Die 50 wertvollsten Marken der Schweiz

(Quelle: Markenbewertungs- und Beratungsunternehmen Brand Finance)

Rang 2017	Rang 2016	Firmenname	Markenwert in Millionen US-$ 2017	2016	+/- in %	Marken-Rating 2017	2016
1	1	**Nestlé**	19'416	23'426	20.7	AAA-	AAA
2	2	**UBS**	9'375	8'931	-4.7	AA+	AA-
3	6	**Zurich**	7'202	6'297	-12.6	AA-	AA
4	8	**Rolex**	6'988	5'927	-15.2	AAA	AAA
5	9	**ABB**	6'795	5'632	-17.1	AA+	AA
6	5	**Swisscom**	6'633	6'876	3.7	AAA	AAA-
7	4	**Credit Suisse**	6'098	7'314	19.9	AA	AA
8	14	**Roche**	6'089	3'892	-36.1	AA	AA+
9	7	**Nescafé**	5'364	6'171	15.0	AAA-	AAA-
10	11	**Swiss Re**	4'730	4'584	-3.1	AA	AA-
11	12	**Novartis**	4'615	4'096	-11.2	AA	AA
12	10	**Glencore**	4'174	4'976	19.2	A+	AA-
13	15	**Omega**	3'255	3'789	16.4	AA+	AA+
14	-	**TAG Heuer**	3'069	2'141	-30.2	AA+	AA-
15	16	**Holcim**	2'674	3'009	12.5	AAA-	AA+
16	17	**Adecco**	2'662	2'996	12.5	AA-	A
17	19	**Swiss Life**	2'543	2'239	-12.0	AA-	AA
18	18	**Tyco Electronics**	1'871	2'249	20.2	AA-	AA-
19	20	**Swatch**	1'735	1'892	9.0	AA	AA-
20	24	**Dufry**	1'722	1'450	-15.8	AA-	AA-
21	21	**Kuehne + Nagel**	1'696	1'640	-3.3	A+	A+
22	26	**Lindt**	1'595	1'310	-17.9	AA+	AA
23	29	**Julius Baer**	1'509	1'037	-31.3	AA	AA
24	30	**Schindler**	1'481	1'000	-32.5	AA-	A
25	27	**Barry Callebaut**	1'330	1'179	-11.4	AA	AA

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2017	**2016**	**Firmenname**	**2017**	**2016**	**+/- in %**	**2017**	**2016**
26	-	**SGS**	1'319	-		AA	-
27	25	**Helvetia**	1'282	1'333	4.0	A	AA-
28	23	**Tissot**	1'280	1'510	18.0	AA+	AA
29	36	**Geberit Ag-Reg**	1'090	800	-26.6	AA	AA-
30	34	**Syngenta**	998	885	-11.3	AA	AA
31	39	**ZKB**	944	706	-25.2	AA	A+
32	33	**Emmi**	871	886	1.7	A+	A+
33	38	**Maggi**	790	708	-10.4	AAA-	AAA-
34	45	**Baloise**	785	613	-21.9	A	A-
35	37	**Sika**	776	738	-4.9	AA	AA-
36	44	**Sunrise**	680	614	-9.7	A+	AA-
37	-	**Luxoft**	647	-		A+	-
38	35	**Nespresso**	617	824	33.5	AA	AA
39	-	**Lindor**	615	-		AA+	-
40	-	**Logitech International**	583	-		AA	-
41	43	**Longines**	565	620	9.7	AA+	AA
42	49	**Davidoff**	538	508	-5.6	AA-	AA-
43	50	**Swiss**	515	481	-6.6	AA-	AA-
44	47	**Nesquik**	510	559	9.6	AAA-	AAA-
45	-	**Alpiq**	507	-		A	-
46	-	**Clariant**	469	-		AA	-
47	-	**SIX Swiss Exchange**	442	-		A+	-
48	-	**Jaeger-LeCoultre**	419	-		AA	-
49	-	**IWC**	419	-		AA-	-
50	41	**Lonza Group -Reg**	407	671	64.9	AA-	AA-