

BEST BRANDS 2025



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Thank you for your interest in Best Brands 2025. This brochure contains everything you need to know about this year's event and winners. We hope you enjoy reading it!

SERVICEPLAN GROUP
HOUSE OF COMMUNICATION

NielsenIQ

GfK

7 SEVEN.ONE
ENTERTAINMENT
GROUP

M
MARKENVERBAND

Wirtschafts
Woche

DIE ZEIT

RMS
Der Audiovermarkter

media **impact**

WallDecaux
Premium Out of Home

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BEST BRANDS

'Best Brands' are brands that are not only economically and commercially successful, but also trigger emotions – brands that stand out from the crowd, that stick in the minds of consumers and are associated with innovation and positive experiences.

Best Brands puts the spotlight on these brands and the people behind them. Honouring and promoting successful brand management whilst also providing a strong forum for new, future-oriented communication solutions is the aim of the Best Brands College and the Best Brands Gala, which is held annually at the Bayerischer Hof Hotel in Munich and has long since established itself as a firm highlight in the marketing industry's calendar. The event was launched in 2004 by the Serviceplan Group, NielsenIQ/GfK, the Seven.One Entertainment Group, WirtschaftsWoche magazine and the Markenverband (German Brands Association). In 2016, DIE ZEIT also became a partner of the award, followed by RMS. Der Audiovermarkter. in 2018, and Media Impact in 2020. WallDecaux also became a partner of Best Brands in 2025. The highly coveted award is meanwhile also presented annually in Italy, France, Belgium and Poland. Further Best Brands awards ceremonies are planned for the near future.

What sets this award apart is that the winners are chosen not by a panel of judges but solely by consumers. Best Brands is the only marketing award that measures the strength of a brand on the basis of a representative empirical study by NIQ/GfK, based on two criteria: the 'Share of Market', the brand's actual economic market success, and the 'Share of Soul', its psychological appeal as perceived by the consumers, which is also an important indicator of a brand's chances of success in the future.

Since 2004, the award has been presented in the categories 'Best Corporate Brand', 'Best Product Brand' and 'Best Growth Brand', plus a special category that changes every year. In 2021, the categories were revised to enable us to give a platform to current social issues and important marketing trends.

In addition to the annually recurring 'Best Brand Overall', this year we are also awarding luxury brands that have a high appeal among luxe-savvy high earners and wealthy consumers. And we are examining which brands from the Food & Beverage category are attracting the attention of the young GenZ target group.

The Brand Excellence Award focuses on a different, highly relevant topic each year. This year, it will be presented with the 'Best Employer Brand Award' to companies that are perceived by the young target group and people looking for a new job as particularly attractive employers.

But the core of Best Brands never changes: the 'Share of Soul' and 'Share of Market' still form the cornerstones of a best brand.



BEST BRANDS RESEARCH STRATEGY

The comprehensive brand evaluation to determine “Best Brands” is based on a detailed study by NIQ/GfK, which, as well as brand awareness, also tracks the quantitative (revenue-oriented) perspective of the brand’s strength as well as its qualitative “Share of Soul”.



BEST BRANDS 2025 — CATEGORY WINNERS



Best Brand Overall



Best Brand GenZ Food &
Beverage



Best Brand Luxury

BMW
GROUP



Best Employer Brand

BEST BRANDS 2025 — RANKING

	Best Brand Overall	Best Brand GenZ Food & Beverage	Best Brand Luxury	Best Employer Brand
1 st place	Nivea Lotions/creams/sunscreen	ESN – Elite Sports Nutrition Sports nutrition/protein powder	Patek Philippe Watches/jewellery	BMW Group Automotive
2 nd place	Coca-Cola Energy drinks/soft drinks	Red Bull Energy drinks/soft drinks	Lamborghini Automotive	Mercedes-Benz Automotive
3 rd place	Adidas Sportswear	Nutella Breakfast products	Porsche Automotive	Porsche Automotive
4 th place	Bosch DIY & home improvement/power tools	Alnatura Organic produce	Audemars Piguet Watches/jewellery	SAP Software
5 th place	Lego Toys	Funny-frisch Savoury snacks	A. Lange & Söhne Watches/jewellery	Audi Automotive
6 th place	Dyson Vacuum cleaners/robot vacuums	Barilla Basic foodstuffs & tinned foods	Ferrari Automotive	Lufthansa Group Mobility
7 th place	Samsung TVs	Kinder Confectionery	Rolls-Royce Automotive	DM Retail
8 th place	Apple Smartphones	Magnum Ice cream	Glashütte Original Watches/jewellery	Amazon Retail
9 th place	Sony PlayStation Game consoles	Ben & Jerry's Ice cream	Bang & Olufsen Hi-fi & home audio	Lidl Retail
10 th place	Red Bull Energy drinks/soft drinks	Rotkäppchen Sparkling wine/wine	Rolex Watches/jewellery	Siemens Energy Technology



