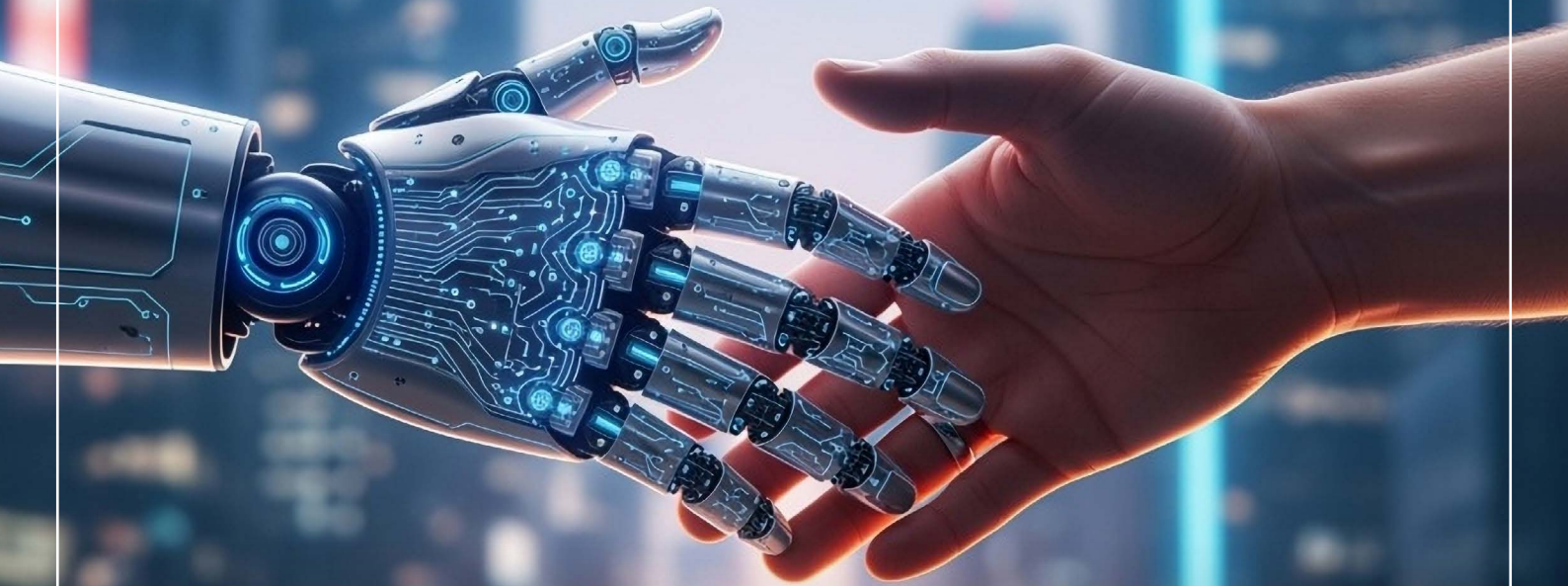


Brand Finance® Journal

GLOBAL BRAND INTELLIGENCE SINCE 1996



Technology 100

THE MOST VALUABLE AND STRONGEST
TECHNOLOGY BRANDS 2026



Contents

Brand Finance Journal 2026 Technology 100

FOREWORD 5

by Richard Haigh, Managing Director, Brand Finance

TECHNOLOGY 100: THE ENGINE ROOM OF GLOBAL BRAND VALUE 6

by Lorenzo Coruzzi, Valuation Director, Brand Finance

VALUATION ANALYSIS 10

REGIONAL ANALYSIS AND TRENDS 12

WHY AI WON'T KILL MARKETING BUT IT WILL CHANGE EVERYTHING 14

by Rupert Kemp, Director of the Office of the CEO at Google DeepMind

BUILDING BRAND VALUE AND TRUST IN A CHANGING WORLD 16

by Mike Rocha, Managing Director, Europe and Americas, Brand Finance

HOW BRANDS CAN WIN HEARTS AND AND MINDS IN THE AI AREA 18

by Lorenzo Coruzzi, Valuation Director, Brand Finance

GLOBAL SOFT POWER INDEX: WHICH NATIONS LEAD GLOBAL PERCEPTIONS OF INNOVATION IN 2026? 20

by Konrad Jagodzinski, Place Branding Director, Brand Finance

BRAND SPOTLIGHTS 24

AMD 24

Infosys 24

BRAND VALUE RANKING 28

Top 100 Technology Brands 2026 28

Top 10 Internet & Software Brands 2026 30

Top 10 Electronics & Appliances Brands 2026 30

Top 10 Semiconductor Brands 2026

METHODOLOGY 32

Brand Valuation 44

Brand Strength 45

Dive Deeper into Brand Value and What Drives It

The insight in this report is derived from our proprietary brand equity research data and brand value calculations.

Much of this is available via Brandirectory, our online brand value database where we rank the world's leading brands by their values across 31 sectors and 41 countries and regions.

Brandirectory is the gateway to much deeper insight to what drives brand strength and brand value.

enquiries@brandfinance.com

Brand Equity Data

Industry and regional comparisons of brand strength from our annual global research study of over 6000 brands to inform strategic brand decisions
brandirectory.com/research

Banking Sector Value Tables

Our ranking tables of the top 500 banking brands in the world by value from 2007 to 2026
brandirectory.com/banking

Sustainability Perceptions

Our report on the contribution that perceptions of sustainability make to the values of the world's leading brands
brandirectory.com/sustainability

Brand Guardianship Index

Our measure of the contribution that CEOs make as "guardians" of the value of their brands
brandirectory.com/brand-guardianship

Brand Value Reports

Request your own custom brand value report, providing a detailed diagnosis of brand strength and value relative to competitors with royalty rates and cost of capital calculations
brandirectory.com/request-a-valuation

Foreword

Richard Haigh, Managing Director, Brand Finance

In 2026, Brand Finance values the world's top 100 most valuable technology brands at a staggering USD3.7 trillion, up 15% from USD3.2 trillion in 2025. This growth is largely driven by strong performances in key segments, notably semiconductors, and significant brand value growth in rapidly growing markets like China. Technology continues to play a pivotal role in the global economy, contributing a significant share of global brand value, with 41 tech brands ranked among the world's most valuable.

As we stand at the intersection of rapid technological advancements and an increasingly complex global landscape, strong, trustworthy brands are critical. The inaugural Brand Finance Technology 100 Journal explores the evolving role of technology in shaping not only industries but also the very foundations of consumer trust and brand value. The journal delves into the brands that are leading the charge through innovation, performance, and trust across the globe, examining how they navigate the challenges and opportunities presented by AI, digital transformation, and shifting global dynamics.

In an era where technology is integral to virtually every aspect of business and daily life, the brands featured in this journal are not only defining the future of the tech sector but also influencing broader economic, geopolitical, and Soft Power trends. From semiconductor giants powering the AI revolution to e-commerce brands grappling with new consumer behaviours, the Technology 100 Journal illustrates how companies are leveraging brand strength to maintain their competitive edge.



This Journal also highlights a crucial theme: trust. As digital transformation accelerates, brands face an increasingly uncertain environment where public perception and ethical leadership are as critical as technological strength. Consumers are more discerning than ever, and brands that can build and maintain trust will stand out as leaders.

This year marks Brand Finance's 30th anniversary. Throughout our history as a company, there has been one enduring truism: brands operate in a world shaped by continual change. While global challenges may have shifted, the importance of building and maintaining brand strength has remained constant. The Technology 100 Journal aims to provide a window into the future of tech, where trust will remain a vital pillar of brand performance and long-term success.

We invite you to explore these insights and reflect on how your brand can thrive in this ever-changing digital landscape.

"The Technology 100 Journal aims to provide a window into the future of tech, where trust will remain a vital pillar of brand performance and long-term success."

Technology 100: The engine room of global brand value

by **Lorenzo Coruzzi**, Valuation Director, Brand Finance

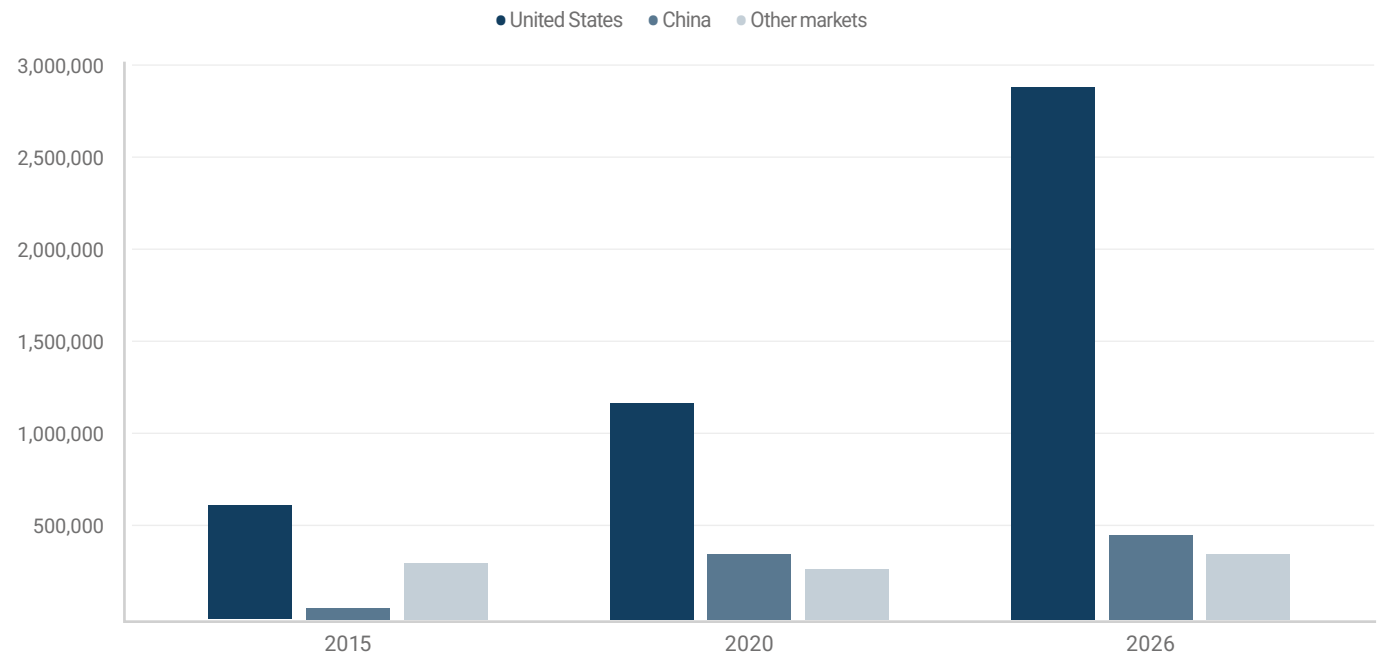
The technology sector enters 2026 as the defining engine of global brand value, innovation, and capital markets. The total brand value of the world's top 100 technology brands reaches USD3.7 trillion in 2026, up 15% from USD3.2 trillion in 2025. Seven of the 10 most valuable brands in the Brand Finance Global 500 2026 are tech brands, reinforcing the sector's outsized influence on the global economy.

Over the past decade, the total brand value of U.S. technology companies in the Technology 100 has grown at an accelerating pace.

