

BEST BRANDS 2024



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Thank you for your interest in Best Brands 2024. This brochure contains everything you need to know about this year's event and winners. We hope you enjoy reading it!

SERVICEPLAN GROUP
HOUSE OF COMMUNICATION

GRK
An NRG
Company

71 SEVEN.ONE
ENTERTAINMENT
GROUP

M
MARKENVERBAND

Wirtschafts
Woche

DIE ZEIT

RMS

media impact

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BEST BRANDS

“Best Brands” are brands that are not only economically and commercially successful, but also trigger certain emotions: brands that shine, that stick in the mind of consumers and are associated with innovation and positive experiences.

Best Brands puts the spotlight on these brands and the people behind them: honouring and promoting successful brand management whilst also providing a strong forum for new, future-oriented communication solutions is the aim of the Best Brands College and the Best Brands Gala, which is held annually at the Bayerischer Hof Hotel in Munich and has long since established itself as an annual highlight in the marketing industry. The event was launched in 2004 by the Serviceplan Group, GfK. An NIQ Company, the Seven.One Entertainment Group, WirtschaftsWoche magazine and the Markenverband (German Brands Association). In 2016, DIE ZEIT also became a partner of the award, followed by RMS. Der Audiovermarkter. in 2018 and Media Impact in 2020. The highly coveted award is meanwhile also presented annually in Italy, France, Belgium and Poland. Further Best Brands Award ceremonies are planned in the near future.

What sets this award apart is that the winners are chosen not by a panel of judges but solely by consumers. Best Brands is the only marketing award that measures the strength of a brand on the basis of a representative empirical study by NIQ/GfK, based on two criteria: the “Share of Market”, the brand’s actual economic market success, and the “Share of Soul”, its psychological appeal as perceived by the consumers, which is also an important indicator of a brand’s chances of success in the future.

Since 2004, the award has been presented in the categories “Best Corporate Brand”, “Best Product Brand” and “Best Growth Brand”, plus a special category that changes every year.

In 2021, the structure of the award was completely revised to enable us to give a platform to the latest social topics and marketing trends.

In addition to the annual “Best Brand Overall”, this year we are celebrating two sectors that are once again growing in importance for consumers since the coronavirus pandemic: fashion and beauty. We are highlighting brands that combine both market success and emotional strength from a consumer perspective.

The Brand Excellence Award focuses on a different, highly relevant topic each year. This year, the “Best Momentum Brand Award” will be presented to a brand that, from the consumers’ point of view, represents innovation and growth and is therefore managing to maintain a strong appeal, even in difficult times.

But the core of Best Brands has remained the same: the “Share of Soul” and “Share of Market” still form the cornerstones of a Best Brand.



BEST BRANDS RESEARCH STRATEGY

The comprehensive brand evaluation to determine “Best Brands” is based on a detailed study by NIQ/GfK, which, as well as brand awareness, also tracks the quantitative (revenue-oriented) perspective of the brand’s strength as well as its qualitative “Share of Soul”.



BEST BRANDS 2024 — CATEGORY WINNERS



Best Brand Overall

L'ORÉAL
PARIS

Best Brand Beauty



Best Brand Fashion

dyson

Best Momentum Brand

BEST BRANDS 2024 — RANKING

	Best Brand Overall	Best Brand Beauty	Best Brand Fashion	Best Momentum Brand
1 st place	Nivea Lotions, creams, sunscreen	L'Oréal Paris Make-up	Nike Sports shoes	Dyson Vacuum cleaners/robot vacuums
2 nd place	Sony Playstation Gaming consoles	Maybelline New York Make-up	Hunkemöller Women's underwear	Sony Playstation Gaming consoles
3 rd place	Nike Sports shoes	Nivea Hair spray, gel, wax	Hugo Boss Men's fashion	Google Smartphones
4 th place	Dyson Vacuum cleaners/robot vacuums	Taft Hair spray, gel, wax	Adidas Sportswear	Apple Smartphones
5 th place	Adidas Sportswear	Got2b Hair spray, gel, wax	H&M Women's fashion	Garnier Lotions, creams, sunscreen
6 th place	Lego Toys	Essence Make-up	Triumph Women's underwear	Tesla Automobile
7 th place	Bosch Building and DIY power tools	Manhattan Make-up	Levi's Men's fashion	Müller Dairy products
8 th place	Apple Smartphones	Catrice Make-up	Fjällräven Bags	Weleda Shower gel, deodorant
9 th place	WMF Cookware/cutlery/knives	Syoss Hair spray, gel, wax	Wellensteyn Men's fashion	L'Oréal Paris Make-up
10 th place	Canon Photography equipment	Wellaflex Hair spray, gel, wax	Calvin Klein Women's underwear	GoPro Action cameras/drones