DETAILED OVERVIEW OF CATEGORIES

BEST BRAND OVERALL

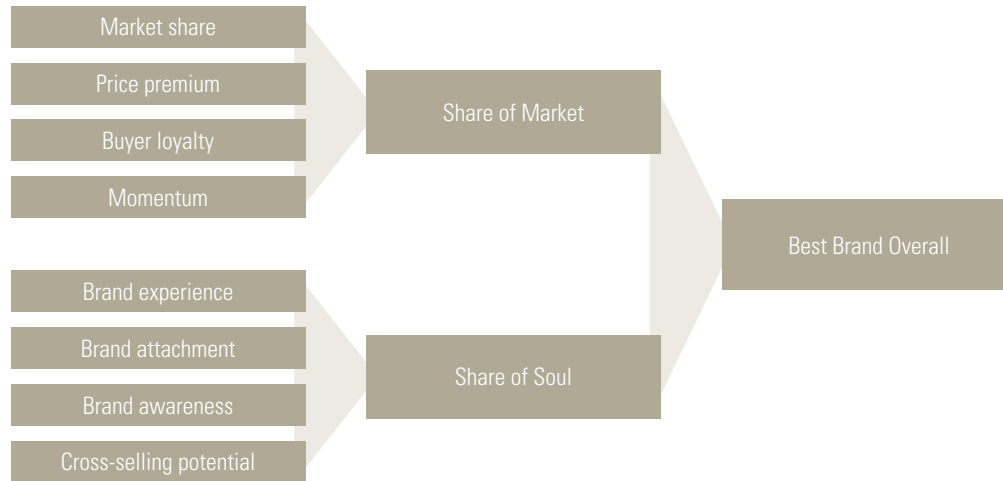
Study design, methodology and causal model

Method: Online interviews

Study area: Germany, nationwide

Sample: 14,000 people, representative of population

Survey period: 3rd quarter of 2024



The product brands were pre-selected based on their market share and brand awareness. The brand strength of every evaluated brand was measured by revenue and attitude-oriented dimensions: the 'Share of Market' dimension includes the market share, buyer loyalty/brand loyalty, price premium and momentum. The 'Share of Soul' dimension includes the awareness of the Best Brand Overall, its cross-selling potential and its brand attachment metrics and brand experience (see page 5).

2025 winners

1. Nivea
2. Coca-Cola
3. Adidas
4. Bosch
5. Lego
6. Dyson
7. Samsung
8. Apple
9. Sony PlayStation
10. Red Bull

This year, the list of potential brands up for nomination as 'Best Brand Overall' included a total of 436 brands from 52 sectors.

Durable consumer goods

Action cams/drones, audio products, automobile, building & DIY/ electrical appliances, computer hardware, computer accessories, decorating & renovating, electrical appliances for personal care photography, garden equipment (electrical appliances, irrigation, cleaning), gaming accessories, grills/BBQs, large household appliances, coffee machines & small kitchen appliances, tableware/cutlery/knives, plant care/ plant protection products, TV, smartphones, gaming consoles, toys, sportswear, vacuum cleaners/robotic vacuum cleaners & wearables (smartwatches, fitness trackers)

Daily necessities

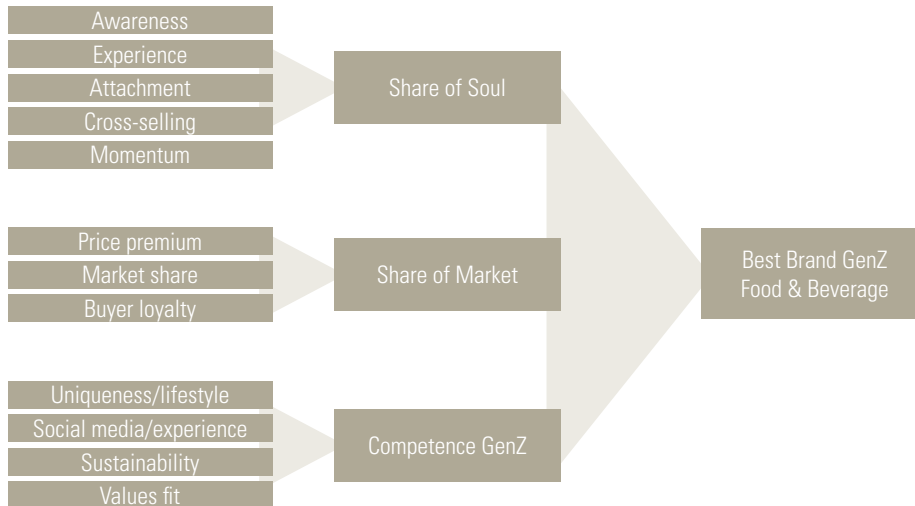
Baby care products/baby food, beer/beer-based mixed drinks, organic foods, butter/margarine/oils, shower gel & deodorant, energy drinks/soft drinks, gourmet foods, ready meals/convenience products/sauces, breakfast items, dishwashing detergent, facial skincare, basic foodstuffs/tinned food, hair spray, gel & wax, shampoo & conditioner, coffee, lotions/moisturisers & sunscreen, make-up (eyes, face and lips), dairy products, oral care, cleaning products, savoury snacks, sparkling wine/wine, ice cream, spirits, confectionery, frozen foods, animal foods, vegan/vegetarian foods, laundry detergent incl. additional treatments

BEST BRAND GENZ FOOD & BEVERAGE

Study design, methodology and causal model

With growing purchasing power and dramatically changing buying habits, GenZ is the world's largest generation. And it's also one of the most dynamic groups of consumers in Germany. This generation is developing their identity as adults and making important decisions about their personal and working lives. This is also having an impact on their consumer behaviour.

