



# Brand Finance Global Brand Value Top 500 Ranking Analysis and Inspiration for Chinese Enterprises

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**Abstract.** The brand value of an enterprise represents the core asset upon which strategic transformation and scale expansion are based. It plays a crucial role in enhancing the market competitiveness and industry status of the enterprise. In the context of external challenges, including the severe and complex international situation and geopolitical tensions, as well as the increased volatility of the global economy and the heightened complexity of the enterprise business environment, the necessity for strategic transformation and scale expansion is paramount. In this context, brand value has emerged as a pivotal determinant of enterprise stability in a volatile market. This paper presents an analysis of the overall situation of the top 500 global brand values and the ranking and basic characteristics of energy enterprises. Based on this analysis, it offers insights and suggestions for the development of Chinese energy enterprises.

**Keywords:** Brand value, Strategic transformation, Scale expansion.

## 1 Introduction

Brand value plays a pivotal role in the international competitiveness of enterprises, and its importance is reflected in many levels. First of all, enterprises with high brand value can attract consumers more effectively and increase market share in the international market, not only because they have a strong ability to develop and occupy the market, but also because they can show the comprehensive strength of the enterprise. This strength encompasses not only financial performance, but also key metrics such as brand strength, brand contribution and sustainability. Secondly, brand value is a direct embodiment of quality and reputation, which helps enterprises win the trust of consumers in the international market, improve the market acceptance of products, and thus enhance the international competitiveness of enterprises. In addition, enterprises with high brand value can gain a competitive advantage through a differentiation strategy, which can be reflected in product innovation, service upgrades, packaging design, marketing channels or customer experience improvements, so that enterprises can stand out in the fierce international competition.

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In terms of international cooperation and exchanges, the enhancement of brand value helps enterprises to participate in wider international cooperation, improve their international operation capabilities through cooperation with international brands, and further expand the influence of the international market. At the same time, the promotion of brand value also contributes to the international dissemination of Chinese culture, and enterprises integrate Chinese cultural elements into the brand through brand building, enhance the cultural characteristics of the brand, and enhance the sense of identity of the international market. In the face of global challenges, such as geopolitical conflicts, inflationary pressures, climate change, etc., companies with high brand value are more likely to maintain stable growth and demonstrate greater resilience to risks.

Brand anti-risk ability is a key factor for enterprises to maintain stable development in the face of emergencies, which can help enterprises resist adverse factors such as natural disasters, negative events, economic shocks, etc., and maintain consumer loyalty. Brand expansion provides businesses with the opportunity to enter new markets and new areas, increase brand awareness and recognition, create new products and services, and improve the competitiveness and profitability of enterprises. In the context of globalization, cross-cultural brand communication can help companies successfully communicate their brands in different cultural contexts, and by understanding cultural differences, customizing content, using localized resources, establishing cultural resonance, and continuously monitoring and adjusting, companies can cross the cultural gap and successfully promote their brands to the global market.

It is an inevitable choice for enterprises to enhance their brand value to adapt to the increasingly fierce market competition and changes in consumer behavior. In the context of globalization, the enhancement of brand value helps enterprises stand out from many competitors and enhance their market position and influence. Not only does it meet consumer demands for quality, trust and identity, but it is also essential for the long-term sustainability of a business. A strong brand can bring a higher market share and a stable revenue stream to a business, while providing an important cushion in the face of market volatility.

With the opening up of international markets, businesses need to compete globally, and a high-value brand can make it easier to enter new markets and gain recognition on the international stage. In addition, the promotion of brand value is also the embodiment of corporate culture and image, which conveys the values and mission of the enterprise and enhances the sense of identity and cohesion of internal employees. In today's increasingly perfect legal protection, the enhancement of brand value helps to better protect the intellectual property rights of enterprises, prevent brand infringement, and ensure that the long-term interests of enterprises are not damaged.

By enhancing brand value, enterprises can better fulfill their social responsibilities and promote the sustainable development of society and the environment. In the capital market, brand value, as an important part of an enterprise's intangible assets, can improve the market valuation of a company and attract more investors and partners. In short, enhancing brand value is an important strategic measure to achieve market competitiveness, cultural identity, risk management, social responsibility and capital market performance.

To sum up, brand value is the core element of an enterprise's international competitiveness, which not only affects the market performance and economic benefits of an enterprise, but also relates to the status and influence of an enterprise in the global economy. Enterprises must pay attention to the cultivation and promotion of brand value to ensure that they maintain an advantage in the global competition.