Between 2015 and 2020, U.S. brands rose by 88%, from USD623.8 billion to USD1.17 trillion (Figure 1). Growth then intensified in the past six years, increasing a further 144% to a staggering USD2.88 trillion.

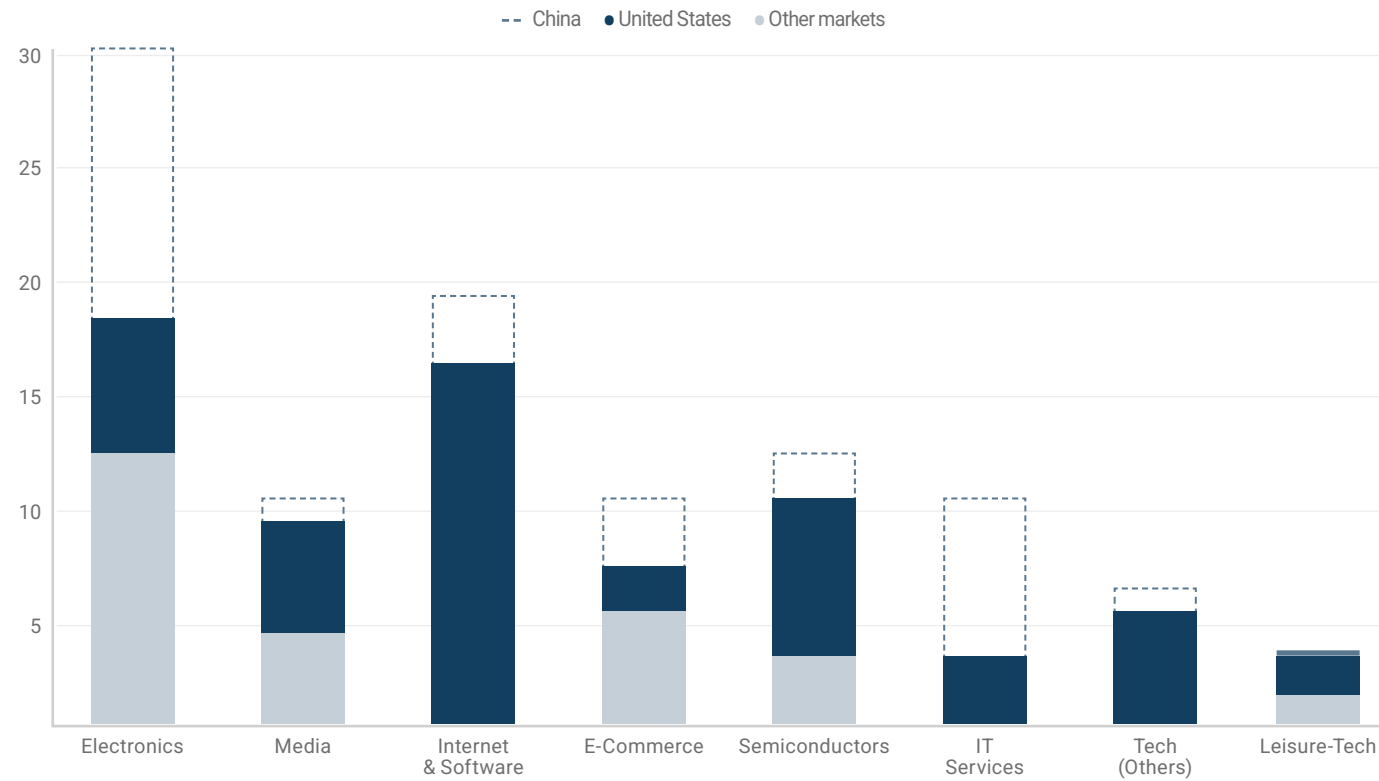
This rapid expansion reflects the scale advantages of U.S. platform ecosystems, sustained investor confidence, strong monetisation of cloud and software models, and, in recent years, leadership in AI infrastructure and semiconductor design. Deep capital markets and comparatively supportive regulation have also allowed major US brands to compound value at increasing scale.

Brand value growth over the last 10 years - US vs China (Figure 1) © Brand Finance Plc 2026



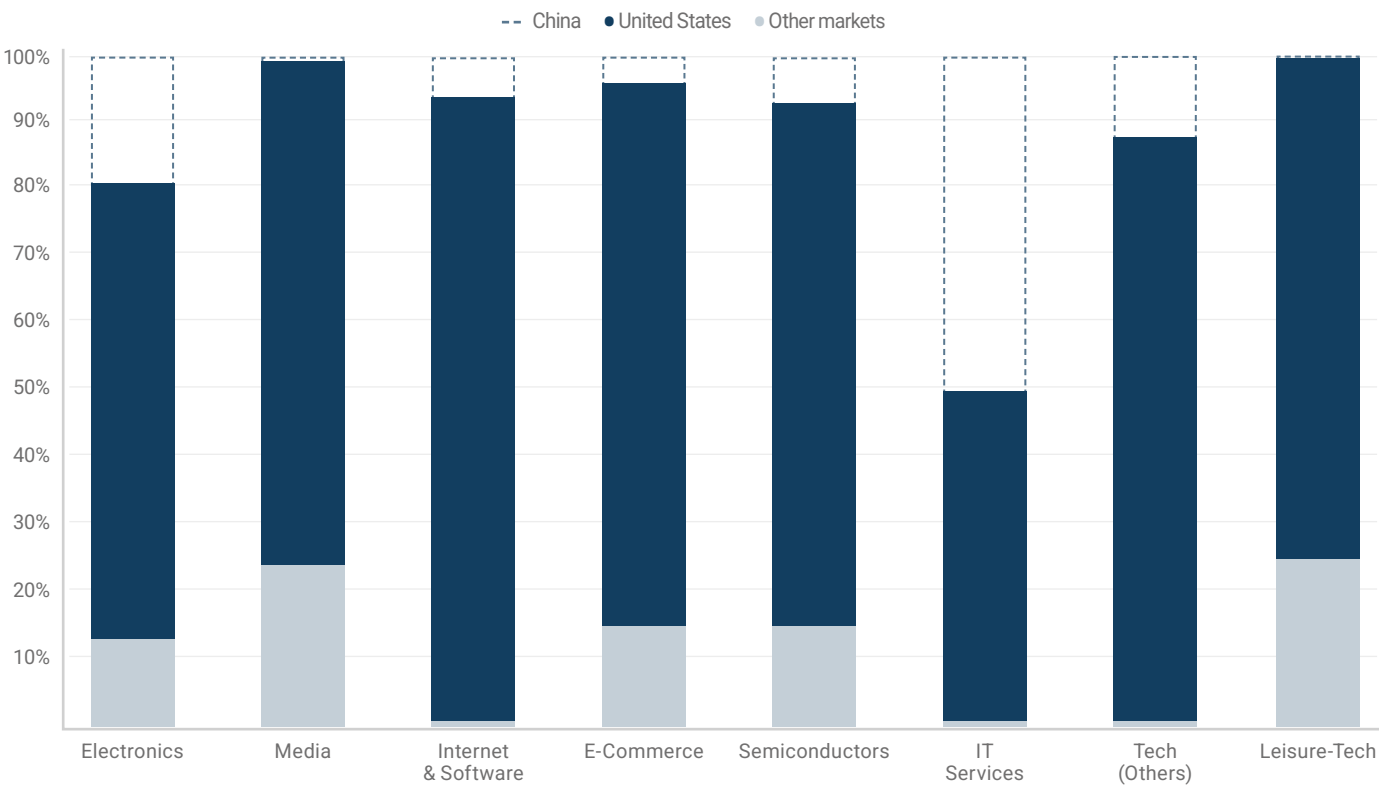
Number of brands per sub-sector per market (Figure 2)

© Brand Finance Plc 2026



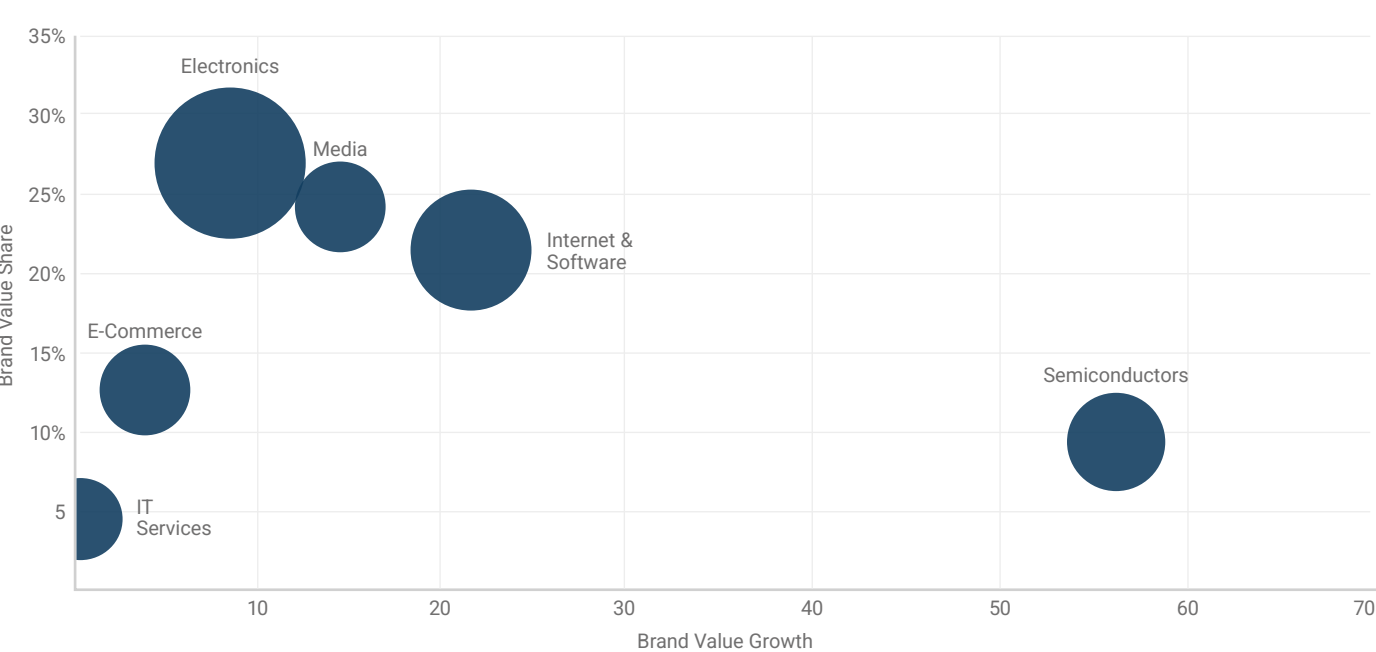
Percentage of value per sub-sector per market (Figure 3)

© Brand Finance Plc 2026



Brand value share vs brand value growth (Figure 4)

© Brand Finance Plc. 2026



In 2026, 46 U.S. brands collectively account for more than three-quarters of the Tech 100’s total brand value (Figures 2 and 3). Almost 70% of this value is concentrated in just four brands - Apple, Microsoft, Google, and Amazon, highlighting the extent to which brand power and economic influence remain concentrated at the very top of the sector.

Chinese technology brands followed a markedly different trajectory. From 2015 to 2020, their total brand value in the Technology 100 rose nearly five-fold to USD361.7 billion (Figure 1).