DETAILED OVERVIEW OF CATEGORIES

BEST BRAND OVERALL

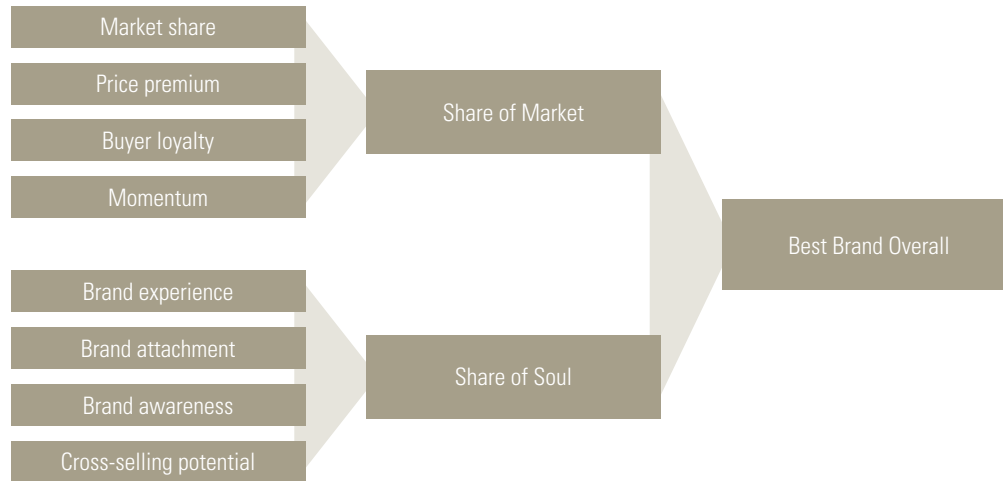
Study design, methodology and causal model

Method: Online interviews

Study area: Germany, nationwide

Sample: 14,000 people, representative of population

Survey period: August 2023



The product brands were pre-selected on the basis of their market share and brand awareness. The brand strength of every evaluated brand was measured by revenue and attitude-oriented dimensions: the “Share of Market” dimension includes the market share, the buyer loyalty/brand loyalty, the price premium and the momentum. The “Share of Soul” dimension includes the awareness of the Best Brand Overall, its cross-selling potential and its brand attachment metrics and brand experience (see page 6).

2024 winners

1. Nivea
2. Sony PlayStation
3. Nike
4. Dyson
5. Adidas
6. Lego
7. Bosch
8. Apple
9. WMF
10. Canon

This year, the list of potential brands up for nomination as “Best Overall Brand” included a total of 478 brands from 56 sectors.

Durable consumer goods

audio products, automobile, barbecues, building & DIY, coffee machines & small kitchen appliances, computer accessories, computer hardware, cookware/cutlery/knives, decorating & renovating, electrical appliances for personal care, electronic devices, gaming accessories, gaming consoles, gardening equipment (electronic devices, irrigation, cleaning), insurance, large household appliances, photography, plant & gardening products, shoes, TV, smartphones, sports shoes, sportswear, toys, vacuum cleaners, wearables (smartwatches, fitness trackers), women’s fashion, men’s fashion, lingerie, bags

