The FutureBrand Index

2014–2024: What's changed, what's stayed the same?

FUTUREBRAND

A unique perception study that surveys informed business professionals about the world's largest brands. October 2024

10 years and counting...

Welcome to our latest FutureBrand Index results, a unique look at the complexities and challenges faced by brand leaders worldwide.

Jeff Bezos:

"I very frequently get the question, "What's going to change in the next ten years?" And that is a very interesting question; it's a very common one. I almost never get the question, "What's not going to change in the next ten years?" And I submit to you that that second question is actually the more important of the two, because you can build a business strategy around the things that are stable in time."

Before getting into the details, take a moment to think back to 2014: Kim Kardashian broke the internet, Russian forces began the annexation of Crimea, a country music artist named Taylor Swift released her first pop album and the world gathered around TV screens during the summer for the World Cup.

Ten years later, Russia is still at war with Ukraine, the Taylor Swift tour is a major cultural and economic force to be reckoned with, and the world gathered around TV screens during the summer for the Olympics. The Kardashian clan is still on TV, although Kim's interests lie more with the law than celebrity these days.

The point of this story is that in an industry preoccupied with change, it's sometimes worthwhile to pause and reflect on those things that remain unchanged: the universal and perennial behaviours that create a future brand.

As the FutureBrand Index hits its 10-year anniversary, this is the perfect opportunity to look beyond the episodic drama of year-on-year changes, and get a widescreen view of a decade in brand. We reveal the choices leaders can make to close the gap between purpose and experience, helping them grow successfully.

As always, it's what we as a community do with these findings that enriches the future of the businesses with which we work, today and tomorrow.

Best,

Nick Sykes, CEO, FutureBrand



Copyright © 2024 FutureBrand

Contents

What's changed, what's stayed the same? 4

Strategies for the future 5
A fine decade for brands 6
Frames for growth: Which brand are you? 9
The evolving global landscape 10
Brands and fans, there for each other 11

The ultimate future brands: Unlocking long term value 12

What is a future brand? 13
The attributes of a future brand 14
The ultimate future brands: 15
- Samsung 16
- Apple 17
- Disney 18
- Nike 19

Risers and Fallers 20

Net risers: On the money 21
Net fallers: Under pressure 22
Falls from grace: What went wrong? 23
Sector analysis 24

Top 100 Brands 2024 25

Methodology: The science behind the stories 31

Summary 32

Copyright © 2024 FutureBrand

2014 vs. 2024

What's changed, what's stayed the same?

Copyright © 2024 FutureBrand

Strategies for the future

Over the past ten years, we've witnessed the evolution of global giants, the rise of new challengers, and the enduring power of brands that stay true to their purpose and deliver it through experience. This report doesn't just applaud the brands that thrived – it breaks down the strategies every future brand must embrace to stay relevant and win in a fast-moving world.

Whether you're steering an established brand that's been a fixture of its industry for decades or growing a disruptor that's turning its sector upside down, these insights are your roadmap for the next ten years of brand leadership.

1 Brand perception must be a C-suite obsession

Purpose-driven leadership needs to run through the DNA of every decision, shaping products, services, and experiences from the top down. No shortcuts, no half-measures.

2 Adapt or double down

The most successful brands do one of two things: they constantly evolve to meet market demands, or they go all-in on what makes them great. Either way, total commitment to brand is non-negotiable.

3 Purpose drives profit

In 2024, purpose isn't a buzzword – it's the backbone of profitability. Customers demand more than good products; they want brands that stand for something real, sustainable, and innovative. The brands that lead across purpose attributes are the ones shaping the future.

4 The world is your competition

The US no longer dominates the top of the FutureBrand Index – brands from APAC and other regions are stepping up. This is a global playing field that requires new levels of brand leadership.

5 Loyalty is a lifeline

Strong emotional connections with customers act as a protective shield in times of crisis, proving that brand love can weather even the toughest of storms.

Copyright © 2024 FutureBrand

A fine decade for brands

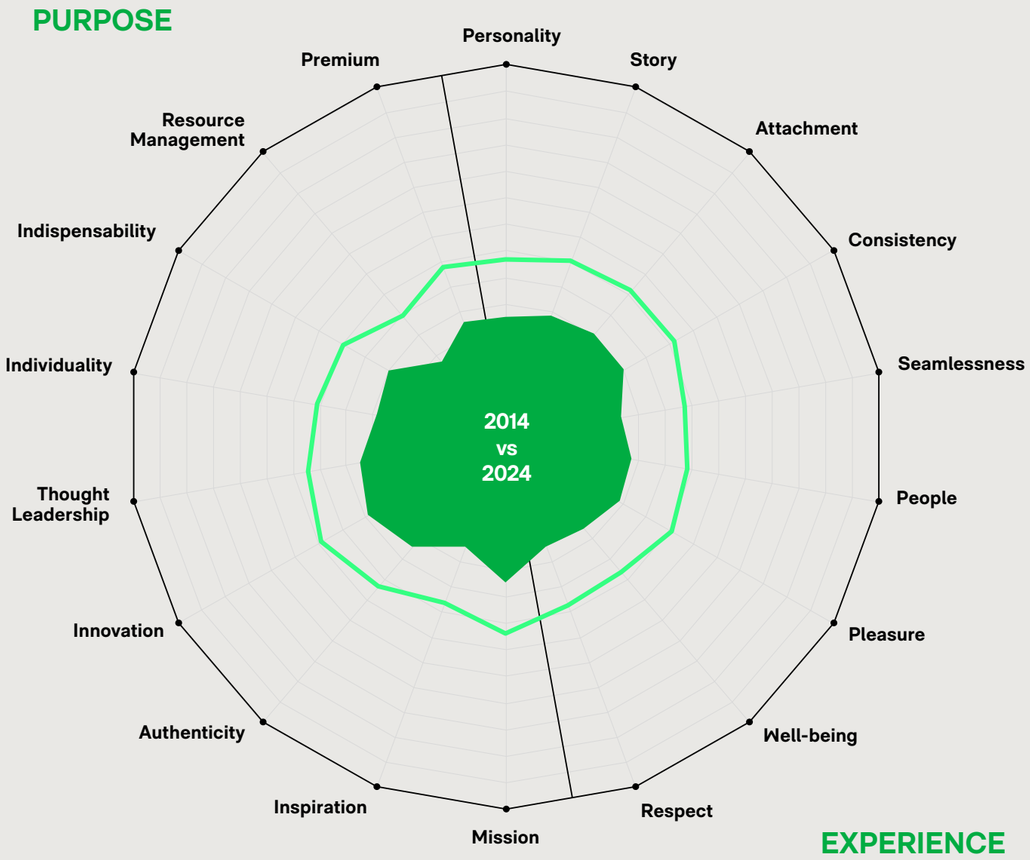
What does this tell us?

It's clear that better management and nurturing both experience and purpose are driving this upward trend. In a world where we all expect more, the ability to balance both aspects is the defining hallmark of an effective future brand.

The first decade of the FutureBrand Index has been a golden era for brands and the good news is that it's not over yet.

How do we know this? Almost all the average scores for our 18 key attributes have risen, suggesting that brands are being managed more effectively than ever before.

This isn't just a stroke of luck – it's a testament to smarter strategies and a deeper understanding of the importance of brand perception at the highest levels of company leadership.