However, between 2020 and 2026, growth slowed sharply to 29%, reaching USD464.9 billion. This divergence largely stems from structural and external factors rather than weaker brand fundamentals. Regulatory tightening across China’s platform economy, heightened geopolitical tensions, capital market repricing, and a broader economic slowdown have all weighed on future growth expectations and increased risk premiums.

Many Chinese tech brands have also reached higher levels of domestic maturity, naturally moderating growth after years of aggressive scaling.

Because our brand valuations reflect forward-looking revenue assumptions and risk adjustments, these dynamics have translated into slower brand

value gains compared with the accelerating momentum seen in the US.

At the sub-sector level, the 2026 ranking reveals a clear divide between scale and momentum. Electronics remains the largest value pool, accounting for roughly 27% of total brand value, but growth is relatively moderate at under 10%, indicating maturity (Figure 4).

Media and Internet & Software also command substantial shares (c.24% and 21% respectively) and are the second and third fastest growing sector, reinforcing their role as scaled winners driving category expansion.

In contrast, Semiconductors, while representing a smaller share of total value, delivers the strongest growth rate at approximately 56%, highlighting that incremental value creation is increasingly concentrated in foundational AI and compute infrastructure.

This evolving landscape also explains notable shifts in the 2026 ranking. This is highlighted by the debut of OpenAI in 31st place, and Anthropic in 75th as 2026 marks the first time Brand Finance has valued these brands.

Valuation Analysis

MOST VALUABLE TECHNOLOGY BRANDS

Apple retains its position as the world’s most valuable technology brand in 2026 with 6% value growth to USD607.6 billion. While hardware growth remains measured, Apple continues to strengthen its ecosystem through services. Growth in advertising, cloud services and the App Store has supported overall performance, while steady demand across the Americas, Europe and Asia-Pacific has reinforced Apple’s global scale and resilience.

Microsoft (brand value up 23% to USD565.2 billion) retains second position in the Technology 100 ranking. The brand’s performance reflects sustained momentum across its enterprise-focused portfolio, with cloud services, subscriptions, and professional software providing stable, recurring revenues. Meanwhile, Google (brand value up 5% to USD433.1 billion) remains in third place, supported by its leadership across search, advertising, and cloud services. Continued investment in AI-driven products and platforms has further reinforced Google’s central role in the global digital economy.

Amazon ranks fourth, with a brand value rise of 4% to USD369.9 billion, supported by its scale in e-commerce and the strength of its cloud business, despite margin pressures in retail operations.

NVIDIA has climbed three ranks to become the fifth-most valuable technology brand, having more than doubled its brand value since 2025 to USD184.3 billion. As demand for advanced computing accelerates, NVIDIA has overtaken established brands including **TikTok/Douyin**, **Facebook**, and **Samsung**.

China’s **TikTok/Douyin** nonetheless continues to see strong growth, increasing its brand value by 45% to USD153.5 billion. This surge reflects not only the brand’s expanding user base and deep global engagement, but also its success in building an end-to-

end content, commerce, and advertising ecosystem that monetises attention at scale.

China’s **CATL** now ranks among the top 20 most valuable tech brands in 18th position, following a 53% rise to USD30.1 billion. U.S. semiconductor brands continue to climb the ranks; **Broadcom** (brand value up 81% to USD21.1 billion), **AMD** (brand value up 75% to USD19.2 billion), and **Micron** (brand value up 63% to USD12.7 billion) have climbed 10, nine, and 16 ranks, respectively.

Electronics brand **Wistron** has entered the top 100 for the first time in 87th place, valued at USD4.3 billion. **AppLovin** rose 30 ranks to 88th following a 56% brand value increase to USD4.2 billion. AppLovin’s stock surged 108% after the company sold its mobile gaming business to focus entirely on its high-growth advertising technology platform. Strong ad-tech revenue, momentum from its AI-powered Axon platform, and positive market sentiment around pure-play ad-tech all fuelled the stock rally. As a result, investors increasingly view AppLovin as a highly profitable, AI-driven ad-tech leader with significant growth potential, enhancing both its market position and brand value.

STRONGEST TECHNOLOGY BRANDS

YouTube has become the world’s strongest technology brand with a Brand Strength Index (BSI) score of 95.3 out of 100. Brand Finance researched YouTube across 10 markets and found that familiarity exceeded 90% in eight of them. Brand Finance data also shows that up to, on average, 70% of respondents would consider using YouTube. This not only underscores YouTube’s strength in converting widespread awareness into active consideration but also reflects its role as a go-to destination for entertainment, learning, and community building.

WeChat and **Microsoft** are the world’s second and third-strongest technology brands in 2026.

Dell Technologies has climbed 48 ranks for brand strength, now ranked 15th with a BSI score of 87.0 out of 100 and a AAA brand rating. According to Brand Finance’s research, Dell performs strongly across key metrics, including brand knowledge, reputation, likeability, consideration, and price acceptance, underscoring the strength of the brand’s positioning and its ability to command trust and value in the marketplace.

PlayStation and **Nintendo** have also recorded notable brand strength gains, both now ranked within the top 40. The launch of next-generation hardware, such as Sony’s PS5 and Nintendo’s advanced successor to the Switch, as well as a broader resurgence in console gaming, has helped re-engage lapsed audiences seeking immersive, screen-time alternatives amid social media fatigue.

This positive consumer sentiment is reflected in the brands’ strong scores in key research metrics, including brand reputation, reliability, price acceptance, and recommendation, particularly in the U.S.

FASTEST-GROWING TECHNOLOGY BRANDS

More than doubling its brand value, **NVIDIA** has emerged as the world’s fastest-growing technology brand in 2026, its dominance in the AI chip market translating into record revenues and a substantial data-centre order backlog. However, while the company’s share price has delivered exceptional gains, recent volatility underscores growing investor scrutiny over valuations and emerging competitive pressures.

Broadcom and **AMD** follow as the second- and third-fastest-growing technology brands. Broadcom’s partnership with OpenAI, which entered the Tech 100 ranking this year, has reinforced its role as a key enabler of AI infrastructure, spanning custom accelerators and advanced data-centre networking. The announcement was met with a strong market response, reflecting investor confidence in Broadcom’s expanding presence in the AI ecosystem.

Xiaomi (brand value up 62% to USD11.8 billion) ranks as the sixth-fastest-growing technology brand in 2026. Its rapid and successful entry into the electric vehicle market marked a major strategic milestone in its brand-building journey, broadening Xiaomi’s positioning from consumer electronics and internet services into a technology-driven mobility player.

Top 10 by Brand Value (USDm) © Brand Finance Plc 2026

	Brand	Country	Brand Value 2026	Brand Value 2025
1	Apple	United States	\$607,642	\$574,510
2	Microsoft	United States	\$565,250	\$461,069
3	Google	United States	\$433,075	\$412,981
4	Amazon	United States	\$369,876	\$356,386
5	NVIDIA	United States	\$184,322	\$87,871
6	TikTok/Douyin	China	\$153,544	\$105,790
7	Facebook	United States	\$107,061	\$91,457
8	Samsung	South Korea	\$97,415	\$89,427
9	Instagram	United States	\$80,823	\$79,921
10	Oracle	United States	\$68,035	\$57,413

Top 10 by Brand Strength © Brand Finance Plc 2026

	Brand	Country	BSI 2026	BSI 2025
1	YouTube	United States	95.3	93.5
2	WeChat	China	95.1	95.2
3	Microsoft	United States	94.7	93.2
4	Google	United States	94.6	94.3
5	NVIDIA	United States	93.9	88.9
6	JD.com	China	91.1	92.3
7	accenture	United States	90.7	89.6
8	Intel	United States	89.9	81.4
9	Sony	Japan	89.1	86.2
10	Taobao	China	88.8	89.3

Top 10 by Brand Value Growth (USDm) © Brand Finance Plc 2026

	Brand	Country	Brand Value Change 2026
1	NVIDIA	United States	109.8%
2	Broadcom	United States	81.1%
3	AMD	United States	75.0%
4	Wistron	China	66.3%
5	Micron	United States	62.6%
6	Xiaomi	China	62.5%
7	AppLovin	United States	56.0%
8	CATL	China	53.3%
9	VMWARE	United States	47.4%
10	WeChat	China	45.6%

Regional Insights and Trends

Brand Finance values the world’s most valuable and strongest technology brands across regions. The top 100 ranking includes brands from Europe, the Americas, Asia, and Australasia, representing a total of 13 countries.

EUROPE

European brands collectively account for over USD84.4 billion of the total brand value of the world’s 100 most valuable technology brands. **Germany** and the **Netherlands** both have two brands ranked, while **France**, **Finland**, and **Sweden** all have one brand represented among the top 100, underscoring the ability of smaller European economies to produce globally competitive technology leaders.

SAP retains the most valuable European brand in the Technology 100, retaining 15th rank overall following a 20% rise in brand value to USD37.8 billion. Brand Finance attributes SAP’s growth to strong financial performance, driven by expansion in the company’s cloud business and a growing cloud backlog. The successful shift to recurring, subscription-based cloud revenue, alongside targeted AI investments, has boosted profitability and opened new revenue growth opportunities.

French IT Services company **Capgemini** is the only other European brand to make the top 50, ranked 42nd with a brand value of USD10.5 billion. Despite a slight drop in rank, Capgemini has slightly increased its brand value and brand strength, maintaining its AAA- rating, underpinned by increases in key brand strength metrics including familiarity and selection.

After a significant drop in brand value in 2025 – reaching its lowest value since 2017 - **Nokia**’s brand is showing signs of rebound. This year, Nokia climbed seven ranks to 56th in 2026, following a 35% increase in value to USD8.3 billion. Meanwhile, Swedish brand **Ericsson**

climbed three ranks to 84th, following an 11% rise in brand value to USD4.3 billion.

AMERICAS

Eight of the top 10 most valuable technology brands, and six of the strongest technology brands are based in the U.S. While the most valuable players have remained largely constant, bar **NVIDIA**’s rise, the brand strength ranking has seen greater shifts; **YouTube** overtook **WeChat** to become the strongest technology brand, while Microsoft rose to third place. NVIDIA has risen from 15th to fifth in brand strength, driven by improvements in key perception metrics across the U.S., UK, and France, as well as in new markets researched, including Singapore.

Against broader growth in the sector, U.S.-based **Texas Instruments** has seen the largest drop in brand value among the top 100 technology brands, declining by 16% to USD5.5 billion. This decline likely reflects ongoing challenges in the analog chip market, whereby demand remains constrained by economic uncertainty, delayed industrial spending, and trade-related risks.

eBay clings to a spot among the top 100 brands, dropping down to 97th rank following a 9% drop to USD3.6 billion. This decline reinforces the downward trajectory eBay’s brand value over the last five years, dropping out of the Global 500 ranking in 2024, while not ranking within the top 50 technology brands since 2021. This likely reflects eBay’s struggle to match the speed, convenience, and modern appeal of competitors as the digital economy shifts toward faster and more innovative marketplaces, such as **Amazon**, Alibaba’s Taobao and **Tmall**, **Pinduoduo**/Temu, and mobile-first platforms like Shopee.

ASIA PACIFIC

In the Asia-Pacific region, **Chinese** brands dominate the ranking, with its 25 brands accounting

for just under USD465 billion of total brand value. **South Korea** has five brands with a combined brand value of USD135.3 billion, while **Japan**’s nine brands contribute almost half that amount, totalling USD71.3 billion. **India**’s four brands contribute USD52.9 billion, while **Australia**, with just one brand represented, contributes USD3.7 billion in brand value.