Daily necessities

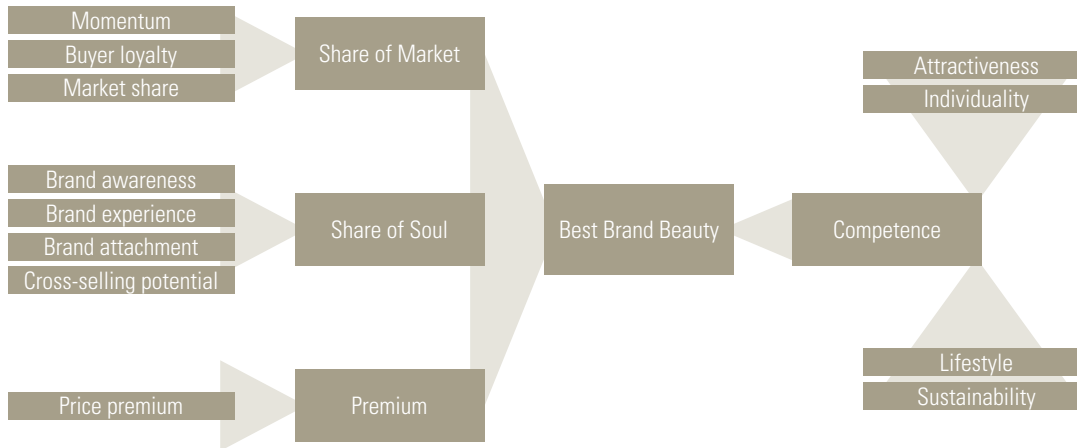
basic foodstuffs/tinned foods, beer/beer-based mixed drinks, body care, butter/margarine/oils, breakfast products, confectionery, dairy products, dishwashing detergent, frozen foods/ice cream, gourmet products/seasoning, hot beverages, household cleaning products, non-alcoholic drinks, oral care, organic foods, ready meals/convenience products/sauces, savoury snacks, sparkling wine/wine, spirits, vegan/vegetarian foods, washing detergent, skincare, lotions/creams & sunscreen, shower gel & deodorant, make-up (eyes, face & lips), haircare (shampoo/conditioner), hair spray, gel & wax

BEST BRAND BEAUTY

Study design, methodology and causal model

This year's award celebrates an industry that is regaining importance in the lives of consumers following the coronavirus pandemic. The causal model used to determine the Best Beauty Brand is based on four pillars: Share of Market, Share of Soul, price premium (an index that measures the willingness

of consumers to spend more on products) and industry expertise. This shows whether consumers see the brand as a reliable and sustainable partner that fits in with their lifestyle and helps them to feel individual and attractive.



2024 winners

1. L'Oréal Paris
2. Maybelline New York
3. Nivea
4. Taft
5. Got2b
6. Essence
7. Manhattan
8. Catrice
9. Syoss
10. Wellaflex

BEST BRAND FASHION

Study design, methodology and causal model

With high inflation bringing new challenges for companies in the wake of the coronavirus pandemic, the fashion industry is experiencing turbulent times. We are celebrating the brands that are still managing to win over consumers – even in this difficult market environment. The causal model used to find the best fashion brand is based on four pillars: Share of Market, Share of



Soul, price premium (an index that measures the willingness of consumers to spend more on products) and industry expertise. This shows whether consumers see the brand as a reliable and sustainable partner that fits in with their lifestyle and helps them to feel individual and attractive.

2024 winners

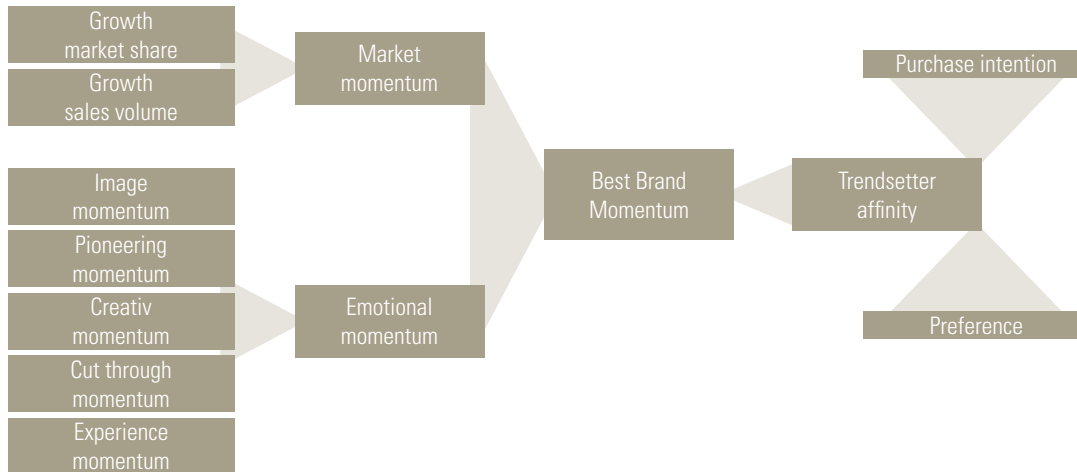
1. Nike
2. Hunkemöller
3. Hugo Boss
4. Adidas
5. H&M
6. Triumph
7. Levi's
8. Fjällräven
9. Wellensteyn
10. Calvin Klein

BEST MOMENTUM BRAND

Study design, methodology and causal model

The “Best Momentum Brand Award” celebrates the brands that succeed in generating enthusiasm, retaining consumer loyalty and growing dynamically, even when times are tough. The award is based on a causal model that reflects perceived and actual strength. On the one hand, it rewards the actually achieved market growth (market momentum). And on the other, it

also rewards the consumer perception that a company is growing dynamically and stands for innovation and progress (emotional momentum). These two aspects are combined with a company’s ability to encourage consumers to make purchases in segments that set new trends and lead the way in the market (trendsetter affinity).