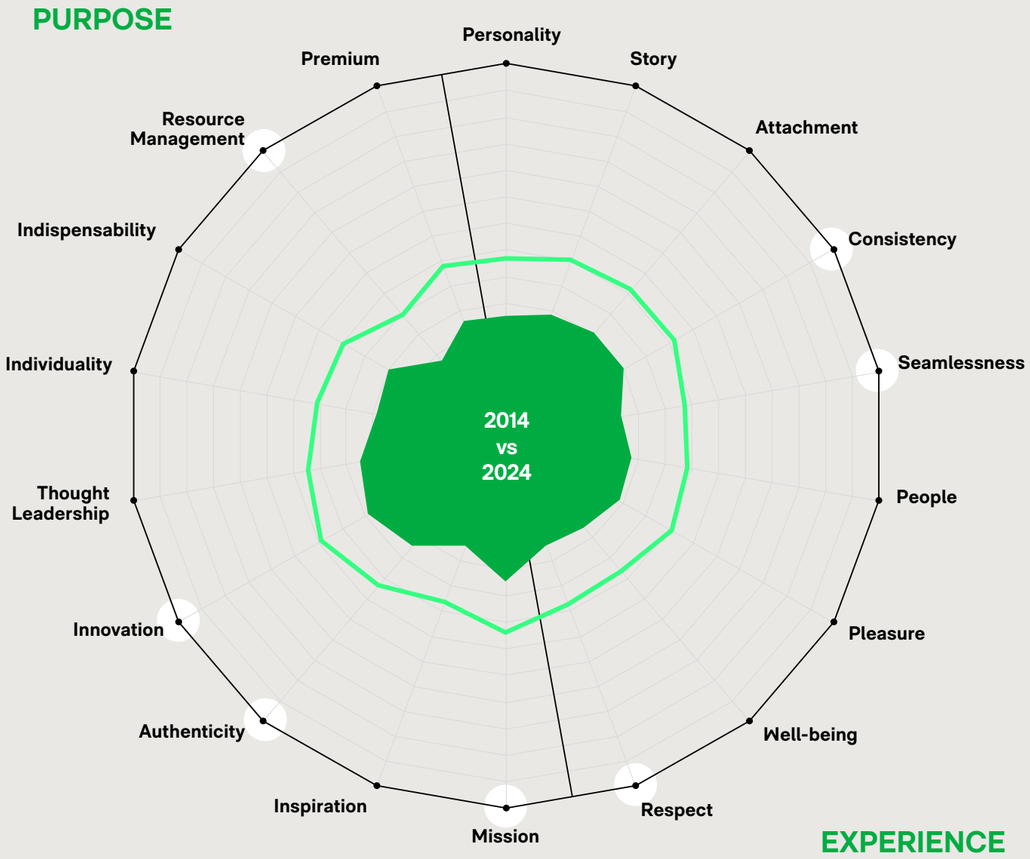
Copyright © 2024 FutureBrand

Create a compelling brand experience

Over the past ten years, attributes like Consistency and Seamlessness saw significant gains, with Seamlessness jumping from 22% in 2014 to 34% in 2024, and Consistency leaping from 25% to 36%. Today's consumer now enjoys smoother interactions and more reliable brand experiences. Respect also improved from 22% to 34%, showing a greater emphasis on customer satisfaction and overall happiness.

Taking pride in purpose

On the purpose front, brands are making strides too. Resource Management saw the most significant improvement, soaring from 18% in 2014 to 30% in 2024, reflecting the broader consumer demand, increased sustainability and responsible practices. Mission, Authenticity, and Innovation also substantial increases, with Mission climbing from 27% to 37% and Authenticity from 27% to 37%, reflecting the growing consumer demand for companies that are genuine, forward-thinking, and impactful.



Copyright © 2024 FutureBrand

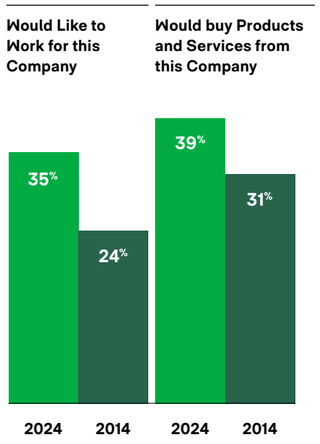
Let personality shine

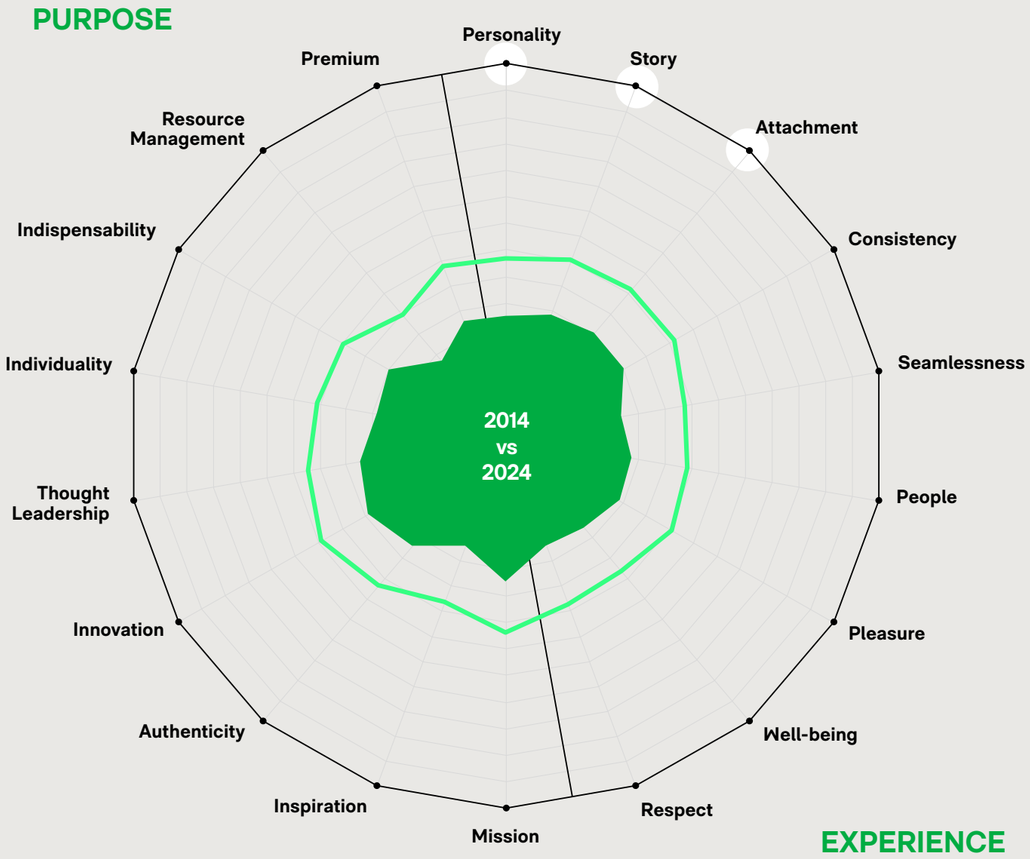
If this was a school report, we've reached a section called 'room for improvement'. The average Personality score has dropped from a peak of 36% in 2022 to 33% in 2024. Similarly, Story and Attachment experienced modest drops, suggesting that while brands have excelled in many areas, maintaining a unique and engaging narrative remains a challenge. These declines might also reflect the difficulty brands face in constantly reinventing themselves and staying relevant in a fast-paced market.

Appealing in every way

Over the last decade, companies in the Index have stepped up their game, becoming more attractive both as places to work and as brands to buy from. In 2014, just 24% of people were interested in working for these companies, but by 2024, that number jumped to 35%. This indicates that a compelling employer brand is a hallmark of the future brand.

On the buying side, the story is similar: willingness to buy products and services from companies on the Index rose from 31% to 39% over the same period. Clearly, better brand management is paying off, making these companies a hit with both potential employees and customers.





Copyright © 2024 FutureBrand

Frames for growth: Which brand are you?

Adaptable vs Slow and steady

Both strategies can work for a future brand, as they both allow a balance of brand purpose and experience.

Over the past decade, two growth strategies have emerged: adaptability and a more steady approach.

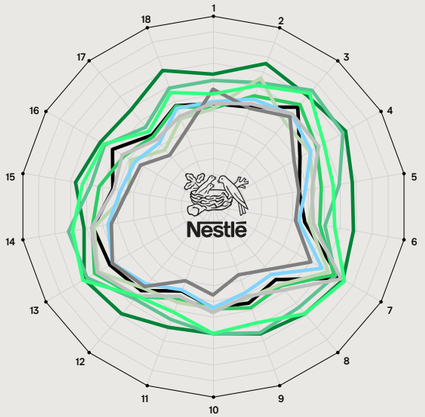
Adaptable brands pivot. They constantly evolve the role and relevance of their offer, whether responding to changing markets – or shaping them.

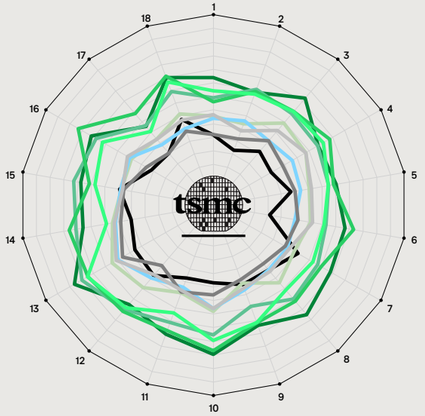
Steady brands know what makes them meaningful and double down, time and time again.

Our research shows that both approaches are viable. Both also carry risk. Constant pivots can go awry, but course correction is easier when strong brand goodwill exists.

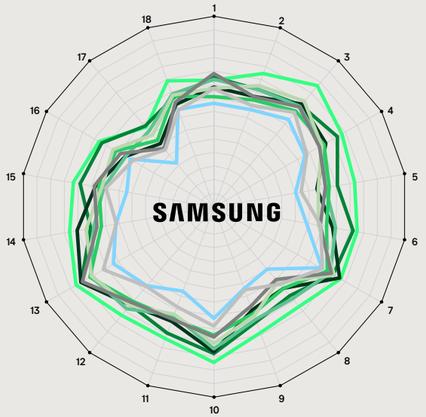
Steadier brands can be too cautious, missing opportunities, playing catch-up, or fading into the background. A strong sense of why your brand exists makes unfamiliar leaps more successful. It will be interesting to see if businesses like General Electric, IBM, and Pepsi, all notable absences from this year's ranking, step it up.

