

# Who's the Best at Marketing, and Why?

**AUDIO** |

## **eMarketer Editors**

eMarketer principal analysts Nicole Perrin and Yory Wurmser discuss which companies are the best at marketing, and why. They also talk about consumer willingness to share their location, free speech on YouTube and some of the ways brands are using augmented reality.

**Top 25 US Brands, Ranked by Brand Value, 2019 & 2020**  
billions and % change

	2019	2020	% change
1. Amazon	\$279.33	\$334.65	20%
2. Apple	\$316.07	\$303.38	-4%
3. Google	\$313.27	\$303.22	-3%
4. Microsoft	\$215.50	\$261.09	21%
5. Visa	\$163.89	\$187.91	15%
6. Facebook	\$161.15	\$159.70	-1%
7. McDonald's	\$124.94	\$143.79	15%
8. Mastercard	\$91.91	\$106.26	16%
9. AT&T	\$106.43	\$99.43	-7%
10. Verizon	\$91.81	\$98.38	7%
11. IBM	\$95.33	\$82.88	-13%
12. Coca-Cola	\$75.92	\$80.34	6%
13. Marlboro	\$75.73	\$63.47	-16%
14. The Home Depot	\$52.22	\$53.82	3%
15. Nike	\$47.07	\$53.75	14%
16. Disney	\$53.90	\$52.93	-2%
17. PayPal	\$43.59	\$50.88	17%
18. UPS	\$57.03	\$49.99	-12%
19. Xfinity	\$40.19	\$47.20	18%
20. Starbucks	\$42.23	\$46.90	11%
21. Accenture	\$36.85	\$44.22	20%
22. Spectrum	\$38.81	\$37.31	-4%
23. Walmart	\$30.74	\$36.14	18%
24. American Express	\$34.10	\$35.65	5%
25. Wells Fargo	\$49.50	\$35.27	-29%

Source: BrandZ, "BrandZ Top 100 Most Valuable US Brands 2020," Nov 14, 2019

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