11 Chinese brands rank among the world’s top 50 most valuable. While the country’s dominant media giants remain at the forefront, electronics brands continue to be a major engine of growth.

Huawei and **CATL** rank 16th and 18th respectively, with CATL experiencing notable 53% growth since 2025, rising to USD30.1 billion. Widely regarded as a key driver of the global EV transition, CATL’s scale, innovation, and leadership in lithium-ion batteries position it to benefit from rising energy storage demand and China’s plan to double capacity by 2027.

China and Japan both have brands represented in the top 10 strongest brands list. WeChat ranks second having been overtaken by YouTube, while **JD.com** ranks sixth, and Taobao ranks 10th.

Brand Finance research, conducted solely in their home markets, highlights both brands’ exceptional skills across key perception metrics, including brand reputation, engagement, and price acceptance. **Sony** is another brand with extremely strong domestic perceptions contributing to its high brand strength, ranked ninth globally, up from 18th last year.

South Korea is strengthening its position in the global semiconductor industry, underscored by **SK hynix**’s (brand value up 15% to USD15.8 billion) rise to 28th position, highlighting the country’s rising competitiveness in advanced chip production.

India’s presence continues to be highlighted by the resilience of the IT services sector, which remains a cornerstone of the country’s technology ecosystem. Three of its brands – **TCS**, **Infosys**, and **HCLTech** - retain spots among the top 50, and **Wipro** has climbed one rank to 65th globally.

Top Brand Value by Country (USDm) © Brand Finance Plc 2026

	Country	Brand Value 2026	Brand Value 2025	Change (%)
1	United States	\$2,875,029	\$2,509,066	+14.6%
2	China	\$464,874	\$365,825	+27.1%
3	South Korea	\$135,280	\$124,975	+8.2%
4	Japan	\$71,276	\$68,699	+3.8%
5	India	\$52,894	\$55,980	-5.5%
6	Germany	\$46,144	\$43,748	+5.5%
7	Netherlands	\$15,083	\$13,148	+14.7%
8	France	\$10,502	\$13,604	-22.8%
9	Canada	\$8,760	\$8,812	-0.6%
10	Finland	\$8,267	\$6,141	+34.6%
11	Argentina	\$6,135	\$4,742	+29.4%
12	Sweden	\$4,341	\$3,927	+10.6%
13	Australia	\$3,684	\$3,788	-2.7%



Why AI won't kill marketing, but it will change everything

*Rupert Kemp,
Director of the Office of the CEO
at Google DeepMind*

Q: What's the biggest shift you expect AI to bring to marketing over the next few years?

A: I don't think there's a single dramatic shift where everything suddenly changes. What I do see is the tools marketers use evolving very quickly. That's already started, but the maturity of those tools is going to accelerate. We're moving towards a point where a lot of marketers will feel they can put together reasonable campaigns or ideas very rapidly on their own.

That naturally raises questions about what that means for the wider industry, for example agencies. What role they play, where they add value, and where brand owners might prefer to prototype ideas internally first. But I still think there will be agencies; I just think what they do and how they do it will change as these tools become more accessible to everyone.

Q: A lot of people worry that AI will decimate the industry and put people out of work.

Do you see it that way, or more as an evolution?

A: I see it much more as an evolution. Predicting the future is impossible, but I feel the same way about this as I do about creative industries more broadly. These tools make it easier for people to get ideas out into the world and express themselves, especially people that felt they were not able to in the past, but that doesn't mean everyone suddenly becomes equally creative.

I still believe the most creative and strategic minds will produce better, more compelling campaigns. What may change is how and where that value is added. I believe professionals will still bring something extra, whether that's creative judgment, strategic thinking, or market understanding.

Q: Can you describe how creative roles might change in practice and are you already seeing these changes?

A: I think designers and creatives

will make the best use of these tools, because they already understand what good looks like. We're seeing new skills emerge, for example, some people are becoming excellent prompters.

They know what they are looking for, and they know how to describe their ideas clearly, and they can get a lot out of these models. As a result those skills are increasing in value with the use of these technologies.

We're also seeing changes in creative processes already, particularly in digital development. The way people prototype ideas has completely changed. Instead of developers spending weeks building something, you can now create a simple version very quickly and test whether an idea is interesting or viable.

Q: What advice would you give to brands that are starting to explore AI?

A: My biggest piece of advice is to allocate it some time and be open to

*"I still believe
the most creative
and strategic minds
will produce more
compelling
campaigns."*

learning. The worst thing a company can do right now is be completely ignorant of what is going on. It's still early days, and that doesn't mean you have to adopt everything, but you should try to understand what's happening and see if it's useful for you.

That understanding shouldn't just sit with leadership or technical teams. There's a real need for AI literacy across organisations, much like how digital literacy became important during earlier technology shifts. Understanding the strengths and weaknesses of these systems puts you in a much better position to make stronger decisions as things develop.

Q: Is there anything in the AI industry right now that particularly excites you?

A: I'm very excited about personal AI assistants that can genuinely help people across a wide range of tasks. Beyond that, some of the scientific breakthroughs happening right now are extraordinary.

AlphaFold is a great example - it transformed protein folding and won a Nobel Prize. Looking ahead, I think we'll see more breakthroughs in areas like healthcare, materials science, climate modelling, and energy. Those are the projects that really excite me, because they go beyond individual use cases and can help us solve some major challenges in the world today.



Building brand value and trust in a changing world

by Mike Rocha, Managing Director, Europe and Americas, Brand Finance

This year's Global 500 ranking reveals that the combined value of the world's 500 most valuable brands rose by 11% to USD10.4 trillion in 2026, substantially outpacing average global economic growth at approximately 3%.

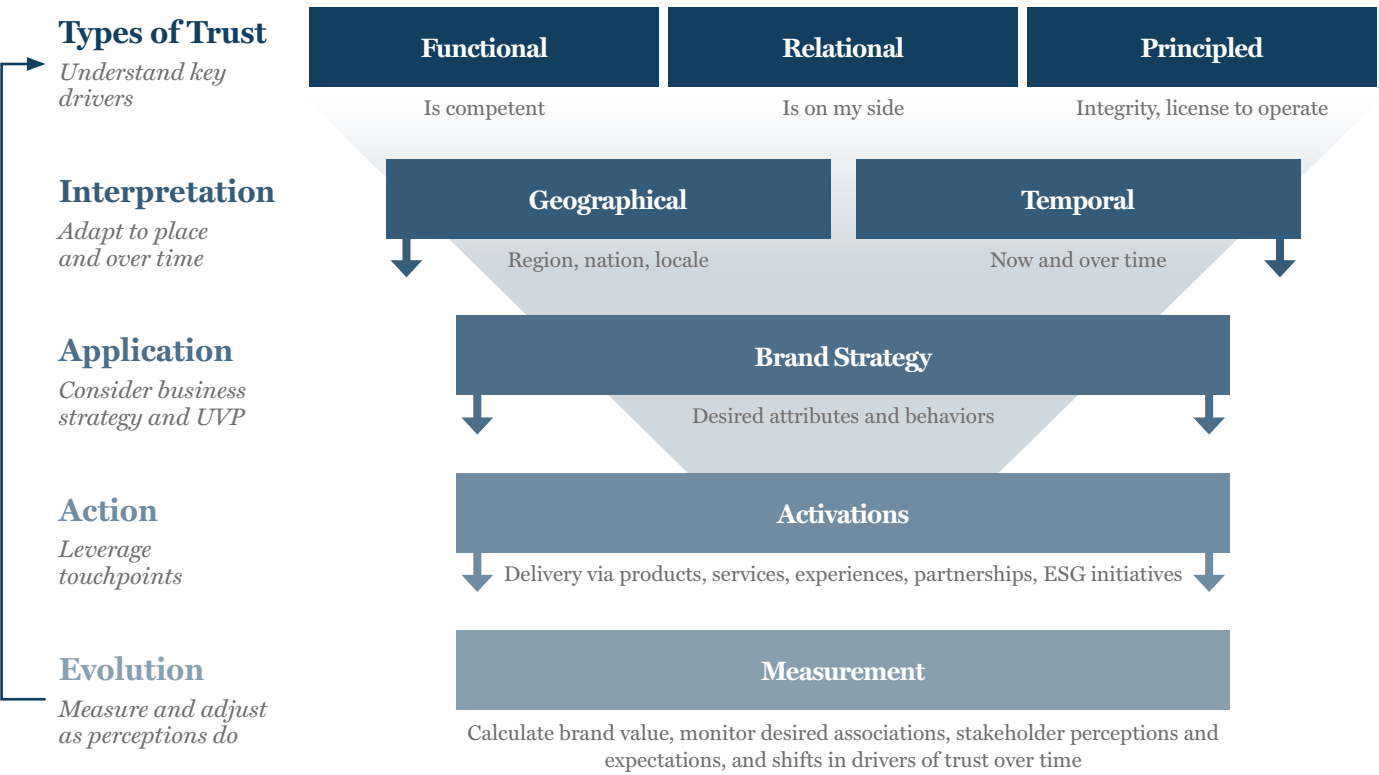
On average, brands now represent around 20% of total enterprise value, underlining their significance in driving shareholder value and business resilience.

Strong brands are not simply keeping pace with economic conditions; they are actively propelling growth.

The 2026 ranking highlights both continuity and concentration at the top, with technology brands continuing to dominate. Apple remains the world's most valuable brand, exceeding USD600 billion in brand value, while Microsoft continues to close the gap as the world's second most valuable brand.

Brand Finance Trust Model

© Brand Finance Plc 2026



Artificial intelligence has emerged as a major driver of brand performance, with NVIDIA ranked among the fastest-growing brands in the study, more than doubling its brand value in 2026.

Technology brands dominate the upper echelons of the ranking, accounting for eight of the top 10 positions. Collectively, the top 10 brands now represent 27% of the total value of the Global 500, illustrating an increasing concentration of economic power, influence, and brand equity among a small number of global players.

Against a backdrop of rising complexity and uncertainty, compounded by global issues from climate change to geopolitical conflict and cost of living, the issue of trust has become even more integral to brand strength.

Public trust in governments and institutions continues to erode, with misinformation and disinformation now among the most severe global risks. At the same time, longer-term data suggests that businesses and brands are increasingly perceived as more trustworthy than traditional institutions, creating both opportunity and responsibility.

Examples from the Global 500 and Technology 100 rankings illustrate how trust influences brand per-

formance. Brands with high functional trust, such as Google, benefit from strong confidence in their ability to meet user needs. Others, including Tesla, have experienced pressure on brand value as doubts about reliability and leadership erode trust amid intensifying competition.

Fintech brand Revolut stands out as the fastest-growing brand in the Global 500 study, driven by strong gains in relational trust through improved customer service, supported by progress in functional credibility such as securing banking licences.

Microsoft performs strongly on principled trust, consistently scoring well for its approach to governance and AI leadership despite the inherent challenges faced by global technology platforms.

Across sectors, the combined effect of functional, relational, and principled trust is a significant driver of brand consideration.

As AI accelerates the creation of both authentic and synthetic content, amplifying uncertainty and misinformation, trusted brands are likely to play an increasingly important role in guiding consumer choice. In this environment, trust is no longer a peripheral reputational attribute but a central pillar of brand value and long-term competitiveness.

