

KANTAR BRANDZ

2025 MOST VALUABLE GERMAN BRANDS

Total Value of the Most Valuable German Brands

\$506 BILLION

Brand value change vs 2024 (%)

+24%

Top 10 Most Valuable German Brands 2025

Brand	Rank	Brand Value (US\$M)	Category
TELEKOM/T-MOBILE	#1	\$105,717	TELECOM PROVIDERS
SAP	#2	\$92,347	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
SIEMENS ¹	#3	\$36,390	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
ALDI	#4	\$23,386	RETAIL
BOSCH ¹	#5	\$22,714	BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
ADIDAS	#6	\$21,067	APPAREL
MERCEDES-BENZ	#7	\$20,815	AUTOMOTIVE
BMW	#8	\$20,131	AUTOMOTIVE
DHL	#9	\$18,419	LOGISTICS
LIDL	#10	\$15,455	RETAIL

KANTAR BRANDZ RANK 2025
BRAND VALUE (US\$M)
CATEGORY

¹Technology Conglomerate

Breakdown by Category

% = of the Total Value of the Most Valuable German Brands

US\$M = Total Category Value

BUSINESS TECHNOLOGY AND SERVICES PLATFORMS	30%
4 brands	
\$152,615	
TELECOM PROVIDERS	21%
2 brands	
\$107,015	
AUTOMOTIVE	15%
7 brands	
\$73,865	
RETAIL	12%
12 brands	
\$60,408	
APPAREL	5%
4 brands	
\$27,013	
LOGISTICS	5%
4 brands	
\$26,517	
FINANCIAL SERVICES	4%
4 brands	
\$21,017	
UTILITIES	3%
2 brands	
\$12,866	
PERSONAL CARE	1%
1 brand	
\$7,303	
FOOD AND BEVERAGES	1%
3 brands	
\$7,169	
HOME CARE	1%
2 brands	
\$3,469	
TRAVEL SERVICES	1%
2 brands	
\$2,865	
HOME APPLIANCES	1%
2 brands	
\$2,742	
ALCOHOL*	0%
1 brand	
\$1,327	

Top 5 Risers

SAP	1
	2
Sparkasse	3
	4
	5

Newcomers

BIRKENSTOCK	1
KÄRCHER	2
DOUGLAS	3
PENNY.	4

*Alcohol: 0.3%