In 2023, the aggregate total value of the top 500 global brands is projected to reach 8,002 billion US dollars. Amazon reclaimed the top position on the list with a brand value of \$299.28 billion, while Apple slipped to the second spot. Six Chinese enterprises made it into the top 20, namely the Industrial and Commercial Bank of China, TikTok, China Construction Bank, State Grid, Agricultural Bank of China, and WeChat, as shown in Table 1.

**Table 1.** Top 20 of "Global Brand Value 500 in 2023"

Sequence	Brand	Brand value in 2023 (billion dollars)	Comparison with the brand value in 2022	Comparison with the ranking in 2022
1	Amazon	2992.8	-14.60%	+1
2	Apple	2975.12	-16.20%	-1
3	Google	2813.82	6.80%	Be unchanged
4	Microsoft	1915.74	4.00%	Be unchanged
5	Walmart	1137.81	1.70%	Be unchanged
6	Samsung Group	996.59	-7.10%	Be unchanged
7	Industrial and Commercial Bank of China	695.45	-7.40%	+1
8	Verizon	674.43	-3.20%	+2
9	Tesla	662.07	43.90%	+19
10	Tik Tok	656.96	11.40%	+8
11	Deutsche Telekom	629.28	4.60%	+6
12	China Construction Bank	626.81	-4.40%	-1
13	The Home Depot	610.53	8.40%	+7
14	Facebook	589.71	-41.70%	-7
15	State Grid	588.46	-2.20%	+1
16	Mercedes-Benz	587.97	-3.20%	-1
17	Agricultural Bank of China	576.91	-7.00%	-3
18	Starbucks	534.32	16.90%	+11
19	Toyota	524.93	-18.30%	-7
20	WeChat	502.47	-19.30%	-7

In terms of industry, the technology industry has been identified as the most valuable brand industry, followed by the retail industry. A total of 48 technology industry enterprises are on the list, representing a 6% decrease in total value compared to 2022. The number of enterprises on the list has also decreased by 2, largely due to the impact of the global supply chain disruption, labor shortage, and increased financing barriers caused by the epidemic. The total value of listed enterprises in the retail industry remained second among all industries, but decreased by 9% compared with 2022. This is due to the challenges faced by businesses in the sector, including high employee absenteeism, supply chain constraints, and a decline in consumer confidence, as shown in Table 2.

**Table 2.** Brand value accounts for the top 9 of the overall proportion (by industry)

Sequence	Industry	Brand value (Unit: billion US dollars)	The proportion of brand value to total value (%)	Number of brands
1	Technology	1180.9	14.8%	48
2	Retail	1059.7	13.2%	51
3	Bank	986.5	12.3%	71
4	Medium	774.6	9.7%	25
5	Telecommunica- tions	537.5	6.7%%	30
6	Car	530.4	6.6%	27
7	Engineering and architecture	359	4.5%	31
8	Insurance	347.3	4.3%	29
9	Oil and gas	331.1	4.1%	23

From the perspective of enterprises, BYD has become the enterprise with the fastest growth in brand value this year, while Alibaba has experienced the largest decline in brand value. BYD's brand value increased by 57% in comparison to the previous year, reaching a total of 10.81 billion US dollars. This resulted in a rise from 346th to 199th place, making it the fastest-growing enterprise. This growth can be attributed to the accelerated development of "dual-carbon" construction and the rapid growth of demand for electric vehicles. Huawei's brand value experienced a 38% decline, reaching \$44.29 billion. This resulted in a drop from the 9th to the 31st position. The reduction in the number of operational areas and the resulting impact on sales are believed to be the primary factors contributing to this shift. Alibaba's brand value experienced a significant decline, falling by 56% to reach only \$10 billion. This resulted in a ranking drop from 84th to 207th, making it the enterprise with the largest decline in value. This

downturn can be attributed to the substantial impact of the epidemic on international e-commerce businesses and the intensifying competition within the e-commerce market.