2024 winners

1. Dyson
2. Sony PlayStation
3. Google
4. Apple
5. Garnier
6. Tesla
7. Müller
8. Weleda
9. L'Oréal Paris
10. GoPro



PARTNERS

SERVICEPLAN GROUP

Founded in 1970 as a traditional advertising agency, the Serviceplan Group has always combined all communication disciplines under one roof: whether brand strategists, creatives, experience designers, marketing technology experts, CRM experts, data scientists, market researchers, PR consultants or sales professionals, everyone working at the Serviceplan Group pulls together – at the House of Communication, the only fully integrated agency model in Germany. The precisely coordinated interaction of a large number of specialised agencies for Strategy & Consulting, Creative & Content, Platform & Technology and Media & Data makes the Serviceplan Group the leading agency group for innovative communication.

What unites us all is our passion to build and coach fascinating brands. Brands that are commercially successful and trigger emotions in the minds of consumers – BEST BRANDS.

www.house-of-communication.com
[instagram.com/Serviceplan](https://www.instagram.com/Serviceplan)
twitter.com/Serviceplan



Florian Haller
CEO, Serviceplan Group

GfK. AN NIQ COMPANY

For over 89 years, GfK has earned the trust of clients around the world by solving critical questions in their decision-making process and fuelling their growth by providing a complete understanding of consumers' buying behaviour and the dynamics impacting their markets, brands and media trends. In 2023, GfK joined forces with NIQ, bringing together two industry leaders with unparalleled global reach. With a holistic view of retail and the most comprehensive consumer insights provided by advanced analytics on state-of-the-art platforms, GfK is driving "Growth from Knowledge".

gfk.com/de
linkedin.com/company/gfk



Michael Müller
Managing Director, NIQ/GfK Germany

SEVEN.ONE ENTERTAINMENT GROUP

Seven.One Entertainment Group is a wholly owned subsidiary of ProSiebenSat.1 Media SE. As one of Germany's leading, platform-independent entertainment providers, the company, headquartered in Munich-Unterföhring, has combined all of the ProSiebenSat.1 Group's station brands as well as its content, digital, distribution and marketing business under one roof since 2020. As an agile media company, the Group always concentrates on the needs of its viewers, users and customers and keeps on developing. The focus on local, relevant and live content, and the expansion of the Group's own production business, ensure that the Seven.One Entertainment Group has distinctive content for the German-speaking world.

The Group's own station brands offer high-reach content brands that the whole of Germany talks about. Its in-house Seven.One Media is one of the leading media marketers in German-speaking countries and considered an innovation driver in the ad tech sector. In addition, the Seven.One Entertainment Group bundles all business areas beyond the core business of TV and streaming in its Business and Innovation unit – from the booming audio market to high-quality live events to digital entertainment and influencer business for young target groups.

seven.one



Carsten Schwecke
Chairman of the Management Board, Seven.One Media

MARKENVERBAND

In Germany, the brand industry generates a total brand revenue of just under 1.1 trillion euros and approximately 5.2 million jobs. Established in 1903 in Berlin, the Markenverband (German Brands Association) is the umbrella organisation of the German brand economy and, with around 400 members, is the largest association of its kind in Europe.

Member companies come from a variety of different industries – ranging from the automobile, finance, food and beverage sectors to telecommunications, luxury and lifestyle. Members include companies of all sizes, from SMEs to international corporations such as ABUS, Beiersdorf, Hugo Boss, Coca-Cola, Deutsche Bank, Deutsche Telekom, Falke, Miele, Nestlé, Procter & Gamble, Dr. Oetker, Schamel Meerrettich, August Storck, WMF and many other renowned corporations.

markenverband.de
[linkedin.com/company/markenverband](https://www.linkedin.com/company/markenverband)



Franz-Olaf Kallerhoff
President, Markenverband (German Brands Association)

WIRTSCHAFTSWOCHE

As Germany's leading business magazine, WirtschaftsWoche stands for informative value, well-founded economic analyses and a clear economic and political compass. Its "Think ahead. Get ahead" slogan applies to personal finances, asset accumulation, buying a property, career advancement, managing employees or making decisions for your own company.