How brands can win hearts and minds in the AI era

by **Lorenzo Coruzzi**, Valuation Director, Brand Finance

In the rapidly evolving AI era, IT services brands must go beyond technological capability to win the hearts and minds of customers by building strong brand knowledge, credibility, and appeal. This imperative is further intensified by the high-stakes nature of technology decision-making, where IT leaders are personally and professionally accountable for outcomes, and where failed transformations, security incidents, or misjudged AI investments can result in substantial operational, reputational, and career risk.

Grounded in marketing science, being well known (for the thing you want to sell), reputable, and admired remains among the most powerful drivers of brand choice and preference. Brand Finance’s extensive experience, reinforced by our latest research, confirms the enduring importance of these fundamentals - particularly in a market shaped by rapid technological change, increasing organisational complexity, and heightened scrutiny across the C-suite.

The analysis derives from Brand Finance’s primary research, conducted among more than 1,000 IT decision-makers globally and evaluating 30 leading IT services brands across a wide range of metrics, including familiarity, reputation, trust, admiration, consideration, preference, price premium, and advocacy. The findings reveal a clear and compelling relationship between brand knowledge, credibility, and appeal, and their influence on consideration and, ultimately, brand preference.

DRIVERS OF REPUTATION AND ADMIRATION

Using statistical analysis, we identified the key factors driving reputation (credibility) and admiration (appeal) among IT services brands, revealing an important distinction between how these two dimensions are built.

Reputation is most strongly driven by perceptions of global scale and recognised capability, with global brand presence emerging as the single most influential factor, followed by deep expertise in AI. This reflects a fundamental concern among IT leaders: the need for delivery certainty at scale.

When technology decisions can determine business continuity, regulatory exposure, or executive credibility, buyers gravitate towards brands that signal proven execution, resilience, and the ability to deliver complex programmes without unpleasant surprises, particularly as AI moves from experimentation to business-critical deployment.

Admiration, by contrast, is shaped more strongly by relational and trust-based attributes. Being perceived as a trusted partner stands out as the most powerful driver of admiration, significantly outweighing purely technical or commercial factors.

This highlights the emotional dimension of B2B decision-making: IT leaders are not only selecting technology, but choosing partners they believe will stand with them when things go wrong, help them navigate internal stakeholder pressure, and protect both organisational outcomes and personal reputations.

Supporting this, a strong customer service focus, strong company culture, and commitment to supporting communities and wider society play an increasingly important role in driving admiration than reputation.

These attributes help reassure buyers that a provider will act responsibly, transparently, and in the long-term interests of the client, qualities that matter deeply when decisions increasingly involve CEOs, CFOs, CMOs, and risk leaders, not just the CIO alone.

Beyond technical capability, these findings point to a broader evolution in client expectations. Organisations are no longer seeking to associate solely with the most advanced or competitively priced providers, but with brands that demonstrate responsible leadership, doing the right things, in the right way, under pressure. Traditional commercial levers such as pricing, product-led positioning, or service-led claims play a relatively limited role in shaping either reputation or admiration.

This shift is particularly pronounced in the context of AI. As AI adoption accelerates, the primary concern for many IT leaders is no longer access to the technology itself, but where AI delivers genuine business impact versus where it introduces cost, risk, or reputational exposure without clear return. Trust in how AI is governed, deployed, secured, and integrated across the organisation has therefore become critical. Taken together, these drivers point to an emerging pattern: digital transformation that delivers value for society overall, rather than AI adoption for its own sake.

Sustainability, responsibility, and governance are becoming central priorities, reflecting AI’s far-reaching economic, social, and environmental impacts.

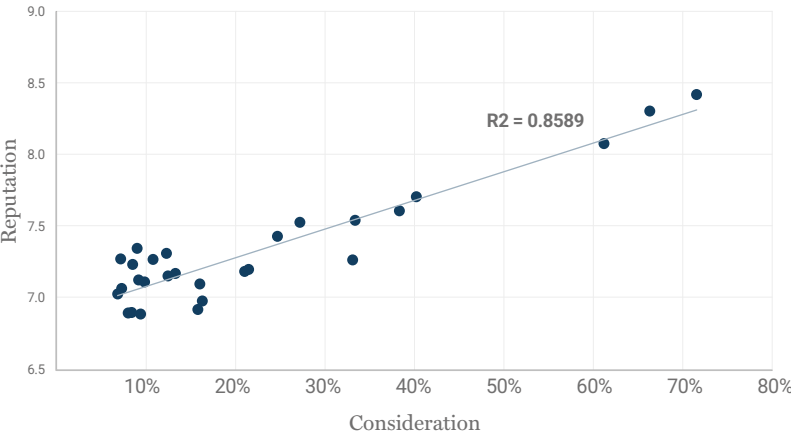
“I KNOW YOU, I TRUST YOU, I LIKE YOU”: HOW BUILDING ON REPUTATION AND ADMIRATION CAN SUSTAIN GROWING CONSIDERATION AND PREFERENCE

In our Brand Strength model, familiarity (“I know you”), credibility (“I trust you”), and appeal (“I like you”) have been identified and proven to be tightly linked to consideration and preference.

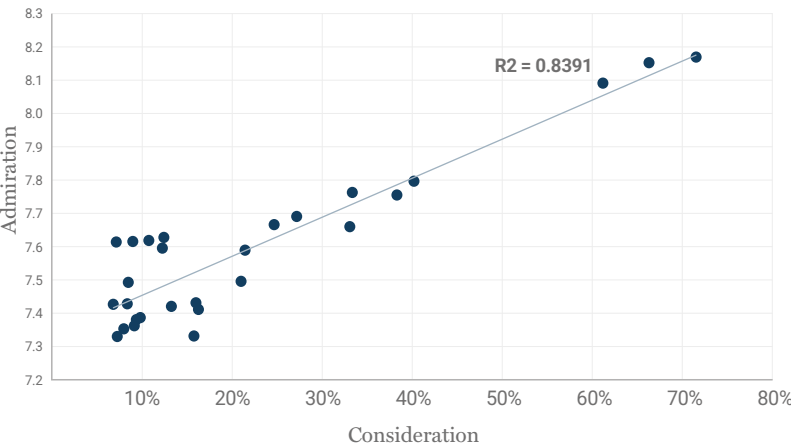
This linkage is particularly powerful in IT services, where buyers often make decisions under conditions of uncertainty, time pressure, and personal accountability.

When CIOs and technology leaders are required to justify large investments, manage security and

Correlation between reputation & consideration © Brand Finance Plc 2026



Correlation between admiration & consideration © Brand Finance Plc 2026



resilience risks, and align multiple internal stakeholders, brands that are well known, trusted, and admired enjoy a significant advantage in being shortlisted and ultimately selected.

To illustrate the strength of this relationship, we analysed the link between consideration and both reputation (a critical component of trust) and admiration (a critical component of appeal). The results show a strong positive relationship: more reputable and highly admired brands are significantly more considered and preferred.

This reinforces a clear conclusion: brands that address the real anxieties facing IT leaders today, by signalling trust, reliability, and responsible leadership, materially improve their chances of winning in the AI era.

Global Soft Power Index: Which nations lead global perceptions of innovation in 2026?

by Konrad Jagodzinski, Place Branding Director, Brand Finance

This year, Brand Finance launched the seventh iteration of the annual [Global Soft Power Index](#), measuring global perceptions of all 193 member states of the United Nations.

The findings are based on a survey of more than 150,000 respondents from over 100 countries and encompass 55 different Soft Power metrics. Among these is the ‘advanced in technology and innovation’ attribute, which sits within the Education & Science pillar.

In the Global Soft Power Index 2026, Education & Science ranks as the third strongest driver of investment recommendation among global audiences, underscoring the significant role that perceived scientific and technological capability plays in shaping capital flows.

Nations that perform strongest in the ‘advanced in technology and innovation’ attribute typically combine world-class education and research systems with highly visible technology ecosystems - from US digital and semiconductor leaders to China’s platform and hardware giants, and Japan and South Korea’s high-end manufacturing and electronics champions.

Within this landscape, China overtook Japan to rank 1st globally for technology and innovation perceptions in 2026, reflecting the scale and momentum of its expanding tech ecosystem. The U.S. remains in 3rd place, followed by Germany in 4th, and South Korea in 5th; the UK, UAE, Singapore, and Switzerland also rank among the top 10.

However, the Brand Finance Technology 100 ranking reveals a far more concentrated picture of global tech brand equity. U.S. brands account for more than three quarters of total brand value, while China’s 25 brands contribute just under 13%, with South Korea and Japan following at just under 4% and 2% respectively. Germany’s two brands contribute just over 1%. Notably, half of the top ten nations for perceived technological and innovation leadership in the Global Soft Power Index have no brands represented in the Technology 100 ranking at all.

This disparity suggests that perceptions of technological strength are shaped by far more than globally visible consumer brands.

The Global Soft Power Index illustrates how many of the world’s most advanced economies have built their reputation through excellence in scientific research, higher education, institutional innovation, and cutting-edge advances in artificial intelligence, underscoring that technological Soft Power is built on multiple sources of credibility and influence. It also reflects a wider shift: technology is no longer viewed as a narrowly defined sector, but as an integrated, everyday component of modern economies and societies.

CHINA: FROM TECHNOLOGICAL SYSTEM TO GLOBAL PLATFORMS

China overtook Japan to rank 1st globally for its advanced technology and innovation in 2026. This climb underscores China’s 1st place ranking in the Education & Science pillar in the Global Soft Power Index.

This leadership reflects sustained breakthroughs across high-growth sectors, including electric vehicles, artificial intelligence, renewable energy, and globally scaled digital platforms. Few brands illustrate this shift more clearly than **TikTok/Douyin**, now the 6th-most valuable technology brand worldwide, with a brand value of USD153.5 billion - its highest ever. With average global awareness of around 91%, TikTok has become one of the most recognised social platforms in the world, embedding Chinese technology into everyday cross-border communication. This visibility likely contributed to China’s 14-rank improvement in perceptions of being ‘easy to communicate with,’ reinforcing its image as both technologically advanced and globally connected.

Alongside this consumer-facing success, brands such as **WeChat** - less visible internationally but central to daily life within China - underpin the country’s reputation as a highly integrated digital society. Together, these platforms reflect a broader Chinese model: technology as a comprehensive system, spanning infrastructure, platforms, hardware, and policy.

THE US: ENDURING BRAND-LED TECH DOMINANCE

Despite China’s rise in perception, the U.S. remains the world’s dominant force in technology brand equity, retaining third place for tech and innovation perceptions while overwhelmingly leading the Technology 100 in terms of brand value.

This leadership is anchored by tech giants like **Apple**, **Microsoft**, **Google**, **Amazon**, and **Meta**, which dominate smartphones, cloud computing, AI tools, operating systems, and digital advertising, as well as rising semiconductor and hardware giants including **NVIDIA**, **Intel**, **AMD**, and **Qualcomm**, which underpin global AI development, gaming, and telecom ecosystems. This concentration reflects a distinctive U.S. advantage: the ability to convert innovation into globally trusted, consumer-facing brands at unprecedented scale. While other nations increasingly match or exceed the US in specific technologies, no other country has come close to replicating this brand-building engine.