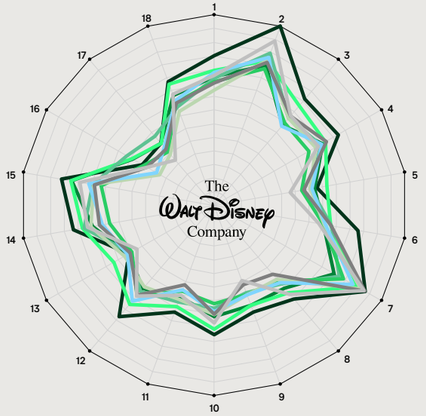
Adaptive





Steady





Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

2024
2023
2022
2021
2020
2018
2016
2015
2014

Samsung: Held onto strengths like Innovation, Mission and Pleasure, strengthened out on sustainability, Trust and Indispensability

Disney: Held onto all attributes, strengthened on Story and Pleasure

Nestlé and TSMC: Both have pivoted to accentuate different attributes at different times to reflect market, consumer and culture. TSMC markedly so since 2020.

Copyright © 2024 FutureBrand

The evolving global landscape

2014–2024: A snapshot

In 2014, seven of the top ten brands were from the US.

By 2024, the top ten is much more varied, with four US brands and five from APAC and the Middle East.

APAC and the Middle East are investing in brand, especially in a B2B setting, at levels that match the pace previously seen in just the US and Europe. The good news: there is maturity in the space. The bad news: this is a much more competitive environment.

FBI Global Ranking	2014	Country	2024	Country
1	Google		SAMSUNG	
2			Reliance Industries Limited Growth is Life	
3	Microsoft			
4	The Walt Disney Company			
5	SAMSUNG		ASML	
6	intel.		danaher	
7	TOYOTA		The Walt Disney Company	
8	Johnson&Johnson		MOUTAI	
9	IBM		tsmc	
10	Unilever		IHC	

Copyright © 2024 FutureBrand

Brands and fans, there for each other

What does this tell us?

Brands can use this optimism to their advantage. Show resilience, communicate recovery plans clearly, and brands could not just maintain but even strengthen brand loyalty.

Love will keep us together

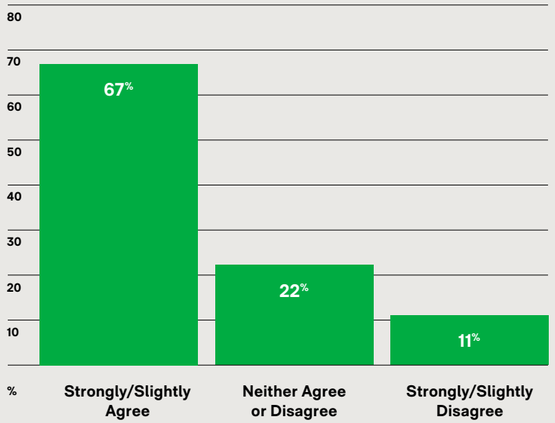
When financial instability strikes, some brands are protected by a strong base of loyal fans. Our research shows that 67% of consumers say they'd continue supporting a company they admire, even when it's going through tough times. This shows that loyalty isn't just about the good times; it's about the emotional connection consumers feel with a brand's story and values.

Meanwhile, 22% of people are on the fence – but their indifference means they're open to persuasion. With the right brand activity, these neutrals could easily be swayed into becoming full-blown supporters.

Against all odds?

Even better news for brands in a bind: 71% of people think a company can come out stronger after a financial stumble, showing there's an opportunity to leverage the goodwill and loyalty towards that has been built up over time. This is where adaptable brands can thrive: recovering quickly from any misteps. This belief in second chances is a goldmine for businesses looking to regain their footing. Everyone loves a good comeback story, and it turns out we're willing to bet on our favourite brands to pull through and thrive.

Financial Instability: Continue to Support

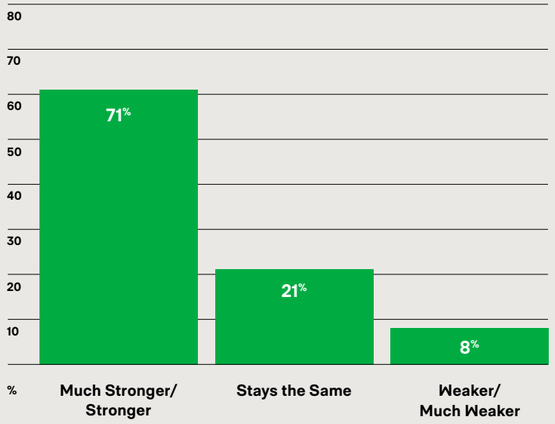


People who would continue to support a company through financial instability

67%

Q19: If a company I admire experiences financial instability, such as financial decline, bankruptcy or insolvency, I would still want to continue to support them?

Financial Instability: Perceptions of a Company I Love



People who feel a company would be stronger after financial instability

71%

Q20: Thinking about when a company you love recovers from financial instability, do you feel it would be stronger, weaker or the same as prior to the financial instability?

Copyright © 2024 FutureBrand

2014 vs. 2024

The ultimate future brands: Unlocking long term value

Copyright © 2024 FutureBrand

What is a future brand?

A future brand is a brand poised for future success. It is one that is perceived to balance a strong sense of purpose with a universally great experience right across its value chain.

A future brand performs consistently and universally well on the 18 attributes we measure in the Index.

Why does it matter?

By understanding what drives brand perception today, we can help organisations apply those principles to increase their chances of future success.

Copyright © 2024 FutureBrand

The attributes of a future brand

The FutureBrand Index assesses each company's brand strength across 18 key attributes that tap into Experience and Purpose.

1	Builds a strong emotional connection Personality, Story, Attachment	EXPERIENCE
2	Engaging experience at every touchpoint Consistency, Seamlessness, People	EXPERIENCE
3	Makes lives better Pleasure, Well-being, Respect	EXPERIENCE
4	Delivers sustainable value Premium, Resource Management, Indispensability	PURPOSE
5	Redefines the category Individuality, Thought Leadership, Innovation	PURPOSE
6	Has a clear vision for the future Authenticity, Inspiration, Mission	PURPOSE

Copyright © 2024 FutureBrand

The ultimate future brands

In a decade of the Index, 48 brands have appeared in every edition, but three brands emerge as consistently high performing future brands: Samsung, Apple and Walt Disney.

Their success stems from strong brand personalities, deep consumer attachment, and consistent strategies. All three stand out with distinct attributes like Authenticity and Innovation, forging emotional bonds through high scores in Inspiration and Attachment. This emotional connection drives loyalty and repeat business. Strategic consistency ensures reliable brand experiences, while their forward-thinking approach keeps them ahead of trends.

Despite some fluctuations in Resource Management, their premium perception remains. By mastering authenticity, innovation, and emotional engagement, these brands continue to dominate the market.

Building a future brand

Strong brand personalities

Deep consumer attachment

Consistent strategies

Copyright © 2024 FutureBrand

1 ↑4

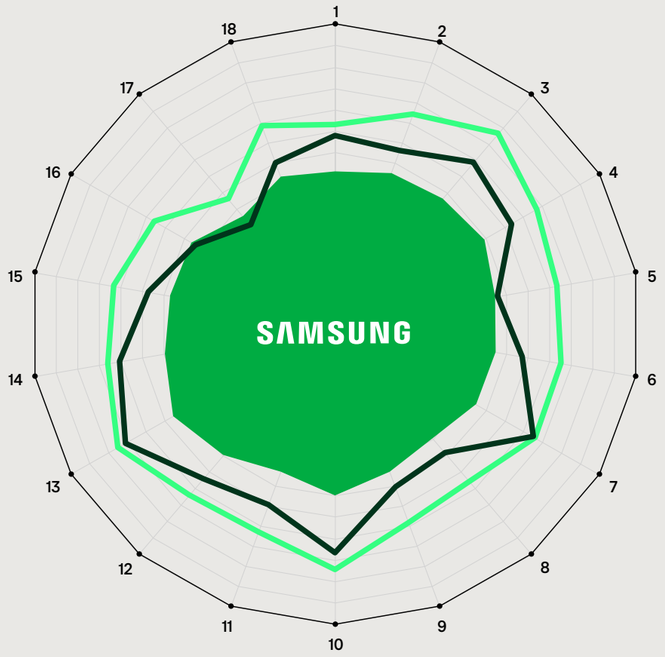
Samsung: The emotionally intelligent innovator

Samsung's success is rooted in its strong focus on key attributes like Personality, Story, and Innovation. The brand excels in creating emotional connections, offering seamless and pleasurable experiences that resonate with consumers.

