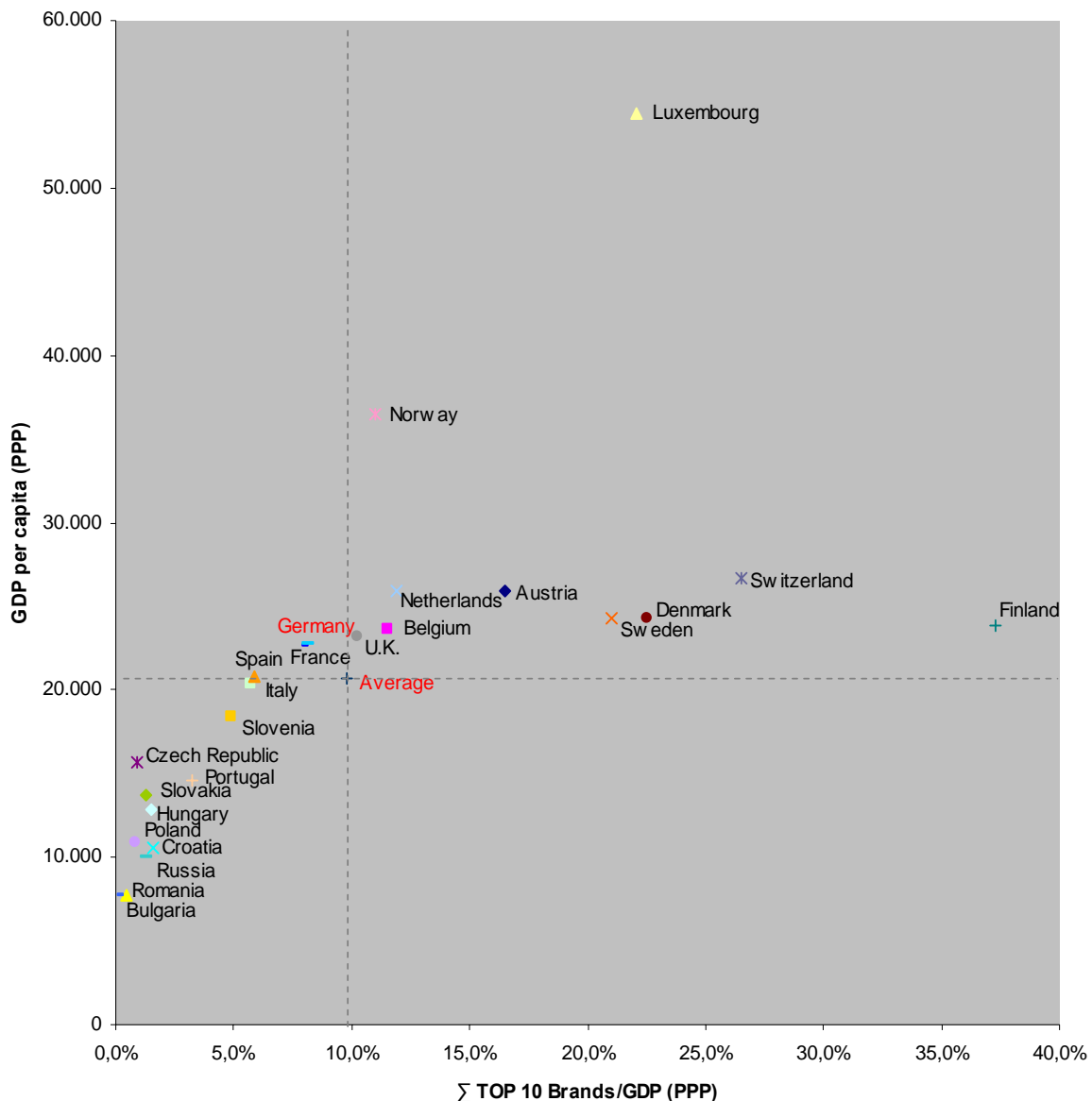
² GDP at purchasing power parity according to World Bank data published July 2008.

³ GDP per capita at purchasing power parity according to World Bank data published July 2008.

⁴ Average of all 24 examined countries per item.

BRANDS & NATIONAL ECONOMIES

BRANDS FROM A MACROECONOMIC PERSPECTIVE



The ability of brands to contribute to the economic wealth of a country is expressed by the table above. Germany's GDP per capita in relation to the total value of its TOP 10 brands/GDP ratio clearly documents brand values as an indication of the country's economic strength. Considering the total value of the TOP 10 brands in comparison to the GDP Germany is ranked 11th place.