The WirtschaftsWoche group of brands offers you the unique opportunity to address decision-maker target groups in a variety of ways: as well as the magazine itself, the website and the app, the media brand also offers a wide portfolio of special publications, newsletters, podcasts and events.

WirtschaftsWoche's tight-knit network of media channels provides insights into the information and user behaviour of the business elite. This makes it an essential component of your communications strategy.

The readers of WirtschaftsWoche belong to Germany's business elite. They are decision-makers in SMEs, primarily male, 30–59 years old, have an above-average disposable income and mainly work in executive roles. Not only do they make investment decisions at work, but also in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – make them an indispensable premium target group.

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Andrea Wasmuth
Managing Director, Handelsblatt Media Group

DIE ZEIT

DIE ZEIT features a broad range of topics and themes: politics and business are central elements in the editorial concept, but there is also ample space for all the other issues that play an important role in modern society such as culture and science, technology and medicine, society and education, travel and lifestyle. The high benchmark it sets for journalism and reporting, as well as the newspaper's excellent credibility and award-winning layout are what make DIE ZEIT such a highly valued source of information.

Since the first issue, published on 21 February, 1946 in Hamburg, DIE ZEIT has become Germany's most-read quality newspaper. Today, the circulation of copies sold tops 600,000 and each issue reaches around two million readers.

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Dr Rainer Esser
CEO, ZEIT publishing group

RMS. DER AUDIOVERMARKTER.

The future sounds good – audio is by far the fastest-growing mass medium. An exciting, dynamic and innovative market that RMS is passionately helping to shape with enthusiasm and curiosity for the possibilities of new technologies and formats.

RMS makes brands audible – everywhere. As an audio marketer with the strongest cross-audience portfolio of radio, online audio streams and podcasts, RMS provides advertisers with the best access to the high impact potential of audio advertising. This includes reach, quality, technology and impact evidence. With smart solutions, sound advice and comprehensive service, they inspire their clients to use the full diversity of the audiosphere in creative, innovative and successful ways. The future of successful brand communication lies in concepts for auditory brand staging.

rms.de
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Cord Hollender
CEO, RMS. Der Audiovermarkter.

MEDIA IMPACT

As the marketer of the Axel Springer portfolio, Media Impact works passionately every day to provide its customers with the ideal stage for their advertising message.

Its mission is to be the fastest and most creative 'customer whisperer' in Germany by using the cross-media power of Germany's leading media brands, such as BILD, WELT and Business Insider, and skilfully combining this with intelligent technology and data solutions.

Together with its cooperation partner Ad Alliance, it reaches up to 90% of the German population in print and digital. Thanks to agile working methods, cross-team structures and regional locations, it is focused on being the best partner for advertisers by being close to their customers.

Media Impact sees itself as a source of inspiration that helps make brands shine, always with an eye on what will be important in the future. The company's actions are geared towards saving resources and CO₂ efficiency in order to make advertising completely climate-friendly.

[linkedin.com/company/media-impact-gmbh-co-kg/](https://www.linkedin.com/company/media-impact-gmbh-co-kg/)
[mediaimpact.de](https://www.mediaimpact.de)



Julia Wehrle
CEO, Media Impact GmbH & Co. KG



BEST BRANDS ARCHIVE



WINNERS 2023

On the following pages, you will find the “Best Brands” winners of all categories since 2008.
All rankings since 2004 can be found on our website: bestbrands.de

BEST BRANDS 2023 — RANKING

	Best Brand Overall	Best of the Best Brands	Best Corporate Sustainability Brand
1 st place	Lego Toys	Lego	dm-drogerie markt
2 nd place	WMF Cookware/silverware/knives	Nivea	Bosch
3 rd place	Adidas Sportswear	Bosch	Deutsche Post DHL
4 th place	Bosch DIY & home improvement electronics	Miele	Miele
5 th place	Nike Sports shoes	Adidas	Audi
6 th place	Weber Barbecues	Samsung	Siemens
7 th place	Samsung Smartphones	WMF	Aldi
8 th place	Sony PlayStation Gaming consoles	Canon	Rossmann
9 th place	Canon Photography	Coca-Cola	EDEKA
10 th place	GoPro Action cams/drones	Apple	REWE