High scores in Authenticity, Thought Leadership, and Well-being underscore Samsung's role as a trusted industry leader aligned with contemporary values. By continually innovating and maintaining consistency, Samsung has built a loyal customer base and a reputable brand image.

Samsung's commitment to sustainability, resource management, and premium quality further solidifies its relevance and cherished status among consumers, driving its ongoing success.

Year	Ranking
2024	1
2023	5
2022	11
2021	13
2020	3
2018	9
2016	3
2015	7
2014	5



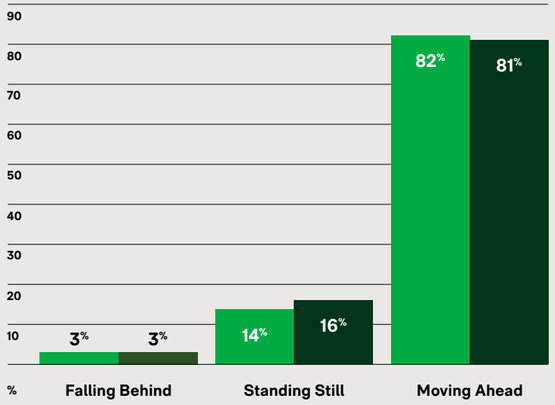
Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2024)
2024
2014

Samsung – Today and 3 Years' Time (Q11 and Q12)

Moving ahead in 3 years' time average = 60%



Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time

Copyright © 2024 FutureBrand

3 ↓2

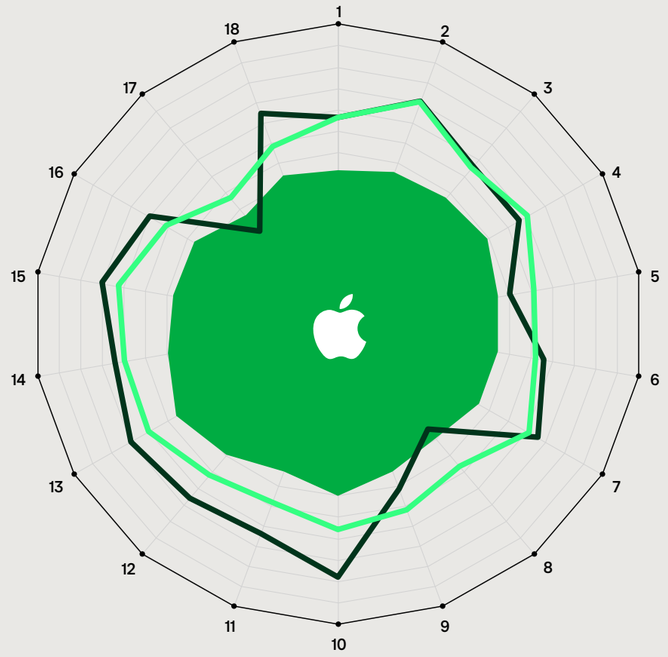
Apple: The masterclass in brand loyalty and innovation

Apple's success hinges on its ability to forge strong emotional connections and deliver consistently seamless experiences. With a focus on Personality, Story and Innovation, Apple has created a brand that deeply resonates with consumers, driving loyalty and trust.

High scores in Consistency, customer engagement and Well-being highlight Apple's dedication to human-centric experiences. Its clear Mission and innovative edge keep Apple at the industry's forefront, while strong Thought Leadership and Authenticity affirm its status as a trusted leader.

Apple's blend of premium quality, sustainability and innovation ensures it remains indispensable in the modern world.

Year	Ranking
2024	3
2023	1
2022	7
2021	2
2020	1
2018	4
2016	1
2015	2
2014	4

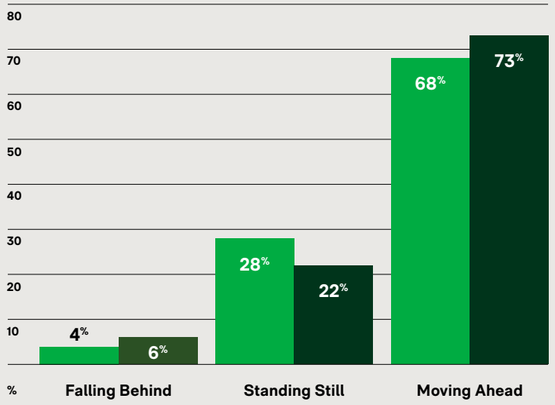


Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2024)
2024
2014

Apple – Today and 3 Years' Time (Q11 and Q12)
Moving ahead in 3 years' time average = 60%



Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time

Copyright © 2024 FutureBrand

7 ↑19

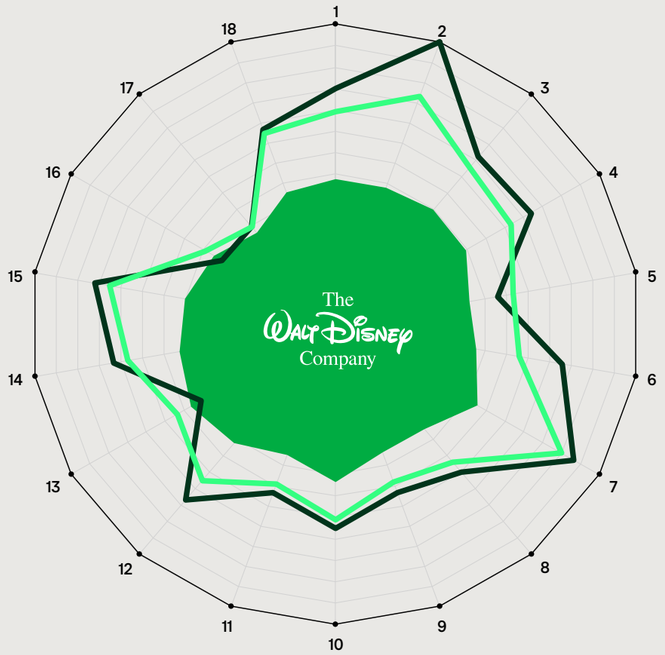
Disney: Always building a magic kingdom

Disney's secret sauce is its unparalleled ability to create magical worlds and forge deep emotional connections. By focusing on Personality, Story and Pleasure, Disney has built a brand that captivates hearts and sparks joy, transforming casual viewers into lifelong fans.

Wherever it appears, the Disney brand is instantly recognisable as a symbol of consistency and quality: from films and theme parks to cruises or its Disney+ streaming platform. Disney shines with high scores in Consistency and Seamlessness, proving its commitment to delighting audiences at every touchpoint. By prioritising Well-being and Respect, Disney ensures that every interaction is filled with warmth and wonder, making it a beloved brand across the globe.

Anchored by a clear mission ("to entertain, inform and inspire people around the globe through the power of unparalleled storytelling"), the Disney brand is effective in every sector it touches. This is possible thanks to the high value it places on effective storytelling at every touchpoint, confirming Disney's role as an enduring part of the cultural fabric and as a formidable future brand.

Year	Ranking
2024	7
2023	26
2022	27
2021	26
2020	17
2018	1
2016	4
2015	4
2014	3

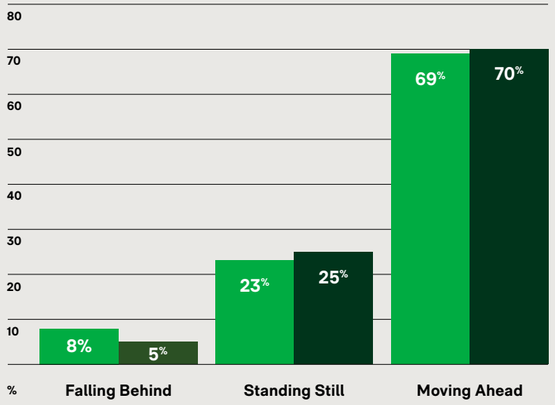


Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2024)
2024
2014

Disney – Today and 3 Years' Time (Q11 and Q12)
Moving ahead in 3 years' time average = 60%



Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time

Copyright © 2024 FutureBrand

4 ↑8

Nike: A future brand under pressure

Being a future brand at the top of the ranking doesn't protect you from tricky situations. Nike is our 'one to watch'.