Best Brands 2025 is focusing on GenZ in the food and beverage sector. The causal model used to determine the Best GenZ Brand in the Food & Beverage sector is based on three pillars: Share of Market, Share of Soul and GenZ Competence, which shows whether the brand is in tune with the lifestyle of GenZ consumers.



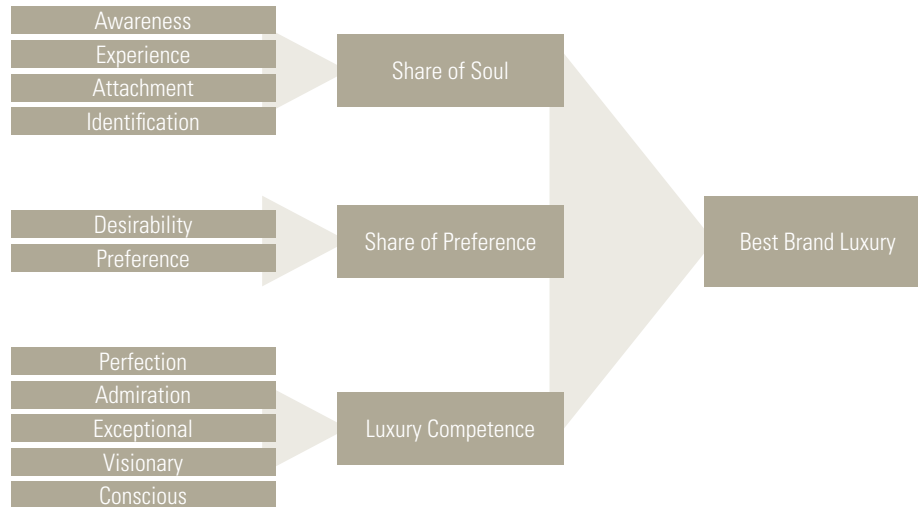
2025 winners

1. ESN – Elite Sports Nutrition
2. Red Bull
3. Nutella
4. Alnatura
5. Funny-frisch
6. Barilla
7. Kinder
8. Magnum
9. Ben & Jerry's
10. Rotkäppchen

BEST BRAND LUXURY

Study design, methodology and causal model

In times of economic uncertainty and global crises, many luxury brands are proving extraordinary resilience. The Luxury Award is honouring this outstanding ability and measuring the appeal of leading luxury brands in the categories Fashion, Jewellery, Watches, Automotive and Tech. To help us fully gauge the appeal of the luxury brands, this study combines three different perspectives in a causal model:

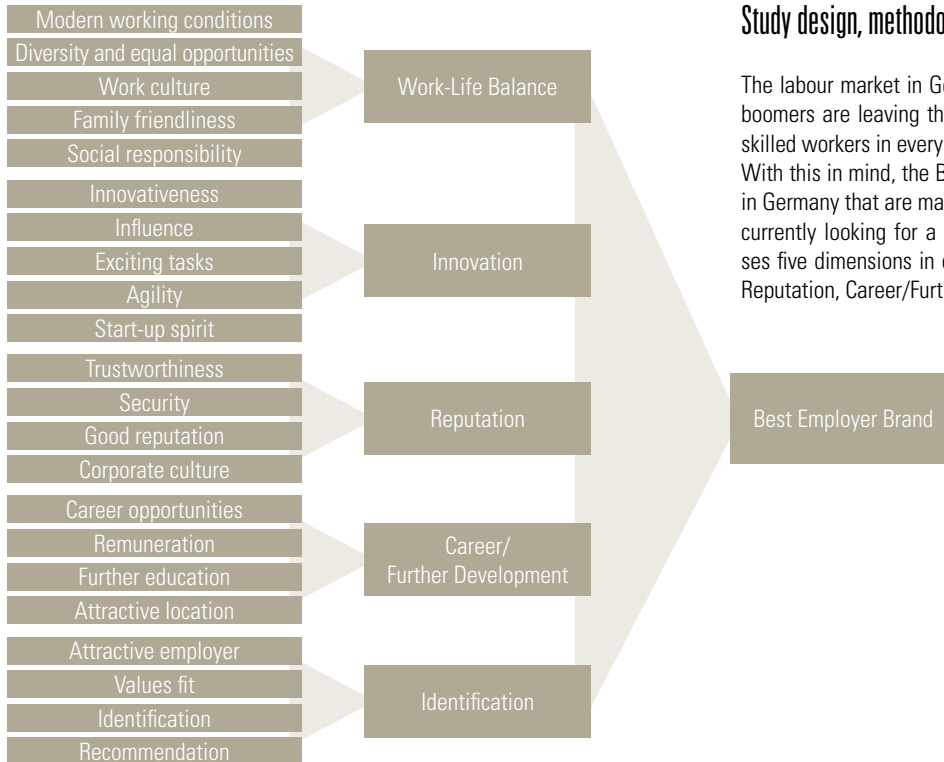


- Share of Soul: People’s emotional perception of the brand.
- Share of Preference: How much do people want to own a product by this brand, especially compared to other luxury brands?
- Luxury Competence: How much can a brand embody the utmost luxury expertise?