WINNERS 2008—2022

BEST BRANDS 2022 — RANKING

	Best Brand Overall	Best Brand Food & Beverages	Best Brand Travel	Best Hybrid Brand
1 st place	Sony PlayStation Gaming consoles	Rügenwalder Mühle Vegan & vegetarian foods	Booking.com Online travel platforms	DHL Logistics/transport
2 nd place	Bosch DIY & home improvement electronics	Alnatura Organic foods	TUI Package holidays	MediaMarkt Consumer electronics stores
3 rd place	Samsung TV	Funny-frisch Savoury snacks	AIDA Cruises Cruises	Sony PlayStation Gaming consoles
4 th place	Apple Wearables	Coca-Cola Soft drinks	Mercedes-Benz Marco Polo Mobile homes & campervans	IKEA Furniture stores
5 th place	Canon Photography	Kerrygold Butter/margarines/oils	Mein Schiff/TUI Cruises Cruises	Weber Barbecues
6 th place	Lego Toys	Maggi Ready-made meals/convenience products/sauces	Lufthansa Tourist mobility	TUI Package holidays
7 th place	Weber Barbecues	Lindt Confectionery	Steigenberger Hotels	GoPro Action cams/drones
8 th place	WMF Cookware/silverware/knives	Rotkäppchen Sparkling wine/wine	VW California Mobile homes & campervans	DJI Action cams/drones
9 th place	Adidas Sportswear	Alpro Vegan & vegetarian foods	Deutsche Bahn Tourist mobility	Lego Toys
10 th place	Dyson Vacuum cleaners/vacuum robots	Nutella Breakfast products	Hymr Mobile homes & campervans	Samsung TV

BEST BRANDS 2021 — RANKING

	Best Brand Overall	Best Brand Health & Wellbeing	Best Brand Consumer Electronics	Best Brand Customer Centricity
1 st place	Bosch DIY & home improvement electronics	Alnatura Organic foods	Samsung TV	Amazon Online shopping
2 nd place	Lego Toys	Braun Health technology	Sony Playstation Gaming consoles	Samsung Smartphones
3 rd place	WMF Cookware/cutlery/knives	Weleda Natural cosmetics	GoPro Action cams/drones	DHL Logistics/transport
4 th place	Samsung TV	Apple Wearables	Canon Photography	PayPal Banks & payment service providers
5 th place	Weber Barbecue	Alpro Vegan/vegetarian foods	Nintendo Gaming consoles	Booking.com Travel & accommodation
6 th place	Compo Plant care/protection	Bosch Kitchen appliances	Apple Computer hardware (PC, laptop, tablet)	Bosch DIY & home improvement electronics
7 th place	Alpina Decorate & renovate	Rügenwalder Mühle Vegan/vegetarian foods	Bose Audio	Google Online platforms
8 th place	Adidas Sports shoes	Doppelherz Nutritional supplements	DJI Action cams/drones	Lego Toys
9 th place	Gardena Gardening equipment	Voltaren Pharmacy-only medications	HP Computer accessories	Weber Barbecues
10 th place	Coca-Cola Soft drinks	Bepanthen Pharmacy-only medications	JBL Audio	GoPro Action cams/drones

BEST CORPORATE BRANDS 2008—2020

	2020 Europe	2019 International	2018 Europe	2017 International	2016 Europa	2015
1 st place	Adidas	Adidas	Ikea	BMW	Porsche	Miele
2 nd place	Ikea	BMW	Adidas	Porsche	BMW	Audi
3 rd place	Porsche	Porsche	BMW	Adidas	Bosch	Daimler
4 th place	Audi	Audi	Audi	Audi	Ikea	Bosch
5 th place	Ferrari	Bosch	Porsche	Daimler	Adidas	Adidas
6 th place	Bosch	Volkswagen	Bosch	Miele	Audi	BMW
7 th place	BMW	Puma	Daimler	Bosch	Miele	Volkswagen
8 th place	Ferrero	Dr. Oetker	Michelin	SAP	Michelin	Porsche
9 th place	L'Oréal	Miele	Miele	Siemens	Nestlé	Siemens
10 th place	Miele	SAP	L'Oréal	Bayer	L'Oréal	Henkel