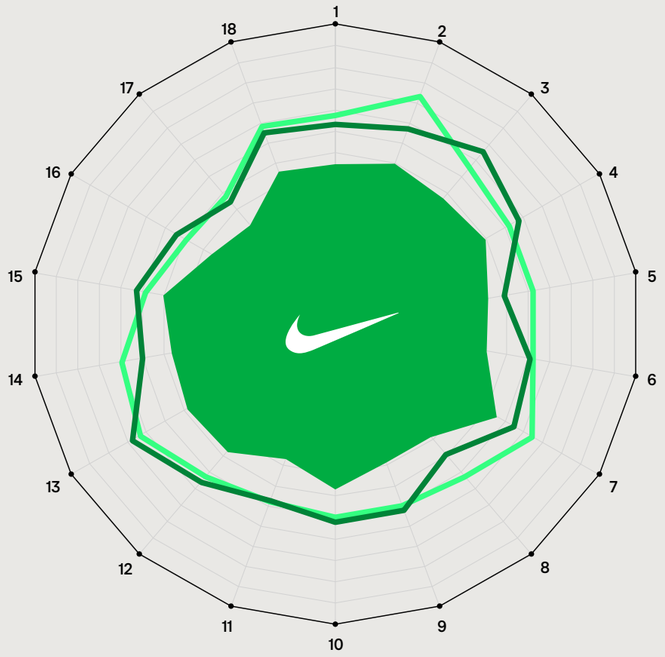
After a $25 billion Market Capitalisation drop in a single day earlier this year, it's possible the shift to a direct-to-consumer focus approach hasn't landed as hoped. Decisions to cut wholesale partnerships and embrace a centralised, data-driven marketing strategy seemed promising at first, but as the dust settled, so did Nike's fortunes.

By narrowing its focus to existing customers and pushing digital sales, Nike has seen unexpected challenges – inventory woes, shrinking margins, and frustrated retail partners. The iconic brand, known for inspiring everyone to "just do it," now faces the reality of having to pivot its strategy once again.

What does this tell us?

This is where Nike's future brand mentality could be its greatest asset. Nike's strong brand perception and financial stability mean it has the resources for a comeback. The question is whether the company, and its new/returning CEO, can find the right balance between innovation and tradition to reclaim its footing in a rapidly changing market. It will be interesting to see how Nike performs in the next edition of the Index.

Year	Ranking
2024	4
2023	12
2022	22
2021	33
2020	6
2018	6
2016	11
2015	24
2014	–

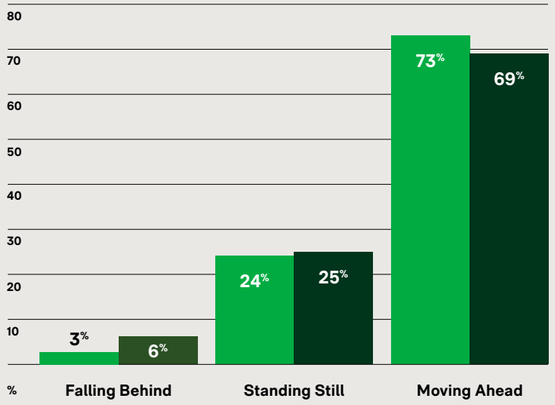


Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2024)
2024
2023

Nike – Today and 3 Years' Time (Q11 and Q12)
Moving ahead in 3 years' time average = 60%



Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time

Copyright © 2024 FutureBrand

2014 vs.
2024

Risers and Fallers

Copyright © 2024 FutureBrand

Net risers: On the money

What does this tell us?

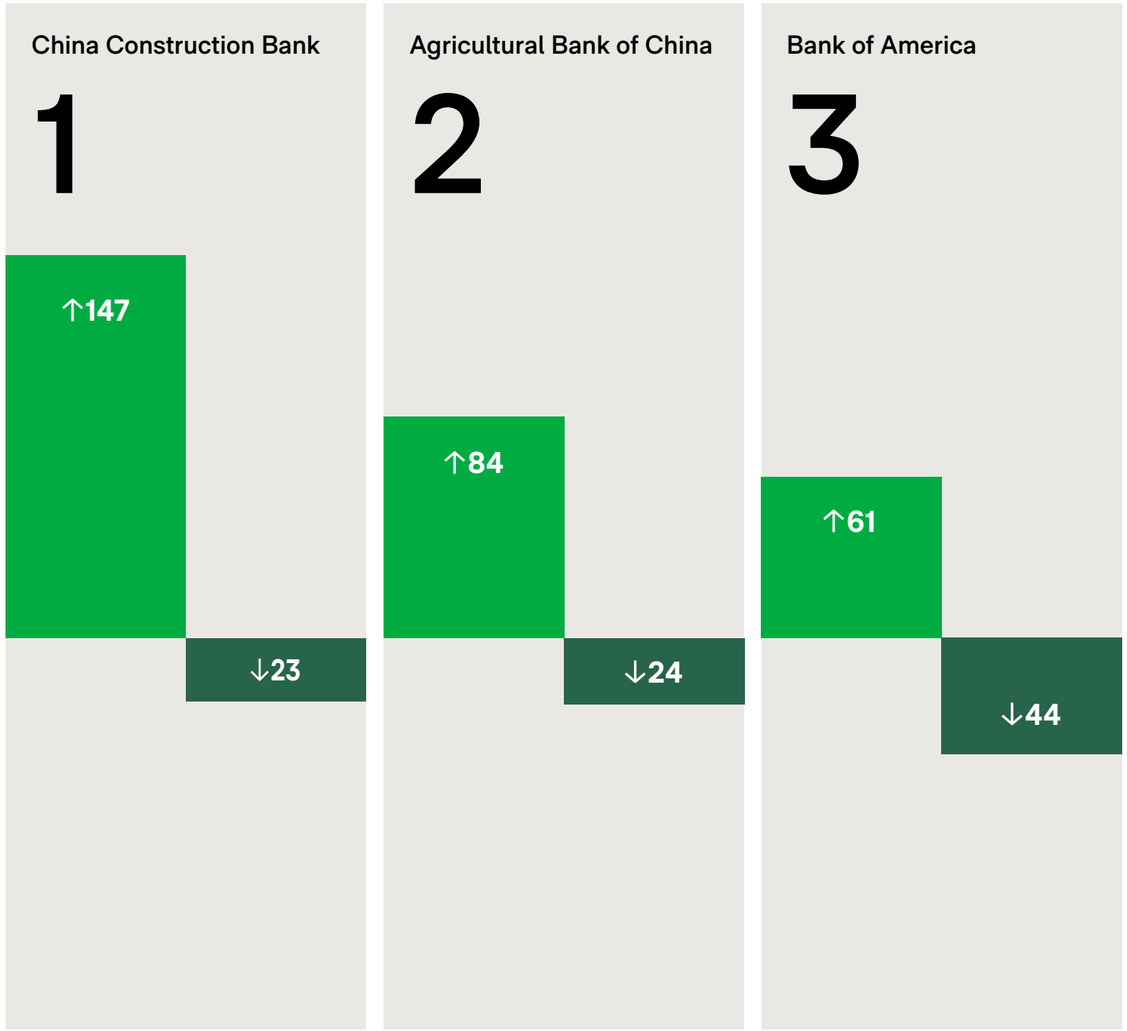
Consistency, reliability and indispensability pays off.

What happened in ten years? Over the years, most brands have moved up and down the index. Finance brands dominated the top three net risers of the decade.

China Construction Bank and the **Agricultural Bank of China** are two of China's 'Big Four' banks (and all four are in the 2024 Index). Their success shows how dominant brands can thrive in specialised markets, with limited competition.

Meanwhile **Bank of America** has enjoyed recent success (rising 27 places this year), likely down to significant improvements in the digital experience across the brand (the bank recently unified five apps into one), boosting the bank's perception as an innovator.

Top three net risers of the decade



Copyright © 2024 FutureBrand

Net fallers: Under pressure

What does this tell us?

Societal pressures trouble our net fallers.