2025 winners

1. Patek Philippe
2. Lamborghini
3. Porsche
4. Audemars Piguet
5. A. Lange & Söhne
6. Ferrari
7. Rolls-Royce
8. Glashütte Original
9. Bang & Olufsen
10. Rolex

BEST EMPLOYER BRAND



Study design, methodology and causal model

The labour market in Germany is currently in a state of upheaval. The baby boomers are leaving their jobs for retirement and there is a severe lack of skilled workers in every sector.

With this in mind, the Best Employer Brand Award honours large companies in Germany that are managing to appeal to the young target group or people currently looking for a new job as an employer. The causal model comprises five dimensions in one assessment: Work-Life Balance, Innovativeness, Reputation, Career/Further Development Opportunities and Identification.

2025 winners

1. BMW Group
2. Mercedes-Benz
3. Porsche
4. SAP
5. Audi
6. Lufthansa Group
7. DM
8. Amazon
9. Lidl
10. Siemens Energy



PARTNERS

SERVICEPLAN GROUP

Founded in 1970 as a traditional advertising agency, the Serviceplan Group has always combined all communication disciplines under one roof: whether brand strategists, creatives, experience designers, marketing technology experts, CRM experts, data scientists, market researchers, PR consultants or sales professionals, everyone working at the Serviceplan Group pulls together – at the House of Communication, the only fully integrated agency model in Germany. The precisely coordinated interaction of multiple specialised agencies for Strategy & Consulting, Creative & Content, Platform & Technology and Media & Data makes the Serviceplan Group the leading agency group for innovative communication.

What unites us all is our passion to build and coach fascinating brands. Brands that are commercially successful and trigger emotions in the minds of consumers – BEST BRANDS.

And this is achieved through innovative communication, which means finding new ways into consumers' hearts through creativity, media and technology. This vision of turning brands into BEST BRANDS is something we live and breathe here at the House of Communication every single day.

www.house-of-communication.com
[instagram.com/Serviceplan](https://www.instagram.com/Serviceplan)



Florian Haller
CEO of the Serviceplan Group

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behaviour and revealing new pathways to growth. NIQ joined forces with GfK in 2023, bringing together two industry leaders with an unparalleled global reach. With a holistic view of the retail sector and the most comprehensive insights into consumer behaviour – using advanced analytics on state-of-the-art platforms – NIQ delivers the Full View™ of consumer behaviour around the globe.

NIQ, a portfolio company of Advent International, operates in over 100 markets and reaches more than 90% of the global population.

niq.com/de
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Michael Müller
Managing Director of NIQ/GfK Germany

SEVEN.ONE ENTERTAINMENT GROUP

Seven.One Entertainment Group is a wholly owned subsidiary of ProSiebenSat.1 Media SE. As one of Germany's leading, platform-independent entertainment providers, the company, headquartered in Munich-Unterföhring, has combined all of the ProSiebenSat.1 Group's station brands as well as its content, digital, distribution and marketing business under one roof since 2020. As an agile media company, the Group always concentrates on the needs of its viewers, users and customers and keeps on developing. The focus on local, relevant and live content, and the expansion of the Group's own production business, ensure that the Seven.One Entertainment Group has distinctive content for the German-speaking world.

The Group's own station brands offer high-reach content brands that the whole of Germany talks about. Its in-house Seven.One Media is one of the leading media marketers in German-speaking countries and considered an innovation driver in the ad tech sector. In addition, the Seven.One Entertainment Group bundles all business areas beyond the core business of TV and streaming in its Business and Innovation unit – from the booming audio market to high-quality live events to digital entertainment and influencer business for young target groups.

seven.one



Markus Messerer
Chief Commercial Officer ProSiebenSat.1

MARKENVERBAND

In Germany, the brand industry accounts for a revenue of just under 1.1 trillion euros and approximately 5.2 million jobs. Founded in 1903 in Berlin, the Markenverband (German Brands Association) is the umbrella organisation of the German brand economy and, with around 300 members, the largest association of its kind in Europe.

Its members range from SMEs to large, globally operating corporations and come from a variety of sectors ranging from food, alcohol and tobacco to consumer goods. The list includes leading brands such as Abus, Beiersdorf, Bell Food Group, Hugo Boss, Coca-Cola, Gardena, Haribo, Henkel, Hochland, Kärcher, Melitta, Merz Consumer Care, Miele, Nestlé, Procter & Gamble, Ritter Sport, Rotkäppchen-Mumm, Unilever, Vileda and many other renowned companies.

markenverband.de
[linkedin.com/company/markenverband](https://www.linkedin.com/company/markenverband)



Franz-Olaf Kallerhoff
President of the Markenverband (German Brands Association)

WIRTSCHAFTSWOCH

Germany's leading business magazine WirtschaftsWoche stands for informative value, well-founded economic analyses and a clear economic and political compass. 'Think ahead. Get ahead' is the magazine's slogan, which applies to personal finances, asset accumulation, buying a property, career advancement, managing employees or making decisions for your own company.