	2014 International	2013	2012 International	2011	2010	2009	2008
1 st place	BMW	Amazon	BMW	Volkswagen	Google	Google	Lufthansa
2 nd place	Audi	Volkswagen	Audi	Miele	Audi	Lufthansa	Aldi
3 rd place	Porsche	Audi	Volkswagen	Audi	Volkswagen	Miele	Adidas
4 th place	Volkswagen	Miele	Bosch	Lufthansa	Lufthansa	Adidas	Miele
5 th place	Bosch	Siemens	Siemens	Siemens	Miele	Volkswagen	Google
6 th place	Siemens	BMW	Miele	Daimler	Daimler	BMW	Siemens
7 th place	Daimler	Lufthansa	Porsche	ADAC	BMW	Bosch	Microsoft
8 th place	Adidas	ADAC	Adidas	Adidas	Aldi	Audi	BMW
9 th place	Miele	Adidas	Daimler	BMW	Adidas	Microsoft	Audi
10 th place	Henkel	Daimler	Beiersdorf	Aldi	Siemens	eBay	Amazon

BEST PRODUCT BRANDS 2008—2020

	2020	2019	2018	2017	2016	2015
1 st place	WMF	Lego	Nivea	Coca-Cola	Nivea	Bose
2 nd place	Samsung TV	Bosch	Bosch <small>DIY & home improvement electronics</small>	Nivea	Coca-Cola	Nivea
3 rd place	Lego	Samsung	Coca-Cola	Bose	Samsung <small>TV, DVD, Blu-Ray</small>	Lindt
4 th place	Bosch <small>DIY & home improvement electronics</small>	Adidas	WMF	Rotkäppchen	Rotkäppchen	Lego
5 th place	Nivea	WMF	Samsung <small>TV, DVD, Blu-Ray</small>	Bosch <small>DIY & home improvement electronics</small>	Lego	Miele <small>Large household appliances</small>
6 th place	Gardena	Microsoft	Adidas	Apple <small>Smartphones & wearables</small>	Bosch <small>DIY & home improvement electronics</small>	Coca-Cola
7 th place	Adidas	Nivea	Lego	WMF	Persil	Apple <small>Telecommunications</small>
8 th place	Microsoft	Sony PlayStation	Sony PlayStation	Samsung <small>TV, DVD, Blu-Ray</small>	WMF	Samsung <small>TV, DVD, Blu-Ray</small>
9 th place	Rotkäppchen	Gardena	Bose	Oral-B	Apple <small>Telecommunications</small>	Persil
10 th place	Coca-Cola	Canon	Funny-frisch	Miele	Lindt	Bosch

	2014	2013	2012	2011	2010	2009	2008
1 st place	Nivea	Nivea	Apple	Lego	Lego	Miele	Canon
2 nd place	Lego	Apple	Nivea	Miele	Miele	Canon	Adidas
3 rd place	Bose	Lego	Miele	Nivea	Nivea	Elmex	Tchibo
4 th place	Miele	Miele	Lego	Tchibo	Elmex	Tchibo	Miele
5 th place	Canon	Gillette	Coca-Cola	Rotkäppchen	Microsoft	Microsoft	Rotkäppchen
6 th place	Gillette	Triumph	Canon	Triumph	Rotkäppchen	Lego	Lego
7 th place	Samsung TV, DVD, Blu-Ray	Adidas	Tchibo	Gillette	Esprit	Nivea	Triumph
8 th place	Apple	Coca-Cola	Gillette	Microsoft	Freixenet	Coca-Cola	Nokia
9 th place	Rotkäppchen	Rotkäppchen	Rotkäppchen	Canon	Triumph	Rotkäppchen	Miele
10 th place	Lindt	Lindt	Adidas	Langnese	Canon	Adidas	Nivea

BEST GROWTH BRANDS 2008—2020

	2020	2019	2018	2017	2016	2015
1 st place	Char-Broil	Lillet	Lay's	Duplo Ferrero	WMF	Nike Sports shoes
2 nd place	Bugatti	Tefal	Airbnb	Perwoll	Husqvarna	Sony Photography
3 rd place	Dyson	Under Armour	Nintendo	Miele	Sony Photography	Western Digital
4 th place	Huawei	Puma	Huawei	Tefal	Ritter Sport	Asus
5 th place	JBL	Nintendo	Asus	Beck's	LG TV, DVD, Blu-Ray	Fissler
6 th place	Jack Daniel's	Lloyd	Booking.com	Baileys	Bosch Gardening equipment	Lenovo
7 th place	Napoleon	Huawei	Sonos	Makita	Ford	Hyundai
8 th place	Tommy Hilfiger	Dyson	Ariel	Granini	Weihenstephan	Somat
9 th place	Aperol	Ecco	Dyson	Sony	Zewa	Captain Morgan
10 th place	Fiskars	Aperol	Nike	Bose	Apple Telecommunications	Havana Club