JAPAN AND SOUTH KOREA: LEGACY LEADERSHIP, FORWARD-THINKING INNOVATION

Japan and South Korea rank 2nd and 5th, respectively, for perceptions of being advanced in technology

Top 10 Nations for 'advanced in technology and innovation' 2026 © Brand Finance Plc 2026

Nation Brand	Attribute Rank 2026	Rank Change 2025/2026
 China	1	+1
 Japan	2	-1
 US	3	0
 Germany	4	0
 South Korea	5	0
 United Kingdom	6	0
 Russia	7	+1
 United Arab Emirates	8	+1
 Singapore	9	-2
 Switzerland	10	0

and innovation in the Global Soft Power Index. Japan’s technological leadership plays a major role in its economic strength and global brand appeal, contributing to its 1st-place global ranking for its iconic products and brands, surpassing even the U.S. for this attribute.

Among the Technology 100, Japan’s enduring consumer electronics giants - including **Sony** (29th), **Panasonic** (47th), **Nintendo** (55th), **Canon** (63rd), and **Fujitsu** (82nd) - underscore this legacy. Panasonic’s recent investments in AI ventures further highlight Japan’s continued push into advanced digital technologies.

South Korea’s strong perceptions in technology and innovation are rooted in its long-standing leadership in consumer electronics, combined with an increasingly forward-looking national strategy. Brands like **Samsung**, the world’s 8th-most valuable tech brand in 2026, continue to reinforce the country’s position at the forefront of global technology.

Building on this reputation, South Korea’s [2026 fiscal strategy](#) is firmly geared towards innovation-led growth, directing substantial investment into future-defining sectors such as AI, semiconductors and robotics.

With major brands like Samsung already directing significant domestic investments alongside government support, the country is aligning industrial strength with strategic policy to enhance its technological leadership.



INNOVATION WITHOUT BRANDS: EUROPE AND THE SMALL-NATION PARADOX

The 2026 Global Soft Power Index reveals another key trend: smaller and mid-sized economies are punching above their weight in global perceptions of technology and innovation. **Germany** (4th), the **UK** (6th), and **Switzerland** (10th) are all seen as among the world’s most technologically advanced nations, despite the latter two having no brands ranked in the Technology 100.

While they are less dominant in big-tech and consumer electronics, these nations’ strong innovation reputations are closely linked to leadership in pharmaceuticals, scientific research, advanced engineering, and robust regulatory frameworks.

World-class healthcare systems - including pioneering advancements in AI-driven healthcare - alongside internationally recognised research and education institutions reinforce these perceptions, supported by the UK’s 2nd and Switzerland’s 5th place rankings for their excellent education systems.

These examples highlight somewhat of a paradox in modern tech Soft Power, in that nations can be seen as highly technologically advanced and trusted even without the brand scale that drives global visibility and commercial dominance.

THE UAE: STATE-LED STRATEGY DRIVING TECH SOFT POWER

The UAE is an example of a nation whose strong tech perceptions are driven less by consumer-facing brands and more by ambitious national strategies and infrastructure.

Key examples include major investments in smart cities such as Dubai and Masdar City, alongside high-profile space initiatives like the Mars Mission. The country has also appointed a dedicated Minister of State for AI and introduced a nationally developed AI curriculum for all public schools, making it one of the first nations in the world to mandate AI education nationwide.

Together, these initiatives have bolstered the UAE’s economic credibility and investment appeal, reflected in its 3rd place ranking for future growth potential and 7th place ranking for investment recommendation.

The results highlight how the UAE has positioned itself as a future-oriented, innovation-driven

economy through strategic state-led initiatives, even without a large portfolio of globally recognised brands.

The 2026 Global Soft Power Index reveals that technological leadership is no longer a single, unified concept. Rather, tech Soft Power is visible in diverse models of innovation and influence across the globe; brand-led dominance, encapsulated by the U.S.; system-level technological capability, increasingly associated with China; precision, trust, and industrial depth, characteristic of Europe and Japan; and strategic, state-signalled ambition, exemplified by South Korea and the UAE.

As technology becomes more geopolitical, regulated, and embedded in daily life, success will depend not only on innovation itself, but on the ability to translate innovation into trusted, globally visible brands and systems.

The next phase of global tech power may therefore depend less on who invents the most, and more on who shapes how innovation is experienced, adopted, and trusted worldwide.



AMD: Transforming brand strategy for a connected, AI-driven future

*Steven Fund,
Corporate VP,
Brand Marketing*

Q: AMD has demonstrated strong performance in the Technology 100 2026 ranking, now ranking among the top 30 most valuable and top 30 strongest technology brands globally. What would you consider as the defining moments or milestones in building and strengthening the AMD brand over the past three to five years?

A: When I joined AMD in late 2021, the perception of the company was weighted toward its PC and gaming-centric roots, while its business strategy was focused on a data-centric future.

The company’s decision to acquire Xilinx was a pivotal moment to redefine what AMD stood for and shift the focus from product brands Ryzen, Radeon and EPYC to the AMD brand. At that time, AMD was thought of as the cheaper alternative to Intel, but we wanted to shape our perception to better align with our portfolio as a leader in high performance computing.

To understand the challenges we faced, we conducted a thorough assessment:

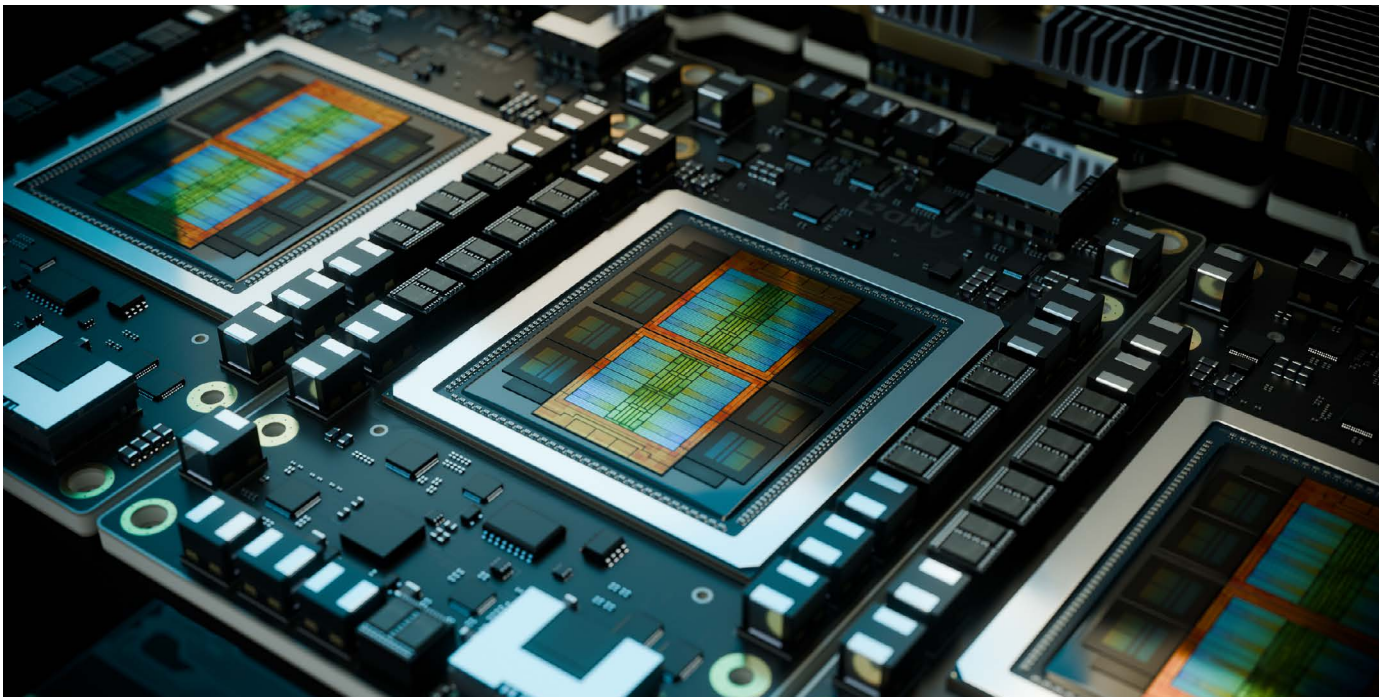
- We lacked a corporate narrative providing a central framework for how AMD’s vision, mission, and strategy was communicated globally to employees, customers, developers, media, influencers, and investors.
- Processes and governance were insufficient to effectively tell a consistent story.
- Multiple agencies operating independently with no global campaign strategy, outdated brand identity, or central oversight, resulting in minimal sharing of campaigns, results, or best practices.
- Countries ran their own local initiatives and campaigns through one-off activations without a consistent strategy.
- Our tonality was often backfooted. Leadership brands lead and challenger brands challenge.

Key enablers for strengthening the AMD brand included:

- Clearly connecting the brand idea to

the company’s culture and vision and customer benefits

- Introducing “together we advance_” as a unifying platform that works:
 1. across the whole AMD business;
 2. in all our markets;
 3. across our entire culture.
 4. to engage our customers, partners and employees. Employees became a base of over 30,000 true believers by linking their role to “together we advance.”
- Centralising brand management and creating brand guidelines to achieve visual and strategic consistency.
- Adopting active leadership across visual identity and tonality in our marketing communications.
- Partnering with the right creative agencies who deeply understand the essence of “together we advance_” and can bring it to life through storytelling that’s fitting for a global technology leader. Our brand story is not only about



“what we make” (leadership products) but “what we make possible” (with our partners’ ingenuity) to advance the world.

- Targeting the right audiences with messaging that highlights AMD’s unique strengths, delivered at the right time through the right channels.
- Elevating our presence in high-visibility moments (e.g., CES) to build trust and credibility.
- Rebalancing product logos so AMD takes prominence over brands like Ryzen, Radeon, and EPYC, reinforcing focus on our brand.

Q: Could you share a few key takeaways on how you see AI transforming the future of brands and marketing?

A: AI is often thought of as making marketing faster or more efficient. That’s true, but it misses the bigger point. What’s most interesting to me is how AI is changing both how brands

are experienced and how marketing gets done.

From a brand perspective, AI lets us express a clear point of view in more adaptive and relevant ways. Great brands have always been built on differentiating ideas, trust, and consistency. AI doesn’t replace that; it strengthens it. It allows brands to respond to context, behaviour, and intent without losing coherence.

Instead of fixed messages, brands can behave more like living systems: consistent in who they are, but flexible in how they show up. When done well, that makes brands become more useful, more personal, and ultimately, more human.

AI is also transforming marketing. Decisions that once depended heavily on intuition or long feedback cycles can now be informed by real-time signals and data. Rather than removing the need for judgment, this elevates it. Marketers can spend less time managing complexity and more time deciding what matters

most to create meaningful impact.

Personalisation is where these shifts come together. For years, personalised marketing was costly and complex.

AI removes much of that limitation; it enables messaging, creativity, and experiences to be timelier and more relevant to individuals. Teenagers aren’t all the same, and neither are IT decision-makers. AI finally gives us the tools to reflect that reality.

Creatively, AI accelerates experimentation and learning. Teams can test ideas faster, understand what resonates, and scale stronger work with more confidence. Creativity doesn’t get smaller - it gets sharper.