## **2 An Analysis of the Ranking of Energy Enterprises**

### **2.1 An Analysis of the Global Brand Value Ranking of the Energy Industry**

A significant number of global energy enterprises are concentrated in a limited number of sectors, with the majority of them focusing on oil and gas as their primary business. In 2023, a total of 36 energy enterprises around the world were included on the list, with the majority of these enterprises focusing on three main business areas: electricity (4), energy management (11), and oil and gas (21). Of these, 17 enterprises experienced an increase in their ranking, with the most significant being Confield in the United States, which rose 161 places. The primary reason for this is that Confield in the United States increased its net income by approximately 130% in 2022 through investment in high-quality strategic projects and capital restructuring[1]. A total of 19 enterprises have experienced a decline in their rankings, which has been influenced by a number of factors, including the Russia-Ukraine conflict, the European energy crisis, and other economic developments. The largest decline is that of Spain's Repsol, which is primarily engaged in the oil and gas industry[2].

The brand value of China's state-owned energy enterprises has demonstrated a positive trajectory. Six energy enterprises in China are included in the list, ranking second only to the United States (seven), all of which are state-owned enterprises. An analysis of the ranking changes reveals that State Grid and Sinopec experienced an increase of one and two places, respectively. In the context of low interest rates and an increase in government infrastructure investment, China Electric Construction saw a 47-place rise[3]. The Russia-Ukraine conflict in 2022 served to exacerbate the global energy crisis, with the superposition of various factors beyond expectations leading to violent fluctuations in the international oil and gas market and a sharp rise in prices. As a consequence of this, PetroChina and CNOOC experienced a decline of 6 and 124 places, respectively. Through the expansion of domestic and foreign business operations and the implementation of innovative business strategies, China National Petroleum has made notable advancements in terms of comprehensive strength, influence, and brand value. This has led to its inaugural inclusion in the top 500 global brand value list, ranking 224th [4].

## **3 Conclusion**

An enhanced brand value enables enterprises to distinguish themselves in a competitive market and attract a greater number of investors and partners, thereby creating additional business opportunities and higher profit margins. By examining the circumstances surrounding Brand Finance's top 500 global brand values, it is possible to offer pertinent strategic recommendations for the advancement of Chinese energy enterprises[5].

Firstly, it is essential to benchmark the construction of a world-class brand and strive to enhance the brand value of the enterprise. It is vital to conduct a comprehensive study and learn from the experiences of international enterprises that are at the forefront of their respective fields. It is crucial to assume a leading role for the brand, implement a robust brand strategy, and focus on improving the level of brand management. This will enable the formation of new advantages in brand competition and contribute to the development of a world-class energy enterprise[6].

The second objective is to cultivate a robust international reputation and secure a dominant position in the domain of brand value. By prioritizing the strategic objective of "creating a world-class brand," we will innovate the organic combination of brand image components, international expression content, and brand value form. Furthermore, we will leverage the communication platform of international media cooperation to enhance the "exposure rate" and "right of speech" of energy enterprise brands on a global scale.

Thirdly, it is imperative to maintain vigilance in monitoring and assessing alterations in national policies and industry development trends. This enables the coordination of enterprise resources and facilitates the timely realignment of business operations. In response to shifts in the market and policy landscape, it is essential to adapt or expand the business scope in a timely manner. This may entail a transition from traditional energy sources to clean energy alternatives or the pursuit of emerging growth opportunities within the energy industry, such as energy storage technology or smart grid solutions. It is recommended that investment in research and development be increased, that energy technology innovation be promoted, that energy utilization efficiency be improved, that costs be reduced, and that new energy products and services be developed that meet future market needs. In addition, it is recommended that the national call for energy conservation, emission reduction, and green development be responded to, that sustainable development strategies for enterprises be formulated, and that the environmental protection image and social responsibility of enterprises be improved.

Fourthly, enterprises should carry out in-depth quality improvement actions, implement the quality improvement of the whole industrial chain, strengthen technological innovation and industrial chain synergy, and promote technology iteration and quality upgrading. Support enterprises to promote production automation, intelligence, and greening, and build a standardized, standardized, and refined operation system. Encourage enterprises to promote advanced quality management models, carry out digital upgrading of quality management, and establish a full-cycle and full-process quality and safety traceability system, so as to enhance brand value and market competitiveness.

Fifthly, give full play to the exemplary and leading role of large-scale backbone enterprises. Promote large-scale backbone enterprises, especially central enterprises, to further play a leading role in demonstration, in-depth implementation of special actions for brand promotion, increase investment in brand building, and actively promote comprehensive brand management. Promote the benign interaction between brand building and business management, form a group of practical experience in brand building with Chinese characteristics, and enhance the value recognition of Chinese brands by global consumers.

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