The WirtschaftsWoche group of brands offers you the unique opportunity to address decision-maker target groups in a variety of ways: in addition to the magazine, website and app, the media brand boasts a wide portfolio of special publications, newsletters, podcasts and events.

WirtschaftsWoche's readers belong to Germany's business elite. They are decision-makers in SMEs, primarily male, 30-59 years old, have an above-average disposable income and mainly work in executive roles.

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Andrea Wasmuth
Chairwoman of the Management Board at Handelsblatt Media Group

DIE ZEIT

DIE ZEIT represents first-class journalism that reaches millions of readers. Whether in print, digital or at events, DIE ZEIT offers a lot more than just news. It is a cross-media universe for diverse opinions, well-founded analyses, credible reporting and inspiring interactions.

DIE ZEIT covers a broad range of topics: politics and business are central to the editorial concept, but there is also ample space for all the other issues that play an important role in modern society such as culture and science, technology and medicine, society and education, sustainability, travel and lifestyle. The high benchmarks it sets for journalism and reporting, as well as the newspaper's excellent credibility and award-winning layout, are what make DIE ZEIT such a highly valued source of information.

Since the first edition, which was published on 21 February 1946 in Hamburg, DIE ZEIT has evolved into Germany's most widely read quality newspaper. Today, the circulation of copies sold tops 620,000 copies with every issue reaching around two million readers.

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Dr Rainer Esser
Managing Director of the ZEIT publishing group

RMS. DER AUDIOVERMARKTER.

The future sounds good – audio is by far the fastest-growing mass medium. An exciting, dynamic and innovative market that RMS is passionately helping to shape with enthusiasm and curiosity for the possibilities of new technologies and formats.

RMS makes brands audible – everywhere. As an audio marketer with the strongest cross-audience portfolio of radio, online audio streams and podcasts, RMS provides advertisers with the best access to the high impact potential of audio advertising. This includes reach, quality, technology and impact evidence. With smart solutions, sound advice and comprehensive service, they inspire their clients to use the full diversity of the audiosphere in creative, innovative and successful ways. The future of successful brand communication lies in concepts for auditory brand staging.

rms.de
[linkedin.com/company/rms-radio-marketing-service-gmbh-&-co-kg](https://www.linkedin.com/company/rms-radio-marketing-service-gmbh-&-co-kg)



Stefan Mölling
CEO RMS. Der Audiovermarkter.

MEDIA IMPACT

As the marketer of the Axel Springer portfolio, Media Impact works passionately every day to provide its customers with the ideal platform for their advertising messages.

Its mission is to be the fastest and most creative 'customer whisperer' in Germany by leveraging the cross-media power of Germany's leading media brands, such as BILD, WELT and Business Insider, and skilfully combining this with intelligent technology and data solutions. Together with its cooperation partner Ad Alliance, it reaches up to 90% of the German population in print and digital.

Media Impact sees itself as a source of inspiration that helps make brands shine. The company's actions are geared towards saving resources and CO₂ efficiency in order to make advertising as climate friendly as possible. With its journalistic brands, it guarantees a first-class, brand-safe environment that not only builds trust, but also impressively showcases brand messages using high-impact formats and innovative AI products while achieving the maximum advertising impact.

[linkedin.com/company/media-impact-gmbh-co-kg/](https://www.linkedin.com/company/media-impact-gmbh-co-kg/)
[mediaimpact.de](https://www.mediaimpact.de)



Benedikt Faerber
Managing Director & CSO of Media Impact GmbH & Co. KG

WALLDECAUX

WallDecaux Premium Out of Home is a division of Berlin-based outdoor advertising and street furniture company Wall. The WallDecaux brand markets Wall GmbH's entire portfolio of out-of-home media in Germany. As part of the JCDecaux Group – the number one outdoor advertising company worldwide – the company is integrated into the international network and profits from technological trends, which it uses in the German market itself.

WallDecaux's strengths lie in location, product and service quality across more than 25 cities – including all German cities with over one million residents such as Berlin, Hamburg, Munich and Cologne. With over 35,000 advertising units in public spaces, including more than 1,500 digital locations, target-group-optimised advertising networks ensure maximum attention for customised OOH campaigns – whether analogue, digital or programmatic.

walldecaux.de
[linkedin.com/company/walldecaux/](https://www.linkedin.com/company/walldecaux/)



Andreas Prasse
Managing Director of Marketing, Sales, Digital & Data at WallDecaux



BEST BRANDS ARCHIVE



WINNERS 2024

On the following pages, you will find the “Best Brands” winners of all categories since 2008.
All rankings since 2020 can be found on our website: bestbrands.de