AI expands what marketing can contribute to brand building, growth, and strategy. For marketers, this is a moment of opportunity: to apply AI thoughtfully, shaping a future where brands remain relevant, trusted, and genuinely useful.



Infosys: Scaling intelligence, strengthening trust in an AI-driven world

*Sumit Virmani,
Chief Marketing Officer,
Infosys*

Q: How does Infosys stand out in an AI-driven landscape?

A: In this new world, AI is fundamentally reshaping how we trust, work, and make decisions. And with individual expectations shifting, what has also rapidly evolved is the new normal for businesses globally.

From simply implementing AI, to navigating across Gen AI, agentic AI, and whatever comes next, it is critical to do so responsibly, at scale, and in ways that truly amplify human potential. That is where Infosys anchors its purpose: to amplify human potential and create the next opportunity for people, businesses, and communities.

As an organisation that has navigated multiple technology shifts, across decades, this is what we have learned in the process. In the world of swiftly evolving AI, competitive advantage lies in an organisation's ability to scale intelligence while deepening trust. Responsible AI, therefore, will be the foundation of this evolution.

And we are at the forefront of it, having built transparency, governance, intelligence, and cultural context into how AI is designed and deployed.

Having worked with organisations across the spectrum, we have also learned to prioritize value discovery across ecosystems. We deeply understand our clients' domain and technology environments and are well positioned to identify opportunities that transform processes and workflows to deliver innovation and accelerate value realization.

As an AI-first organisation that has now embraced this technology at scale, we have deep capabilities and a portfolio of solutions to drive global enterprise transformation. Infosys Cobalt strengthens cloud resilience, Infosys Topaz brings agentic intelligence to life, and Infosys Aster helps redefine experience, at every touchpoint.

Technology is rapidly becoming the core foundation of every brand and every business, across industries, and

the most differentiated brands will be the ones that accelerate technology-powered transformation, at scale.

Q: How do sponsorships reinforce Infosys' brand strategy?

A: Our sponsorships and media partnerships serve as channels for brand amplification, showcasing innovation, and customer engagement. Take our long-standing association with global tennis, for instance, where we are now connecting with a billion-plus fans worldwide, enabling them to experience the sport like never before.

Powered by Infosys Topaz and Infosys Aster, we deliver real-time analytics, democratize video insights, and create immersive fan experiences across some of the world's largest tennis platforms such as Roland-Garros, ATP, and the Australian Open.

Our technological innovations have enabled 6.9 billion digital impressions, 1.3 billion broadcast and OTT views, and engaged millions through immer-



sive AI-powered experiences. The Infosys Match Centre has drawn over 20 million fans around the world. While these platforms have elevated global recognition for the brand, they have also transformed the sport with cutting-edge technologies and fan-facing innovation, engaging global audiences at scale.

As part of our media portfolio of sponsorships, the brand has collaborated with the FT to deliver creative and immersive journalism on issues that matter.

We also co-created the FT Money Machine, reviving an important piece of economic history, while making learning about complexities of economic systems both accessible and engaging. With Economist Impact, we launched The Sustainability Atlas, an efficient way to understand the sustainability landscape in different geographies around the world.

Put simply, these partnerships elevate brand reach and help us demonstrate the power of tech to reimagine experiences and business value, at scale.

Q: Which trends are shaping the IT Services sector, and how is Infosys responding?

A: As the enterprise growth story passes through the current realm of agentic AI, global enterprises are evolving from small-scale experimentation to reimagining the enterprise fabric.

This transformation is fundamentally about business value extraction at scale, moving AI from promising pilots to measurable outcomes that reshape enterprise economics and competitive positioning. What is making this evolution real is a combination of technology maturity, the rise of contextual models, as well as a culture and workforce strategy evolution - all happening seamlessly and simultaneously.

At Infosys, we are at the forefront of shaping this transformation, as a leading AI value creator for global enterprises. Domain expertise, technological innovation, workforce reimagination, and ecosystem orchestration are at the heart of this promise.

Trust, we believe, will continue to be the core foundation for brands in an AI era. As regulations tighten and governance expectations rise, differentiation will belong to those who can move fast and do so responsibly. Our Responsible AI expertise and governance frameworks will enable brands to turn compliance into confidence, allowing businesses to innovate boldly while staying grounded in their purpose.

In an environment that is evolving rapidly, true differentiation in technology lies in how it empowers people, businesses, and communities to navigate their next. Infosys is well positioned to accelerate this journey for global enterprises.

Technology 100 Brand Value Ranking (USDm)

Top Technology Brands 1-50

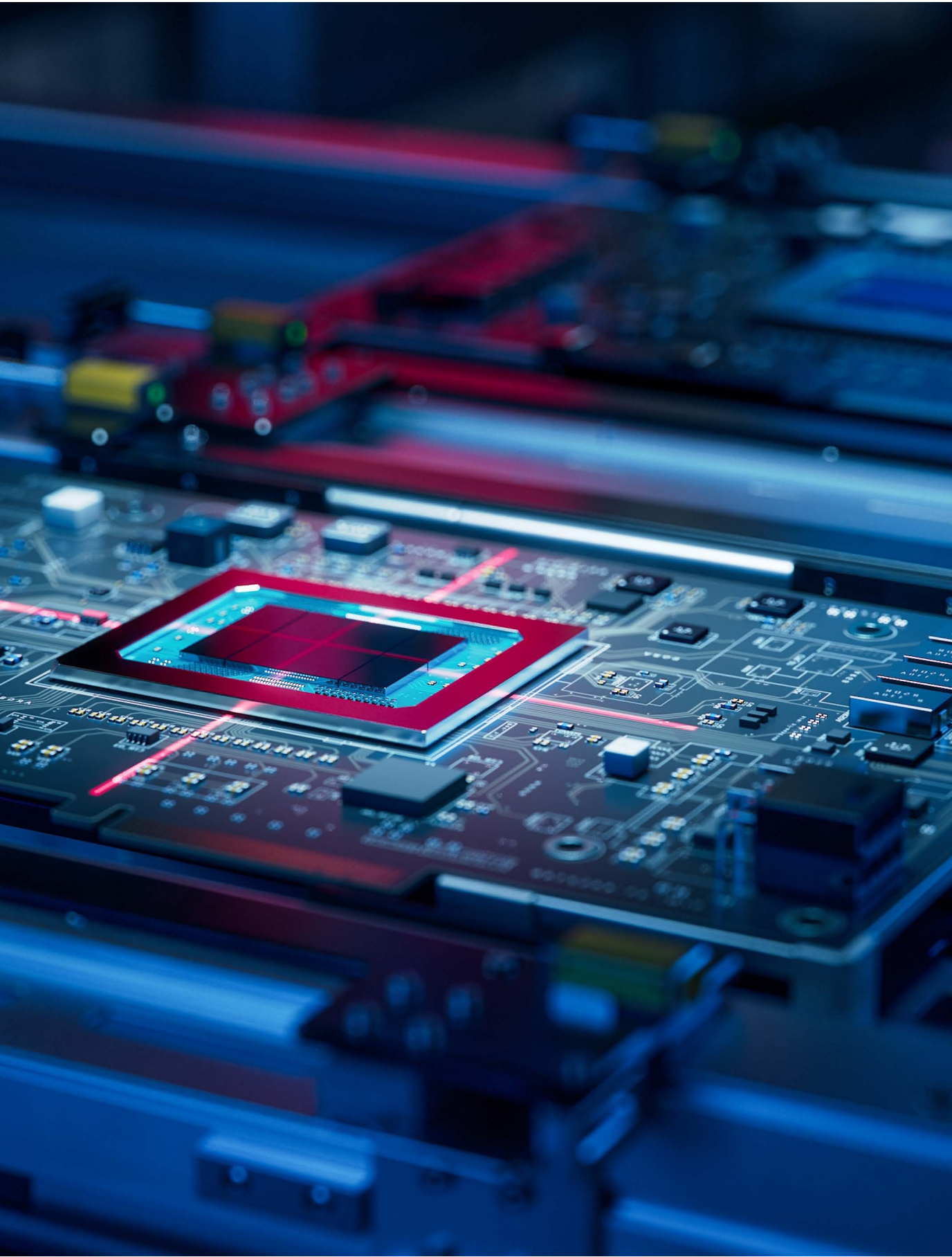
© Brand Finance Plc 2026

2026 Rank	2025 Rank		Brand	Country	Industry	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating	2025 Brand Rating
1	1	=	Apple	United States	Electronics	\$607,642	5.8%	\$574,510	AAA	AAA
2	2	=	Microsoft	United States	Internet & Software	\$565,250	22.6%	\$461,069	AAA+	AAA+
3	3	=	Google	United States	Media	\$433,075	4.9%	\$412,981	AAA+	AAA+
4	4	=	Amazon	United States	E-Commerce	\$369,876	3.8%	\$356,386	AAA	AAA
5	8	▲	NVIDIA	United States	Semiconductors	\$184,322	109.8%	\$87,871	AAA+	AAA
6	5	▼	TikTok/Douyin	China	Media	\$153,544	45.1%	\$105,790	AA+	AAA-
7	6	▼	Facebook	United States	Media	\$107,061	17.1%	\$91,457	AA+	AAA-
8	7	▼	Samsung	South Korea	Electronics	\$97,415	8.9%	\$89,427	AAA	AAA+
9	9	=	Instagram	United States	Media	\$80,823	1.1%	\$79,921	AAA-	AAA
10	10	=	Oracle	United States	Internet & Software	\$68,035	18.5%	\$57,413	AAA	AA+
11	13	▲	WeChat	China	Media	🔒	🔒	🔒	🔒	🔒
12	11	▼	accenture	United States	IT Services	🔒	🔒	🔒	🔒	🔒
13	12	▼	TSMC	China	Semiconductors	🔒	🔒	🔒	🔒	🔒
14	16	▲	YouTube	United States	Media	🔒	🔒	🔒	🔒	🔒
15	15	=	SAP	Germany	Internet & Software	🔒	🔒	🔒	🔒	🔒
16	14	▼	Huawei	China	Electronics	🔒	🔒	🔒	🔒	🔒
17	17	=	Cisco	United States	Electronics	🔒	🔒	🔒	🔒	🔒
18	22	▲	CATL	China	Electronics	🔒	🔒	🔒	🔒	🔒
19	18	▼	IBM Group	United States	IT Services	🔒	🔒	🔒	🔒	🔒
20	19	▼	Dell Technologies	United States	Electronics	🔒	🔒	🔒	🔒	🔒
21	20	▼	TCS	India	IT Services	🔒	🔒	🔒	🔒	🔒
22	23	▲	JD.com	China	E-Commerce	🔒	🔒	🔒	🔒	🔒
23	33	▲	Broadcom	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒
24	24	=	LinkedIn	United States	Media	🔒	🔒	🔒	🔒	🔒
25	21	▼	Salesforce	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
26	35	▲	AMD	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒
27	25	▼	Infosys	India	IT Services	🔒	🔒	🔒	🔒	🔒
28	29	▲	SK hynix	South Korea	Semiconductors	🔒	🔒	🔒	🔒	🔒
29	26	▼	Sony	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
30	28	▼	Adobe	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
31	-	New	OpenAI	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
32	27	▼	Intel	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒
33	30	▼	Pinduoduo	China	E-Commerce	🔒	🔒	🔒	🔒	🔒
34	44	▲	VMWARE	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
35	51	▲	Micron	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒
36	31	▼	Taobao	China	E-Commerce	🔒	🔒	🔒	🔒	🔒
37	37	=	booking.com	United States	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
38	55	▲	Xiaomi	China	Electronics	🔒	🔒	🔒	🔒	🔒
39	46	▲	Midea	China	Electronics	🔒	🔒	🔒	🔒	🔒
40	34	▼	Tmall	China	E-Commerce	🔒	🔒	🔒	🔒	🔒
41	38	▼	NTT DATA	Japan	IT Services	🔒	🔒	🔒	🔒	🔒
42	39	▼	Capgemini	France	IT Services	🔒	🔒	🔒	🔒	🔒
43	32	▼	Meituan	China	E-Commerce	🔒	🔒	🔒	🔒	🔒
44	36	▼	LG	South Korea	Electronics	🔒	🔒	🔒	🔒	🔒
45	40	▼	Cognizant	United States	IT Services	🔒	🔒	🔒	🔒	🔒
46	53	▲	Servicenow	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
47	45	▼	Panasonic	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
48	43	▼	HCLTech	India	IT Services	🔒	🔒	🔒	🔒	🔒
49	48	▼	Coupage	South Korea	E-Commerce	🔒	🔒	🔒	🔒	🔒
50	42	▼	Qualcomm	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒

