

**Best Swiss Brands 2014
Top 50**

Rank BSB 2014	Rank BSB 2013	Industry	Brand	Brand Value 2014 (mCHF)	Brand Value 2013 (mCHF)	Change 13/14 in (%)
1.	1.	FMCG	Nescafé	10'242	10'662	-4%
2.	2.	Chemical/Pharmaceutical	Roche	8'569	7'668	12%
3.	4.	FMCG	Nestlé	7'238	6'650	9%
4.	3.	Chemical/Pharmaceutical	Novartis	7'228	6'973	4%
5.	5.	Luxury	Rolex	7'211	6'637	9%
6.	6.	Telecommunication	Swisscom	5'114	5'022	2%
7.	NEW	Engineering / Manufacturing	ABB	4'929	--	--
8.	7.	Banking	Credit Suisse	3'733	3'718	0%
9.	10.	Luxury	Omega	3'709	3'344	11%
10.	8.	Banking	UBS	3'700	3'579	3%
11.	9.	Insurances	Zurich FS	3'627	3'509	3%
12.	11.	Services	Adecco	2'830	2'621	8%
13.	12.	Banking	Kantonalbanken	2'374	2'373	0%
14.	13.	FMCG	Nespresso	2'301	2'200	5%
15.	14.	FMCG	Lindt	2'121	1'884	13%
16.	17.	Banking	Julius Bär	2'061	1'729	19%
17.	NEW	Insurances	Swiss Re	1'948	--	--
18.	NEW	Chemical/Pharmaceutical	Syngenta	1'856	--	--
19.	16.	Engineering / Manufacturing	Schindler	1'820	1'865	-2%
20.	15.	Luxury	Davidoff	1'749	1'867	-6%
21.	18.	Luxury	Patek Philippe	1'538	1'488	3%
22.	19.	Banking	Vontobel	1'400	1'350	4%
23.	NEW	Building Material	Holcim	1'246	--	--
24.	20.	Luxury	Chopard	1'182	1'139	4%
25.	NEW	Chemical/Pharmaceutical	Sandoz	1'106	--	--
26.	21.	Sanitary Appliances	Geberit	955	935	2%
27.	22.	Luxury	Breguet	942	859	10%
28.	24.	Luxury	Longines	931	837	11%
29.	23.	Banking	Raiffeisen	893	853	5%
30.	26.	Luxury	Swatch	853	756	13%

31.	25.	Luxury	Audemars Piguet	815	770	6%
32.	27.	Banking	PostFinance	781	739	6%
33.	28.	Luxury	Tissot	759	719	5%
34.	29.	Luxury	Tag Heuer	722	671	8%
35.	30.	Luxury	Vacheron Constantin	699	623	12%
36.	31.	Luxury	IWC	669	619	8%
37.	32.	Luxury	Jaeger LeCoultre	633	606	5%
38.	33.	Retail	Migros	475	427	11%
39.	34.	Electronics	Phonak	403	365	10%
40.	37.	Luxury	Hublot	349	302	16%
41.	NEW	Engineering / Manufacturing	Sulzer	320	--	--
42.	35.	Retail	Coop	318	315	1%
43.	38.	Luxury	Breitling	306	295	4%
44.	39.	Luxury	Rado	301	291	3%
45.	41.	Electronics	Logitech	298	272	9%
46.	40.	Insurances	Die Mobiliar	295	276	7%
47.	36.	Service Provider	Die Post	293	307	-5%
48.	42.	Travel Industry	Kuoni	272	266	2%
49.	43.	Insurances	Swiss Life	270	247	9%
50.	44.	Telecommunication	Sunrise	215	222	-3%

		Total Top 50		104'599	89'846	16%
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Top 10 Risers

	Rank BSB 2014	Industry	Brand	Brand Value 2014 (mCHF)	Brand Value 2013 (mCHF)	Change 13/14 in (%)
1.	16.	Banking	Julius Bär	2'061	1'729	19.2%
2.	40.	Luxury	Hublot	349	302	15.9%
3.	30.	Luxury	Swatch	853	756	12.9%
4.	15.	FMCG	Lindt	2'121	1'884	12.6%
5.	35.	Luxury	Vacheron Constantin	699	623	12.3%
6.	2.	Chemical/Pharmaceutical	Roche	8'569	7'668	11.7%
7.	38.	Retail	Migros	475	427	11.3%
8.	28.	Luxury	Longines	931	837	11.2%
9.	9.	Luxury	Omega	3'709	3'344	10.9%
10.	39.	Electronics	Phonak	403	365	10.3%

2014 Biggest Decliners

	Rank BSB 2014	Industry	Brand	Brand Value 2014 (mCHF)	Brand Value 2013 (mCHF)	Change 13/14 in (%)
1.	20.	Luxury	Davidoff	1'749	1'867	-6.3%
2.	47.	Service provider	Die Post	293	307	-4.6%
3.	1.	FMCG	Nescafé	10'242	10'662	-3.9%
4.	50.	Telecommunication	Sunrise	215	222	-3.0%
5.	19.	Engineering / Manufacturing	Schindler	1'820	1'865	-2.4%

2014 New Entrants

	Rank BSB 2014	Industry	Brand	Brand Value 2014 (mCHF)
1.	7.	Engineering / Manufacturing	ABB	4'929
2.	17.	Insurances	Swiss Re	1'948
3.	18.	Chemical/Pharmaceutical	Syngenta	1'856
4.	23.	Building Material	Holcim	1'246
5.	25.	Chemical/Pharmaceutical	Sandoz	1'106
6.	41.	Engineering / Manufacturing	Sulzer	320

Sectors

	Industry	Total Sector (mCHF)	% to total Top 50
1.	Luxury	23'370	22.3
2.	FMCG	21'901	20.9
3.	Chemical/Pharmaceutical	18'759	17.9
4.	Banking	14'942	14.3
5.	Industry	7'068	6.8
6.	Insurances	6'141	5.9
7.	Telecommunication	5'330	5.1
8.	Service provider	3'123	3.0
9.	Building Material	1'246	1.2
10.	Sanitary Appliances	955	0.9
11.	Retail	794	0.8
12.	Electronics	701	0.7
13.	Travel Industry	272	0.3

	Total Top 50	104'599	
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Brands that fell off the list – from 2013 Ranking

Rank BSB 2013	Brand
45	Sika
46	Tally Weijl
47	Franke
48	La Prairie
49	Kaba
50	Emmi