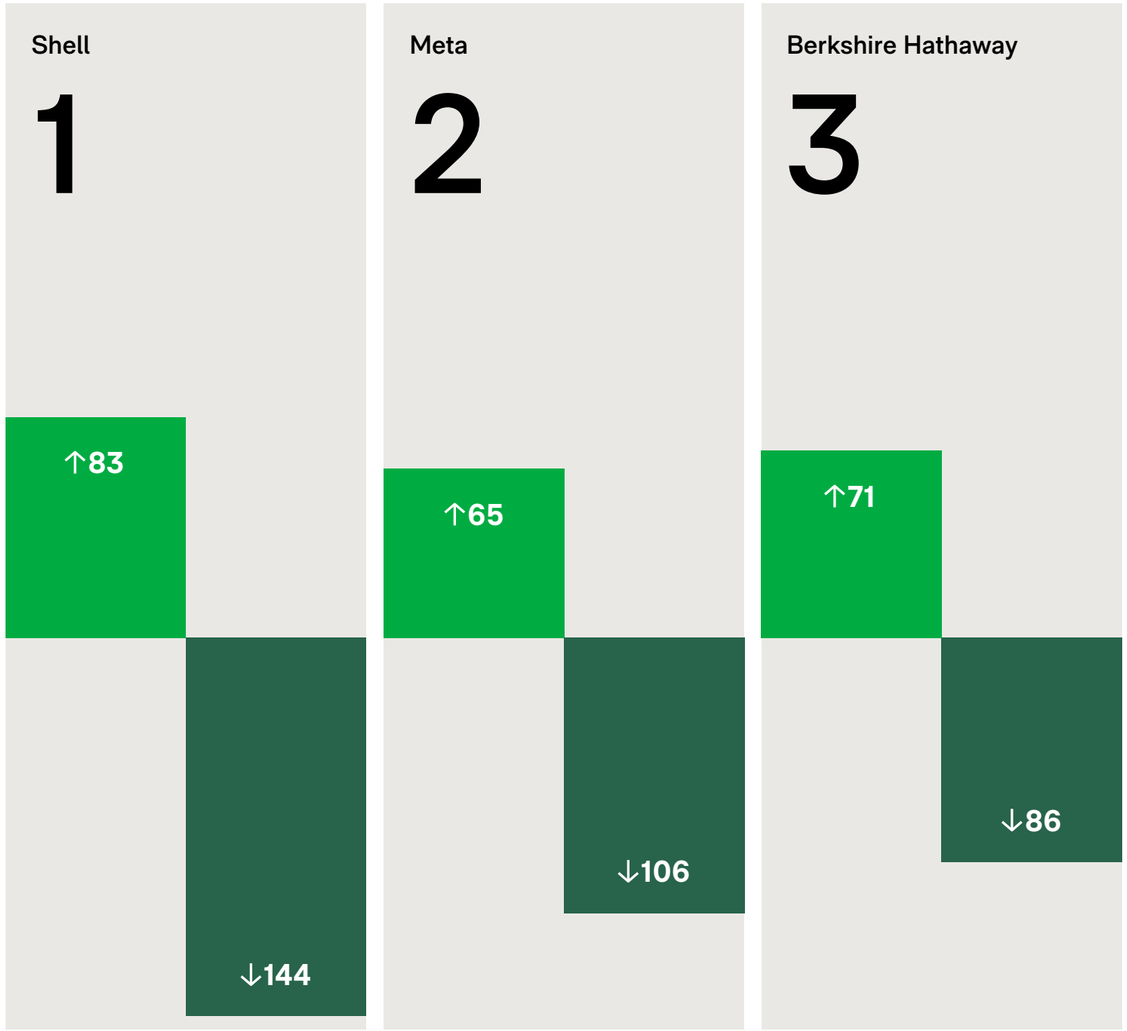
What changed over the past ten years? Other brands weren't as fortunate and experienced a net decline throughout the decade.

Climate change naturally puts pressure on energy brands, not helped by volatility in the energy markets caused by global events in the last ten years. How much of **Shell's** brand perception is impacted by controversies around oil spills in Nigeria, or increased protests from pressure groups like Just Stop Oil? Similarly, **Berkshire Hathaway**, despite jumping eight places from 2023 to #47, is under longer term pressure in the Purpose space, not helped by shareholders recently rejecting climate and diversity reporting proposals, and older accusations of insider trading and financial malpractice.

Meta also finds itself similarly impacted. It is embroiled in accusations of election interference and spreading disinformation. It's also under scrutiny for the mental well-being of users across its platforms. Both need to be addressed if Meta is going to improve its brand perception.

It could be a long road: At #57 in 2024, Meta has fallen 35 places from Facebook's 2014 position, when its attribute scores positioned it as one of the true future brands in the Index.

Top three net fallers of the decade



Copyright © 2024 FutureBrand

Falls from grace: What went wrong?

What does this tell us?

Failing to fulfil your stated purpose can severely harm your brand and may take years to recover. Delivering on your promises really matter.

There are brands which were placed relatively high in the 2014 ranking who have crashed out by 2024, with two notable brands being Boeing (#12 in 2014) and Volkswagen (#17 in 2014).

On top of its emissions scandal in 2016, **Volkswagen** has been plagued with high costs and supply chain issues, leading the CEO to publicly admit the core VW brand was “no longer competitive”. Quite a fall for a brand built on trust and reliability.

The biggest challenges face **Boeing**, which is still reeling from widespread accusations that it has placed profits ahead of passenger lives, following some high profile, and sometimes fatal, safety incidents caused by design flaws and poor-quality materials and manufacturing. In an industry where safety is the primary currency of your brand, it’s likely to be some time before Boeing returns to the index (despite promises to “Lead on safety, quality, integrity and sustainability”, according to the corporate website).

Copyright © 2024 FutureBrand

Sector analysis 2014–2024: Finance soars, healthcare stumbles

What does this tell us?

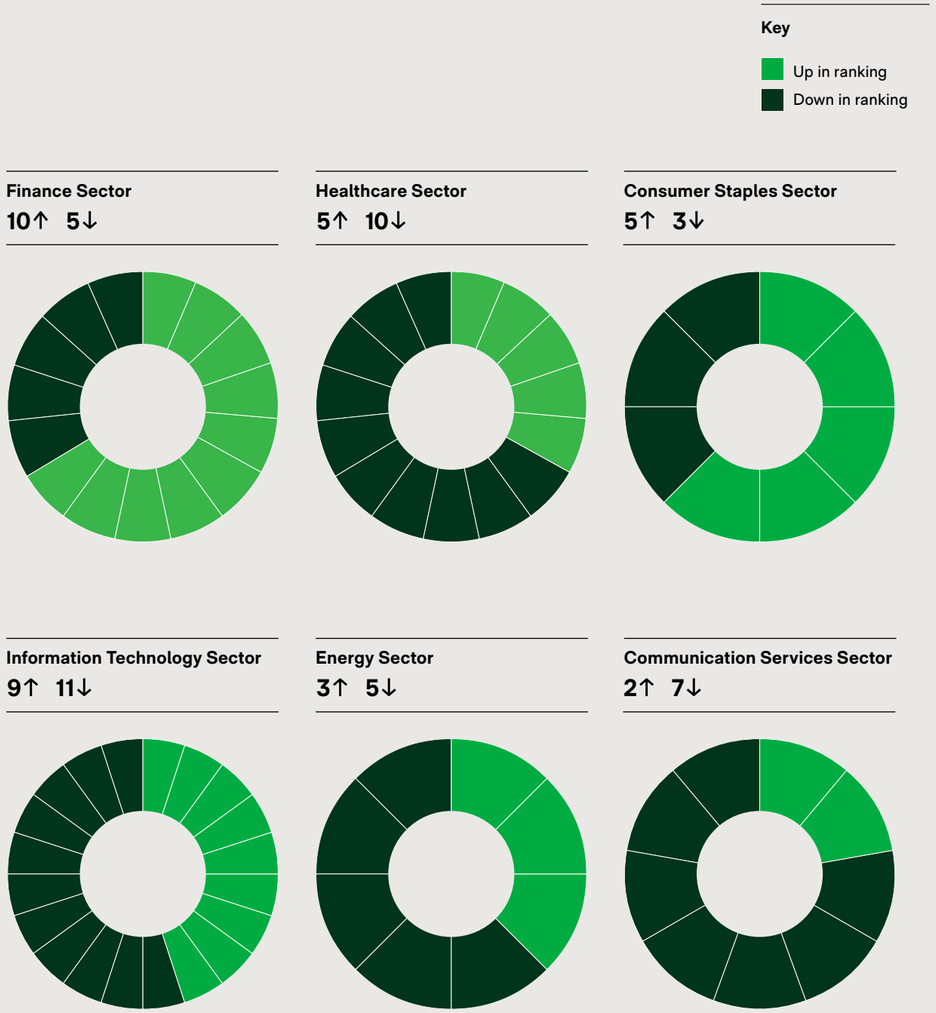
In short, financial brands are the clear winners, while healthcare and others face an uphill battle.

The **Finance** sector leads the pack with ten out of 15 brands showing upward trends over a decade of the Index, signalling robust performance and growth. Meanwhile, **Healthcare** has struggled, with ten of its 15 brands following a downward trajectory, highlighting significant challenges in the sector.

Consumer Staples present a more balanced picture, with five companies on the rise and three in decline, suggesting steady, if modest, growth. **Information Technology** offers a mixed bag: while nine companies are climbing, 11 are slipping, reflecting the sector's inherent volatility.

Energy and **Communication Services** are in the red, with more companies declining (Energy: five out of eight, Communication Services: seven out of nine) than improving, pointing to consistent underperformance, epitomised by Google's #1 position in 2014 and Alphabet's #57 showing in 2024. Facebook and IBM have suffered similar drops (#11 to #52 for Facebook/Meta and #10 to #65 for IBM).

Industrials remain stagnant, with no upward movement and a near-equal split between companies that are either unchanged or in decline, despite including one of the Index's most high-profile departure (Boeing).



Copyright © 2024 FutureBrand

2024

Top 100 Brands

Copyright © 2024 FutureBrand

The Top 100 Brands
1–20

Difference between FBI 2024 and FBI 2023

↑ Up · = No Change · ↓ Down · – New Entry

The house of mouse returns
Disney makes a return after four years outside the top ten.