BEST BRANDS 2024 — RANKING

	Best Brand Overall	Best Brand Beauty	Best Brand Fashion	Best Momentum Brand
1 st place	Nivea Lotions, creams, sunscreen	L'Oréal Paris Make-up	Nike Sports shoes	Dyson Vacuum cleaners/robot vacuums
2 nd place	Sony Playstation Gaming consoles	Maybelline New York Make-up	Hunkemöller Women's underwear	Sony Playstation Gaming consoles
3 rd place	Nike Sports shoes	Nivea Hair spray, gel, wax	Hugo Boss Men's fashion	Google Smartphones
4 th place	Dyson Vacuum cleaners/robot vacuums	Taft Hair spray, gel, wax	Adidas Sportswear	Apple Smartphones
5 th place	Adidas Sportswear	Got2b Hair spray, gel, wax	H&M Women's fashion	Garnier Lotions, creams, sunscreen
6 th place	Lego Toys	Essence Make-up	Triumph Women's underwear	Tesla Automobile
7 th place	Bosch Building and DIY power tools	Manhattan Make-up	Levi's Men's fashion	Müller Dairy products
8 th place	Apple Smartphones	Catrice Make-up	Fjällräven Bags	Weleda Shower gel, deodorant
9 th place	WMF Cookware/cutlery/knives	Syoss Hair spray, gel, wax	Wellensteyn Men's fashion	L'Oréal Paris Make-up
10 th place	Canon Photography equipment	Wellaflex Hair spray, gel, wax	Calvin Klein Women's underwear	GoPro Action cameras/drones



WINNERS 2008—2023

BEST BRANDS 2023 — RANKING

	Best Brand Overall	Best of the Best Brands	Best Corporate Sustainability Brand
1 st place	Lego Toys	Lego	dm-drogerie markt
2 nd place	WMF Cookware/silverware/knives	Nivea	Bosch
3 rd place	Adidas Sportswear	Bosch	Deutsche Post DHL
4 th place	Bosch DIY & home improvement electronics	Miele	Miele
5 th place	Nike Sports shoes	Adidas	Audi
6 th place	Weber Barbecues	Samsung	Siemens
7 th place	Samsung Smartphones	WMF	Aldi
8 th place	Sony PlayStation Gaming consoles	Canon	Rossmann
9 th place	Canon Photography	Coca-Cola	EDEKA
10 th place	GoPro Action cams/drones	Apple	REWE

BEST BRANDS 2022 — RANKING

	Best Brand Overall	Best Brand Food & Beverages	Best Brand Travel	Best Hybrid Brand
1 st place	Sony PlayStation Gaming consoles	Rügenwalder Mühle Vegan & vegetarian foods	Booking.com Online travel platforms	DHL Logistics/transport
2 nd place	Bosch DIY & home improvement electronics	Alnatura Organic foods	TUI Package holidays	MediaMarkt Consumer electronics stores
3 rd place	Samsung TV	Funny-frisch Savoury snacks	AIDA Cruises Cruises	Sony PlayStation Gaming consoles
4 th place	Apple Wearables	Coca-Cola Soft drinks	Mercedes-Benz Marco Polo Mobile homes & campervans	IKEA Furniture stores
5 th place	Canon Photography	Kerrygold Butter/margarines/oils	Mein Schiff/TUI Cruises Cruises	Weber Barbecues
6 th place	Lego Toys	Maggi Ready-made meals/convenience products/sauces	Lufthansa Tourist mobility	TUI Package holidays
7 th place	Weber Barbecues	Lindt Confectionery	Steigenberger Hotels	GoPro Action cams/drones
8 th place	WMF Cookware/silverware/knives	Rotkäppchen Sparkling wine/wine	VW California Mobile homes & campervans	DJI Action cams/drones
9 th place	Adidas Sportswear	Alpro Vegan & vegetarian foods	Deutsche Bahn Tourist mobility	Lego Toys
10 th place	Dyson Vacuum cleaners/vacuum robots	Nutella Breakfast products	Hymer Mobile homes & campervans	Samsung TV

BEST BRANDS 2021 — RANKING

	Best Brand Overall	Best Brand Health & Wellbeing	Best Brand Consumer Electronics	Best Brand Customer Centricity
1 st place	Bosch DIY & home improvement electronics	Alnatura Organic foods	Samsung TV	Amazon Online shopping
2 nd place	Lego Toys	Braun Health technology	Sony Playstation Gaming consoles	Samsung Smartphones
3 rd place	WMF Cookware/cutlery/knives	Weleda Natural cosmetics	GoPro Action cams/drones	DHL Logistics/transport
4 th place	Samsung TV	Apple Wearables	Canon Photography	PayPal Banks & payment service providers
5 th place	Weber Barbecue	Alpro Vegan/vegetarian foods	Nintendo Gaming consoles	Booking.com Travel & accommodation
6 th place	Compo Plant care/protection	Bosch Kitchen appliances	Apple Computer hardware (PC, laptop, tablet)	Bosch DIY & home improvement electronics
7 th place	Alpina Decorate & renovate	Rügenwalder Mühle Vegan/vegetarian foods	Bose Audio	Google Online platforms
8 th place	Adidas Sports shoes	Doppelherz Nutritional supplements	DJI Action cams/drones	Lego Toys
9 th place	Gardena Gardening equipment	Voltaren Pharmacy-only medications	HP Computer accessories	Weber Barbecues
10 th place	Coca-Cola Soft drinks	Bepanthen Pharmacy-only medications	JBL Audio	GoPro Action cams/drones