Top Technology Brands 51-100

© Brand Finance Plc 2026

2026 Rank	2025 Rank		Brand	Country	Industry	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating	2025 Brand Rating
51	62	▲	HPE	United States	Tech	🔒	🔒	🔒	🔒	🔒
52	56	▲	PlayStation	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
53	47	▼	Bosch	Germany	Electronics	🔒	🔒	🔒	🔒	🔒
54	52	▼	3M	United States	Tech	🔒	🔒	🔒	🔒	🔒
55	58	▲	Nintendo	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
56	63	▲	Nokia	Finland	Electronics	🔒	🔒	🔒	🔒	🔒
57	50	▼	ASML	Netherlands	Semiconductors	🔒	🔒	🔒	🔒	🔒
58	41	▼	HP	United States	Electronics	🔒	🔒	🔒	🔒	🔒
59	61	▲	Haier	China	Electronics	🔒	🔒	🔒	🔒	🔒
60	49	▼	Applied Materials	United States	Tech	🔒	🔒	🔒	🔒	🔒
61	69	▲	Philips (Tech)	Netherlands	Electronics	🔒	🔒	🔒	🔒	🔒
62	67	▲	Lenovo	China	Electronics	🔒	🔒	🔒	🔒	🔒
63	54	▼	Canon	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
64	65	▲	Xbox	United States	Electronics	🔒	🔒	🔒	🔒	🔒
65	66	▲	Wipro	India	IT Services	🔒	🔒	🔒	🔒	🔒
66	64	▼	QuickBooks	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
67	76	▲	MercadoLibre	Argentina	E-Commerce	🔒	🔒	🔒	🔒	🔒
68	60	▼	Gree	China	Electronics	🔒	🔒	🔒	🔒	🔒
69	57	▼	Airbnb	United States	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
70	68	▼	Trip.com	China	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
71	71	=	MediaTek	China	Semiconductors	🔒	🔒	🔒	🔒	🔒
72	59	▼	Texas Instruments	United States	Semiconductors	🔒	🔒	🔒	🔒	🔒
73	70	▼	FIS	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
74	72	▼	Baidu	China	Media	🔒	🔒	🔒	🔒	🔒
75	-	New	Anthropic	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
76	-	New	IQVIA	United States	Tech	🔒	🔒	🔒	🔒	🔒
77	73	▼	Rakuten	Japan	E-Commerce	🔒	🔒	🔒	🔒	🔒
78	75	▼	Hikvision	China	Electronics	🔒	🔒	🔒	🔒	🔒
79	85	▲	Ase Technology	China	Semiconductors	🔒	🔒	🔒	🔒	🔒
80	81	▲	Vivo	China	Electronics	🔒	🔒	🔒	🔒	🔒
81	74	▼	Constellation Software	Canada	Internet & Software	🔒	🔒	🔒	🔒	🔒
82	80	▼	Fujitsu Group	Japan	Tech	🔒	🔒	🔒	🔒	🔒
83	77	▼	Fiserv	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
84	87	▲	Ericsson	Sweden	Electronics	🔒	🔒	🔒	🔒	🔒
85	83	▼	CGI	Canada	IT Services	🔒	🔒	🔒	🔒	🔒
86	79	▼	BOE	China	Electronics	🔒	🔒	🔒	🔒	🔒
87	-	▲	Wistron	China	Electronics	🔒	🔒	🔒	🔒	🔒
88	-	▲	AppLovin	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
89	88	▼	CDW	United States	Tech	🔒	🔒	🔒	🔒	🔒
90	82	▼	Workday	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
91	92	▲	Toutiao	China	Media	🔒	🔒	🔒	🔒	🔒
92	95	▲	Roper	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
93	94	▲	Equinix	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
94	90	▼	Motorola Solutions	United States	Electronics	🔒	🔒	🔒	🔒	🔒
95	100	▲	Naver	South Korea	Media	🔒	🔒	🔒	🔒	🔒
96	89	▼	Atlassian Corporation	Australia	Internet & Software	🔒	🔒	🔒	🔒	🔒
97	84	▼	eBay	United States	E-Commerce	🔒	🔒	🔒	🔒	🔒
98	93	▼	CrowdStrike	United States	Internet & Software	🔒	🔒	🔒	🔒	🔒
99	99	=	Mitsubishi Electric	Japan	Electronics	🔒	🔒	🔒	🔒	🔒
100	98	▼	Quanta Computer	China	Electronics	🔒	🔒	🔒	🔒	🔒



Internet & Software Brand Value Ranking (Top 10 - USDm)

Top Internet & Software Brands 1-10 © Brand Finance Plc 2026

2026 Rank		Brand	Country	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating	2025 Brand Rating
1	=	Microsoft	United States	\$565,250	22.6%	\$461,069	AAA+	AAA+
2	=	Oracle	United States	\$68,035	18.5%	\$57,413	AAA	AA+
3	=	SAP	Germany	\$37,758	20.3%	\$31,400	AAA-	AA+
4	▼	Salesforce	United States	\$20,392	1.7%	\$20,048	AAA-	AA
5	▼	Adobe	United States	\$14,249	0.3%	\$14,203	AA	AA
6	New	OpenAI	United States	\$14,120	-	-	A+	-
7	▲	VMWARE	United States	\$13,001	47.4%	\$8,818	AA	AA-
8	▲	Servicenow	United States	\$9,469	25.5%	\$7,542	AA	A+
9	▼	QuickBooks	United States	\$6,317	2.9%	\$6,140	A	A+
10	▼	FIS	United States	\$5,519	5.4%	\$5,236	AA	AA

Electronics & Appliances Brand Value Ranking (Top 10 - USDm)

Top Electronics & Appliances Brands 1-10 © Brand Finance Plc 2026

2026 Rank		Brand	Country	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating	2025 Brand Rating
1	=	Apple	United States	\$607,642	5.8%	\$574,510	AAA	AAA
2	▼	Samsung	South Korea	\$97,415	8.9%	\$89,427	AAA	AAA+
3	▼	Huawei	China	\$35,139	10.1%	\$31,921	AAA-	AAA-
4	=	Cisco	United States	\$32,192	16.9%	\$27,549	AA+	AA
5	▲	CATL	China	\$30,120	53.3%	\$19,642	AAA-	AA+
6	▼	Dell Technologies	United States	\$23,759	10.8%	\$21,451	AAA	AA
7	▼	Sony	Japan	\$14,985	-7.5%	\$16,192	AAA	AAA
8	▲	Xiaomi	China	\$11,805	62.5%	\$7,266	AA	AAA-
9	▲	Midea	China	\$11,088	27.1%	\$8,723	AA+	AA+
10	▼	LG	South Korea	\$9,607	-8.9%	\$10,549	AAA-	AAA-

Semiconductors Brand Value Ranking (Top 10 - USDm)

Top Semiconductors Brands 1-10 © Brand Finance Plc 2026

2026 Rank		Brand	Country	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating	2025 Brand Rating
1	▲	NVIDIA	United States	\$184,322	109.8%	\$87,871	AAA+	AAA
2	▼	TSMC	China	\$39,408	15.1%	\$34,237	AA-	AA+
3	▲	Broadcom	United States	\$21,074	81.1%	\$11,634	A+	AA-
4	▲	AMD	United States	\$19,190	75.0%	\$10,967	AAA-	AA+
5	▲	SK hynix	South Korea	\$15,760	15.2%	\$13,676	A	AA-
6	▼	Intel	United States	\$13,891	-2.7%	\$14,277	AAA+	AAA-
7	▲	Micron	United States	\$12,743	62.6%	\$7,835	AA-	AA
8	▼	Qualcomm	United States	\$8,677	-2.6%	\$8,911	AA	AA+
9	▼	ASML	Netherlands	\$7,846	-0.2%	\$7,860	AA-	A+
10	=	MediaTek	China	\$5,702	13.9%	\$5,004	AA+	AA+

Methodology: Brand Valuation

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

WHAT IS BRAND VALUE?

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result, published brand values can be different. These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay. As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality. It is the basis for a public ranking but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 6,000 brands in over 41 markets.

1. BRAND IMPACT

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands. This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue).

Disclaimer: Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

2. BRAND STRENGTH

We adjust the rate higher or lower for brands by analysing Brand Strength. This Brand Strength analysis is based on two core pillars: “Brand Perceptions” which relate to the level of brand familiarity and the views stakeholders have of a brand’s offer; and “Customer Behaviours” which are the impacts that those perceptions have on demand, price, and advocacy.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.

3. BRAND IMPACT X BRAND STRENGTH

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%. We adjust the rate higher or lower for brands by analysing Brand Strength. This Brand Strength analysis is based on two core pillars: “Brand Perceptions” which relate to the level of brand familiarity and the views stakeholders have of a brand’s offer; and “Customer Behaviours” which are the impacts that those perceptions have on demand, price, and advocacy. Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.

Methodology: Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance.

4. FORECAST BRAND VALUE CALCULATION CREDIBILITY

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

1. ATTRIBUTE SELECTION AND WEIGHTING

We follow a general structure incorporating the brand perceptions and the outcomes that they cause on customer behaviours. This covers the core brand metrics which matter most and have been analysed for their impact on market share and revenue growth.

These attributes are weighted according to their importance in driving the following pillar: Brand Perceptions in driving Customer Behaviours; and finally, the importance of Customer Behaviours metrics in driving market share, revenue, and ultimately, business value.

2. DATA COLLECTION

Brand’s ability to influence purchase depends primarily on people’s perceptions.

Therefore, the majority of the Brand Strength Index is derived from Brand Finance’s proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of more than 175,000 people from the general public on their

perceptions of over 6,000 brands in over 31 sectors and 41 countries.

Over a period of 3 months towards the end of each calendar year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.

3. BENCHMARKING AND FINAL SCORING

To convert raw data into scores out of 10 that are comparable between attributes within the scorecard, we then must benchmark each attribute.

We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution. Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation.

Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating. Analysing the three brand strength measures helps inform managers of a brand’s potential for future success.

Brand Finance[®]



Contact us

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

W: brandfinance.com