A brand just doing it
Nike demonstrates the biggest gap between its FBI (#4) and PWC ranking (#98). Could recent business woes impact its future brand ranking?

Highest in healthcare
Danaher is this year's highest-ranking Healthcare brand. A striking new visual identity and brand positioning ("Innovation at the speed of life"), and a successful acquisition strategy, have helped Danaher rebuild the brand after a rocky period.

FBI Global Ranking 2024	2024 vs 2023	Company	FBI Global Ranking 2023	PwC 2024 Position	Sector
1	↑4	SAMSUNG	5	21	Information Technology
2	↑11	Reliance Industries Limited	13	46	Energy
3	↓2		1	2	Information Technology
4	↑8		12	98	Consumer Discretionary
5	↑4	ASML	9	25	Information Technology
6	↑8	danaher	14	67	Healthcare
7	↑19	The Walt Disney Company	26	49	Communication Services
8	↑13	MOUTAI	21 (2022)	33	Consumer Staples
9	↓5	tsmc	4	10	Information Technology
10	–	IHC	NEW ENTRY	45	Industrials
11	–	INTUITIVE	NEW ENTRY	100	Healthcare
12	↑7	NETFLIX	19	40	Communication Services
13	–	APPLIED MATERIALS	NEW ENTRY	74	Information Technology
14	↓8	Microsoft	6	1	Information Technology
15	–		NEW ENTRY	84	Consumer Discretionary
16	↑41	中国建设银行 China Construction Bank	57	85	Financials
17	↑5	intel.	22	66	Information Technology
18	↑2	Nestlé	20	37	Consumer Staples
19	↓4	TOYOTA	15	28	Consumer Discretionary
20	↑34	中国农业银行 AGRICULTURAL BANK OF CHINA	54	60	Financials

Copyright © 2024 FutureBrand

The Top 100 Brands
21–40

Difference between FBI 2024 and FBI 2023

↑ Up = No Change
↓ Down – New Entry

Healthcare hardships
2023 was especially tough for Johnson & Johnson. It discontinued its talc products globally following safety concerns and thousands of high-profile lawsuits. This may explain why J&J suffered the largest drop among Healthcare brands.

Johnson&Johnson

The jewel in the Arnault crown
New entry Christian Dior is the highest-ranking luxury brand, significantly outperforming parent brand LVMH.

Dior

Hermes soars higher
With a more unified brand proposition, guided by a CEO who is a sixth-generation family member, Hermes' brand perception has improved remarkably compared to rivals LVMH.

HERMÈS PARIS

FBI Global Ranking 2024	2024 vs 2023	Company	FBI Global Ranking 2023	PwC 2024 Position	Sector
21	↓10	abbvie	11	31	Healthcare
22	↓18	TCS TATA CONSULTANCY SERVICES	4 (2022)	75	Information Technology
23	–	servicenow	NEW ENTRY	83	Information Technology
24	↑18	L'ORÉAL GROUPE	42	41	Consumer Staples
25	↓12	INDITEX	13 (2018)	82	Consumer Discretionary
26	↑11	VISA	37	14	Financials
27	↑2	UNITEDHEALTH GROUP	29	18	Healthcare
28	–	Dior	NEW ENTRY	88	Consumer Discretionary
29	↑6	THE Coca-Cola COMPANY	35	39	Consumer Staples
30	↑39	HERMÈS PARIS	69 (2022)	38	Consumer Discretionary
31	↑34	ORACLE	65	27	Information Technology
32	↓24	NVIDIA	8	3	Information Technology
33	↓9	Abbott	24	61	Healthcare
34	↓11	AMGEN	23	87	Healthcare
35	↓8	Johnson&Johnson	27	23	Healthcare
36	↑23	mastercard	59	20	Financials
37	↓21	amazon	16	6	Consumer Discretionary
38	↓31	TESLA	7	15	Consumer Discretionary
39	↑1	P&G	40	22	Consumer Staples
40	↓7	BROADCOM	33	11	Information Technology

Copyright © 2024 FutureBrand

The Top 100 Brands
41–60

Difference between FBI 2024 and FBI 2023

↑ Up = No Change
↓ Down – New Entry

Tough at the top, rough at #57
Alphabet's brand perception isn't a patch on Google's 2014 #1 placement

Alphabet

Airbus flies in
Airbus, the world's largest aircraft manufacturer, makes its FBI debut. A public commitment to decarbonisation and innovation in alternative fuel sources add to Airbus's brand equity.

AIRBUS

Your Uber driver has arrived
Improvement in Uber's brand perception is the result of several years of work which started with a new visual identity back in 2018, and improved security for customers, coupled with the success of Uber Eats and an expansion into other transport areas such as medical and train fares.

Uber

FBI Global Ranking 2024	2024 vs 2023	Company	FBI Global Ranking 2023	PwC 2024 Position	Sector
41	↑8	ThermoFisher SCIENTIFIC	49	51	Healthcare
42	↑33	accenture	75	52	Information Technology
43	↓15	novo nordisk	28	13	Healthcare
44	↓14	AMD	30	36	Information Technology
45	↑31	SAP	76	47	Information Technology
46	↑26	salesforce	72	35	Information Technology
47	↑8	Berkshire Hathaway inc.	55	8	Financials
48	↓4	Qualcomm	44	64	Information Technology
49	↓18		31	58	Consumer Discretionary
50	↑27	AMERICAN EXPRESS	77	77	Financials
51	↓17	Walmart	34	16	Consumer Staples
52	↓35	Meta	17	7	Communication Services
53	↓6	THE HOME DEPOT	47	24	Consumer Discretionary
54	↑27	BANK OF AMERICA	81	32	Financials
55	–	AIRBUS	NEW ENTRY	95	Industrials
56	↑6	Adobe	62	48	Information Technology
57	↓12	Alphabet	45	5	Communication Services
58	↓15	PEPSICO	43	43	Consumer Staples
59	–	Uber	NEW ENTRY	79	Industrials
60	↓12	ConocoPhillips	48	90	Energy

Copyright © 2024 FutureBrand

The Top 100 Brands
61–80

Difference between FBI 2024 and FBI 2023

↑ Up = No Change
↓ Down – New Entry

General Electric powers down

Back in 2022, General Electric announced the 130-year-old parent brand would be split into three GE entities: Aerospace, Healthcare and Vernova (energy). While these new entities will benefit from GE's formidable brand equity, the dilution of the parent brand could see it drop out of future rankings.

Fashion victim

LVMH falls 49 places from 2014, the biggest drop among Consumer Discretionary brands – which probably raised a smile at Hermes. New entry Dior (#28) is the LVMH brand to watch.

FBI Global Ranking 2024	2024 vs 2023	Company	FBI Global Ranking 2023	PwC 2024 Position	Sector
61	↓19	中国移动 China Mobile	42 (2022)	65	Communication Services
62	↓4	Pfizer	58	81	Healthcare
63	↓12	NOVARTIS	51	54	Healthcare
64	↓11	Alibaba Group	53	70	Consumer Discretionary
65	↓33	IBM	32 (2020)	72	Information Technology
66	↓11	PetroChina	55 (2022)	44	Energy
67	↑31	WELLS FARGO	98	56	Financials
68	↑6	ICBC	74	42	Financials
69	↓37	GE	32 (2018)	63	Industrials
70	↑10	cisco	80	59	Information Technology
71	↓7	Tencent 腾讯	64	26	Communication Services
72	↓9	verizon	63	71	Communication Services
73	↓17	LVMH	56	19	Consumer Discretionary
74	↓4	Lilly	70	9	Healthcare
75	↓29	أرامكو السعودية saudi aramco	46	4	Energy
76	↓10	Roche	66	57	Healthcare
77	↓27	BHP	50	92	Materials
78	↓5	UNION PACIFIC	73	89	Industrials
79	↓8	COSTCO WHOLESALE	71	30	Consumer Staples
80	↑6	Chevron	86	34	Energy

Copyright © 2024 FutureBrand

The Top 100 Brands
81–100

Difference between FBI 2024 and FBI 2023

↑ Up · = No Change · ↓ Down · – New Entry

Entry level
The 81–100 bracket features the largest number of brands which weren't present in the 2014 Index.

Building a better brand
As digital technology drives major improvements in the global construction industry, Caterpillar's expansive global presence, and commitment to sustainability and innovation (with automation, remote control and autonomous tech), make it one to watch in the Industrials category.

CATERPILLAR

Reshaping an industry
Don't be misled by Philip Morris's #100 position. The tobacco manufacturer was present in the 2014 Index and has been a regular feature in the lower rankings. As smoking habits change and consumers move towards vaping, Philip Morris has focused on new technologies and its sustainability commitments.