BEST CORPORATE BRANDS 2008—2020

	2020 Europe	2019 International	2018 Europe	2017 International	2016 Europa	2015
1 st place	Adidas	Adidas	Ikea	BMW	Porsche	Miele
2 nd place	Ikea	BMW	Adidas	Porsche	BMW	Audi
3 rd place	Porsche	Porsche	BMW	Adidas	Bosch	Daimler
4 th place	Audi	Audi	Audi	Audi	Ikea	Bosch
5 th place	Ferrari	Bosch	Porsche	Daimler	Adidas	Adidas
6 th place	Bosch	Volkswagen	Bosch	Miele	Audi	BMW
7 th place	BMW	Puma	Daimler	Bosch	Miele	Volkswagen
8 th place	Ferrero	Dr. Oetker	Michelin	SAP	Michelin	Porsche
9 th place	L'Oréal	Miele	Miele	Siemens	Nestlé	Siemens
10 th place	Miele	SAP	L'Oréal	Bayer	L'Oréal	Henkel

	2014 International	2013	2012 International	2011	2010	2009	2008
1 st place	BMW	Amazon	BMW	Volkswagen	Google	Google	Lufthansa
2 nd place	Audi	Volkswagen	Audi	Miele	Audi	Lufthansa	Aldi
3 rd place	Porsche	Audi	Volkswagen	Audi	Volkswagen	Miele	Adidas
4 th place	Volkswagen	Miele	Bosch	Lufthansa	Lufthansa	Adidas	Miele
5 th place	Bosch	Siemens	Siemens	Siemens	Miele	Volkswagen	Google
6 th place	Siemens	BMW	Miele	Daimler	Daimler	BMW	Siemens
7 th place	Daimler	Lufthansa	Porsche	ADAC	BMW	Bosch	Microsoft
8 th place	Adidas	ADAC	Adidas	Adidas	Aldi	Audi	BMW
9 th place	Miele	Adidas	Daimler	BMW	Adidas	Microsoft	Audi
10 th place	Henkel	Daimler	Beiersdorf	Aldi	Siemens	eBay	Amazon

BEST PRODUCT BRANDS 2008—2020

	2020	2019	2018	2017	2016	2015
1 st place	WMF	Lego	Nivea	Coca-Cola	Nivea	Bose
2 nd place	Samsung TV	Bosch	Bosch <small>DIY & home improvement electronics</small>	Nivea	Coca-Cola	Nivea
3 rd place	Lego	Samsung	Coca-Cola	Bose	Samsung <small>TV, DVD, Blu-Ray</small>	Lindt
4 th place	Bosch <small>DIY & home improvement electronics</small>	Adidas	WMF	Rotkäppchen	Rotkäppchen	Lego
5 th place	Nivea	WMF	Samsung <small>TV, DVD, Blu-Ray</small>	Bosch <small>DIY & home improvement electronics</small>	Lego	Miele <small>Large household appliances</small>
6 th place	Gardena	Microsoft	Adidas	Apple <small>Smartphones & wearables</small>	Bosch <small>DIY & home improvement electronics</small>	Coca-Cola
7 th place	Adidas	Nivea	Lego	WMF	Persil	Apple <small>Telecommunications</small>
8 th place	Microsoft	Sony PlayStation	Sony PlayStation	Samsung <small>TV, DVD, Blu-Ray</small>	WMF	Samsung <small>TV, DVD, Blu-Ray</small>
9 th place	Rotkäppchen	Gardena	Bose	Oral-B	Apple <small>Telecommunications</small>	Persil
10 th place	Coca-Cola	Canon	Funny-frisch	Miele	Lindt	Bosch

	2014	2013	2012	2011	2010	2009	2008
1 st place	Nivea	Nivea	Apple	Lego	Lego	Miele	Canon
2 nd place	Lego	Apple	Nivea	Miele	Miele	Canon	Adidas
3 rd place	Bose	Lego	Miele	Nivea	Nivea	Elmex	Tchibo
4 th place	Miele	Miele	Lego	Tchibo	Elmex	Tchibo	Miele
5 th place	Canon	Gillette	Coca-Cola	Rotkäppchen	Microsoft	Microsoft	Rotkäppchen
6 th place	Gillette	Triumph	Canon	Triumph	Rotkäppchen	Lego	Lego
7 th place	Samsung TV, DVD, Blu-Ray	Adidas	Tchibo	Gillette	Esprit	Nivea	Triumph
8 th place	Apple	Coca-Cola	Gillette	Microsoft	Freixenet	Coca-Cola	Nokia
9 th place	Rotkäppchen	Rotkäppchen	Rotkäppchen	Canon	Triumph	Rotkäppchen	Miele
10 th place	Lindt	Lindt	Adidas	Langnese	Canon	Adidas	Nivea

