

BRANDZ™ TOP 50 MOST VALUABLE LATIN AMERICAN BRANDS 2015

Argentina Brazil Chile Colombia Costa Rica Mexico Peru

#	Brand	Brand Value 2015	Brand Value 2014	Change 2014-2015	Brand Country
1	SKOL	5,500	5,075	+ 8%	Brazil
2	Corona	5,475	5,025	+ 9%	Mexico
3	Telcel	5,075	5,000	+ 1%	Mexico
4	Banorte	5,000	4,777	+ 5%	Colombia
5	Falabella	4,700	4,080	+ 15%	Chile
6	Televisa	4,425	5,475	- 2%	Mexico
7	WU	4,275	5,175	- 2%	Austria
8	Carina	4,100	3,880	+ 6%	Brazil
9	Costa	3,675	3,585	+ 3%	Costa Rica
10	Modulo	3,600	3,477	+ 4%	Colombia
11	TELMEX	3,550	3,007	+ 18%	Mexico
12	Bancolombia	3,475	3,000	+ 16%	Colombia
13	Industria	3,407	4,107	- 17%	Peru
14	Greenpeace	3,391	3,350	+ 1%	Canada
15	Comex	3,330	3,750	- 1%	Peru
16	Corona	3,300	3,420	- 4%	Mexico
17	Lider	3,265	3,450	- 5%	Peru
18	El Estero	3,190	3,000	+ 7%	Colombia
19	COPEC	3,150	3,400	- 7%	Mexico
20	Sadia	3,107	3,450	- 1%	Brazil
21	Banco de Chile	3,080	3,175	- 3%	Chile
22	Liverpool	3,007	3,607	- 1%	Chile
23	LOTUS POKER	3,030	3,385	- 1%	Peru
24	LAN	3,000	3,150	- 5%	Peru
25	ARMADOR	3,007	3,100	- 3%	Peru
26	Banco de Bogotá	2,980	2,437	+ 18%	Colombia

#	Brand	Brand Value 2015	Brand Value 2014	Change 2014-2015	Brand Country
27	PETROL	2,077	2,440	- 1%	Brazil
28	Industria	1,940	1,700	+ 1%	Peru
29	Industria	1,907	2,000	- 5%	Peru
30	Industria	1,850	1,900	- 3%	Peru
31	BCP	1,800	1,560	+ 1%	Peru
32	Industria	1,700	2,000	- 1%	Peru
33	Industria	1,675	1,600	+ 5%	Peru
34	Industria	1,630	1,375	+ 1%	Peru
35	YPF	1,575	1,540	- 1%	Peru
36	Banco de Chile	1,530	-	+ 2%	Chile
37	Industria	1,475	1,507	- 3%	Peru
38	OXO	1,475	-	+ 1%	Peru
39	Industria	1,300	1,000	+ 1%	Peru
40	Banamer	1,230	980	+ 2%	Peru
41	TELCE	1,107	-	+ 4%	Peru
42	Industria	1,100	-	+ 1%	Peru
43	Industria	1,050	1,075	- 5%	Peru
44	Industria	1,027	1,050	- 2%	Peru
45	Industria	1,075	1,000	- 1%	Peru
46	Industria	1,000	-	+ 2%	Peru
47	Industria	1,047	1,100	- 5%	Peru
48	Industria	1,020	900	+ 1%	Peru
49	sura	987	-	+ 2%	Peru
50	Industria	985	1,050	- 6%	Peru

Source: Brand Finance and BrandZ

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Geological Survey, Interior Department



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