FBI Global Ranking 2024	2024 vs 2023	Company	FBI Global Ranking 2023	PwC 2024 Position	Sector
81	↑4	Linde	85	50	Materials
82	–	CATERPILLAR	NEW ENTRY	68	Industrials
83	↓5	LOWE'S	78	94	Consumer Discretionary
84	↓23	INTUIT	61	69	Information Technology
85	↓16	TotalEnergies	69	76	Energy
86	↑2	JPMorgan Chase & Co.	88	12	Financials
87	↓20	Shell	67	53	Energy
88	↓20	COMCAST	68	73	Communication Services
89	↑10	AstraZeneca	99	55	Healthcare
90	↓7	MERCK	83	29	Healthcare
91	↓9	HSBC	82	93	Financials
92	↑3	ExxonMobil	95	17	Energy
93	↓9	T	84	62	Communication Services
94	↓34	RBC Royal Bank	60	97	Financials
95	↓6	SIEMENS	89	91	Industrials
96	=	中国銀行 BANK OF CHINA	96	78	Financials
97	↓5	Morgan Stanley	92	86	Financials
98	↓1	Texas Instruments	97	80	Information Technology
99	↓3	Goldman Sachs	96 (2018)	96	Financials
100	=	Philip Morris	100	99	Consumer Staples

Copyright © 2024 FutureBrand

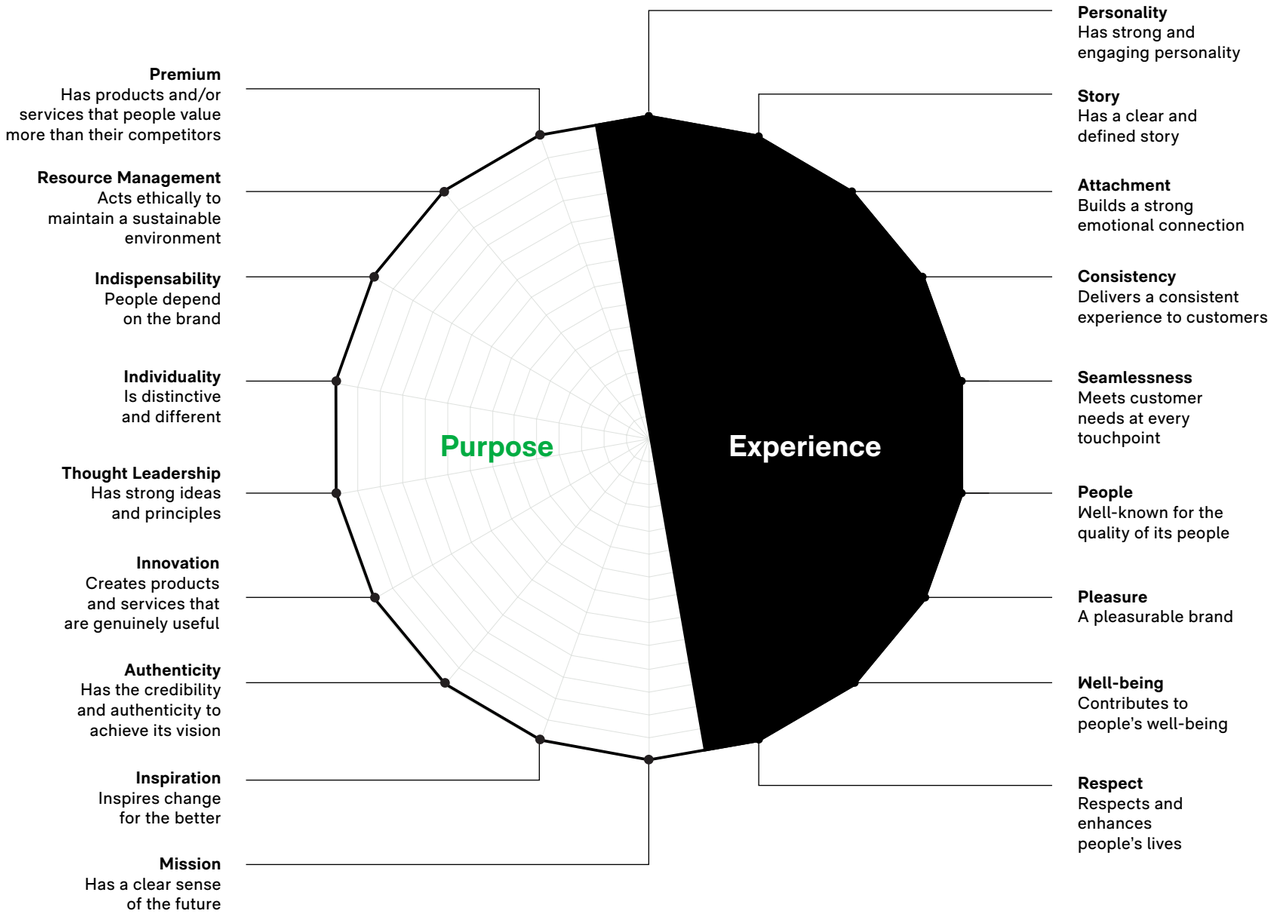
Methodology: The science behind the stories

2024 Snapshot:

- Just over 3,000 informed professionals take part in QualiQuant® interviews. All respondents have some awareness or knowledge of at least seven or more of the PwC 2024 Top 100 companies.
- Participants are aged 21 to 75, all within the ABC1 demographic.
- Our global reach spanned North America, Latin America, Europe, the Middle East, Africa, and Asia Pacific.
- Interviews were conducted between 7–28 June 2024

The FutureBrand Index evaluates the PwC Top 100 Companies by Market Capitalisation from a brand perception strength perspective. In partnership with QRi Consulting, our global research experts, we tap into 30 years of expertise to power our projects.

Since 2014, QRi has helped us speak with more than 27,000 informed professionals across 17 countries, building a powerful foundation of data, analysis, and insights, contributing to one of the industry's most compelling and consistent brand commentaries.



Copyright © 2024 FutureBrand

At its core, brand is behaviour – a tangible, pragmatic tool that aligns products, services, environments, and employees with an organisation's purpose and goals.

To revisit the quote from Jeff Bezos at the top of this report, he rightly highlights the importance of focusing on what will remain constant over the next decade. However, ten years of the FutureBrand Index shows that the true challenge for brands – and where the real magic lies – is in mastering the choreography between the constants and the variables.

The best future brands skilfully adapt to changing consumer expectations, technological advancements, and market dynamics without losing sight of their core identity. They have a clear sense of who they are and why they exist. The FutureBrand Index over the past decade reveals that successful brands know how to harmonise the unchanging with the evolving, ensuring not just survival, but sustained success.

To be a future brand means continuously evolving strategies that deliver on both brand purpose and experience, staying ahead of market shifts. That's why we believe in making brands tangible by connecting purpose, experience, and design to drive marketing and business outcomes that outperform expectation and the competition.

Copyright © 2024 FutureBrand

The FutureBrand Index 2024

For further information, contact:

Jon Tipple
Global Chief Strategy Officer
jtipple@futurebrand.com

For new business inquiries, contact:

Lauren Maynard
Global Chief Growth Officer
lmaynard@futurebrand.com

About FutureBrand

We make businesses better through brand, delivering world-class strategy, design, and experience in 20+ offices around the world. For businesses in moments of change, transition, and transformation, we are built to tackle the world's most complex brand challenges. Our belief is that when you change your brand, you change the future.

In all our work, our focus is to balance brand purpose with everyday lived experience. This formula, proven through our FutureBrand Index methodology, positions your brand to drive future growth in an ever-changing world. Our clients include Air India, Nestlé, Sanofi, Bentley, McDonald's, LVMH, and more.

For more information, visit futurebrand.com

Our Partners

QRi

QRi Consulting is FutureBrand's global research partner for the FutureBrand Index and FutureBrand Consumer Index. Working closely with FutureBrand, QRi helped define the research approach, managed recruitment and questionnaire development, and provided in-depth analysis of the reports qualitative and quantitative data. Results are informed by QRi's extensive research, brand, and sector knowledge and experience, as well as its proprietary QualiQuant® methodologies.

PwC

FutureBrand has worked with the Capital Markets division of PwC in the UK, who kindly provided its Global Top 100 Companies by Market Capitalisation ranking as the data source for this research and report. The report and its findings have been informed by Capital Markets' data, but FutureBrand is responsible for all views, opinions and data emerging from this research unless otherwise stated.

Copyright © 2024 FutureBrand and IP FutureBrand

Any trademarks appearing within this document are trademarks or registered trademarks of their respective owners. FutureBrand does not claim to own any third-party trademark or images contained within this document.

Photography courtesy of Shutterstock:
Page 2: Gatot Adri

Photography courtesy of Unsplash:
Page 10: Christopher Pap de Pestény

Flags courtesy of Countryflags.com