BEST GROWTH BRANDS 2008—2020

	2020	2019	2018	2017	2016	2015
1 st place	Char-Broil	Lillet	Lay's	Duplo Ferrero	WMF	Nike Sports shoes
2 nd place	Bugatti	Tefal	Airbnb	Perwoll	Husqvarna	Sony Photography
3 rd place	Dyson	Under Armour	Nintendo	Miele	Sony Photography	Western Digital
4 th place	Huawei	Puma	Huawei	Tefal	Ritter Sport	Asus
5 th place	JBL	Nintendo	Asus	Beck's	LG TV, DVD, Blu-Ray	Fissler
6 th place	Jack Daniel's	Lloyd	Booking.com	Baileys	Bosch Gardening equipment	Lenovo
7 th place	Napoleon	Huawei	Sonos	Makita	Ford	Hyundai
8 th place	Tommy Hilfiger	Dyson	Ariel	Granini	Weihenstephan	Somat
9 th place	Aperol	Ecco	Dyson	Sony	Zewa	Captain Morgan
10 th place	Fiskars	Aperol	Nike	Bose	Apple Telecommunications	Havana Club

	2014	2013	2012	2011	2010	2009	2008
1 st place	Captain Morgan	Samsung	HTC	Apple	Samsung	Mey	Sony Ericsson
2 nd place	Schöner Wohnen Farbe Paints	De'Longhi	Aperol	LG	Acer	Samsung	Panasonic
3 rd place	LG Telecommunications	Apple	Apple	Tamaris	Punica	Nike	Brise
4 th place	Harman	Triumph	Base	Base	Lenovo	Landliebe	Triumph
5 th place	Tom Tailor	Fit	Havana Club	De'Longhi	Echter Nordhäuser	Weihenstephan	Samsung
6 th place	Ehrmann	Lenor	Barbie	Pampers	H&M	Technics/Panasonic	E-Plus
7 th place	WC Frisch	Nur Die	Geox	Zewa	Hohes C	Puma	Dallmayr
8 th place	Samsung TV, DVD, Blu-Ray	Asics	Jacobs	Frosch	Granini	Sony Ericsson	Brax
9 th place	Persil	Yamaha	Samsung	Acer	Pelikan	Ramazotti	Esprit
10 th place	Frosch	Nikon	Alpina	Volvic	Dallmayr	Nikon	HP

SPECIAL CATEGORIES 2008—2020

Beste ...	2020 Future Tech Brand	2020 Sustainability Organisation	2019 Digital Life Brand	2018 Millennials' Brand	2017 Future Mobility Brand	2016 E-Commerce Brand	2015 Fashion Brand
1 st place	Dyson Vacuum cleaners	WWF	Amazon	Nike	Tesla	Amazon	Hugo Boss
2 nd place	Siemens Cooking	Greenpeace	Google	Sony PlayStation	Öffi	Rewe	Bogner
3 rd place	JBL Headsets	NABU	Apple	Netflix	BMW	Douglas	Wellensteyn
4 th place	Samsung TV	Fairtrade	Samsung	Adidas	Audi	Ikea	Tommy Hilfiger
5 th place	Apple Headsets	BUND	PayPal	Spotify	Call a Bike	Lidl	Desigual
6 th place	Sonos Audio home systems	Demeter	Bosch	Samsung Smartphones & wearables	Mercedes-Benz	eBay	Jack Wolfskin
7 th place	Bose Speakers	Blauer Engel	Microsoft	Coca-Cola	Google	MediaMarkt	Marc Cain
8 th place	Liebherr Refrigerators	Plant-of-the-Planet	Siemens	Nintendo	DriveNow	H&M	Superdry
9 th place	Philips Coffee machines	Bioland	WhatsApp	H&M	Flinkster	Zalando	Camp David
10 th place	Fujifilm Printers	Rettet den Regenwald e.V.	FritzBox!	Red Bull	Car2Go	Booking.com	Olymp

Best ...	2014 Beauty Brand	2013 Sports Brand	2012 Retailer Brand Non-Food	2011 Service brand	2010 Sustainability Brand	2009 Design Brand	2008 Luxury Automobile
1 st place	Chanel	Adidas	Amazon	Kempinski	Henkel	Artemide	Aston Martin DB9
2 nd place	Christian Dior	Jack Wolfskin	dm	ING-DiBa	Linde	Rolf Benz	Lamborghini Murciélago
3 rd place	Sisley	Nike	Ikea	Lufthansa	BMW	Alessi	Audi R8
4 th place	Kanebo	Odlo	Hugendubel	HUK	Volkswagen	Vitra	Ferrari 599 GTB Fiorano
5 th place	Mac	Puma	Budnikowsky	Steigenberger	Miele	Rosenthal	Lamborghini Gallardo
6 th place	Giorgio Armani	Lowa	Thalia	DHL	Siemens	Ritzenhoff	Mercedes SLR
7 th place	Givenchy	Asics	Peek & Cloppenburg	Sparkasse	Fresenius Medical Care	Villeroy & Boch	Aston Martin V8 Vantage
8 th place	Juvena	Schöffel	Esprit	Vodafone	RWE	Ligne Roset	Maybach
9 th place	Guerlain	Globetrotter	Rossmann	SAP	EnBW	Robbe & Berking	Ferrari 612 Scaglietti
10 th place	Shiseido	Reebok	Karstadt	Air Berlin	Audi	Tobias Grau	Porsche 911

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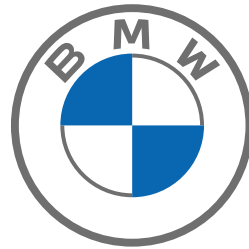
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