	2014	2013	2012	2011	2010	2009	2008
1 st place	Captain Morgan	Samsung	HTC	Apple	Samsung	Mey	Sony Ericsson
2 nd place	Schöner Wohnen Farbe Paints	De'Longhi	Aperol	LG	Acer	Samsung	Panasonic
3 rd place	LG Telecommunications	Apple	Apple	Tamaris	Punica	Nike	Brise
4 th place	Harman	Triumph	Base	Base	Lenovo	Landliebe	Triumph
5 th place	Tom Tailor	Fit	Havana Club	De'Longhi	Echter Nordhäuser	Weihenstephan	Samsung
6 th place	Ehrmann	Lenor	Barbie	Pampers	H&M	Technics/Panasonic	E-Plus
7 th place	WC Frisch	Nur Die	Geox	Zewa	Hohes C	Puma	Dallmayr
8 th place	Samsung TV, DVD, Blu-Ray	Asics	Jacobs	Frosch	Granini	Sony Ericsson	Brax
9 th place	Persil	Yamaha	Samsung	Acer	Pelikan	Ramazotti	Esprit
10 th place	Frosch	Nikon	Alpina	Volvic	Dallmayr	Nikon	HP

SPECIAL CATEGORIES 2008—2020

Beste ...	2020 Future Tech Brand	2020 Sustainability Organisation	2019 Digital Life Brand	2018 Millennials' Brand	2017 Future Mobility Brand	2016 E-Commerce Brand	2015 Fashion Brand
1 st place	Dyson Vacuum cleaners	WWF	Amazon	Nike	Tesla	Amazon	Hugo Boss
2 nd place	Siemens Cooking	Greenpeace	Google	Sony PlayStation	Öffi	Rewe	Bogner
3 rd place	JBL Headsets	NABU	Apple	Netflix	BMW	Douglas	Wellensteyn
4 th place	Samsung TV	Fairtrade	Samsung	Adidas	Audi	Ikea	Tommy Hilfiger
5 th place	Apple Headsets	BUND	PayPal	Spotify	Call a Bike	Lidl	Desigual
6 th place	Sonos Audio home systems	Demeter	Bosch	Samsung Smartphones & wearables	Mercedes-Benz	eBay	Jack Wolfskin
7 th place	Bose Speakers	Blauer Engel	Microsoft	Coca-Cola	Google	MediaMarkt	Marc Cain
8 th place	Liebherr Refrigerators	Plant-of-the-Planet	Siemens	Nintendo	DriveNow	H&M	Superdry
9 th place	Philips Coffee machines	Bioland	WhatsApp	H&M	Flinkster	Zalando	Camp David
10 th place	Fujifilm Printers	Rettet den Regenwald e.V.	FritzBox!	Red Bull	Car2Go	Booking.com	Olymp

Best ...	2014 Beauty Brand	2013 Sports Brand	2012 Retailer Brand Non-Food	2011 Service brand	2010 Sustainability Brand	2009 Design Brand	2008 Luxury Automobile
1 st place	Chanel	Adidas	Amazon	Kempinski	Henkel	Artemide	Aston Martin DB9
2 nd place	Christian Dior	Jack Wolfskin	dm	ING-DiBa	Linde	Rolf Benz	Lamborghini Murciélago
3 rd place	Sisley	Nike	Ikea	Lufthansa	BMW	Alessi	Audi R8
4 th place	Kanebo	Odlo	Hugendubel	HUK	Volkswagen	Vitra	Ferrari 599 GTB Fiorano
5 th place	Mac	Puma	Budnikowsky	Steigenberger	Miele	Rosenthal	Lamborghini Gallardo
6 th place	Giorgio Armani	Lowa	Thalia	DHL	Siemens	Ritzenhoff	Mercedes SLR
7 th place	Givenchy	Asics	Peek & Cloppenburg	Sparkasse	Fresenius Medical Care	Villeroy & Boch	Aston Martin V8 Vantage
8 th place	Juvena	Schöffel	Esprit	Vodafone	RWE	Ligne Roset	Maybach
9 th place	Guerlain	Globetrotter	Rossmann	SAP	EnBW	Robbe & Berking	Ferrari 612 Scaglietti
10 th place	Shiseido	Reebok	Karstadt	Air Berlin	Audi	Tobias Grau	Porsche 911

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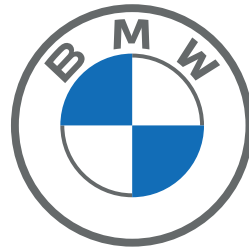
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Martin Waßmer
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