

Rank		Brand	Brand Value CHF (BV)		
2015	2014		2015	2014	% change
1	1	Nescafé	10'653	10'242	4%
2	2	Roche	8'484	8'569	-1%
3	3	Nestlé	7'472	7'238	3%
4	5	Rolex	7'252	7'211	1%
5	4	Novartis	6'808	7'228	-6%
6	6	Swisscom	5'128	5'114	0%
7	7	ABB	4'908	4'929	0%
8	8	Credit Suisse	3'647	3'733	-2%
9	10	UBS	3'619	3'700	-2%
10	11	Zurich FS	3'546	3'627	-2%
11	9	Omega	3'496	3'709	-6%
12	14	Nespresso	2'744	2'301	19%
13	12	Adecco	2'615	2'830	-8%
14	13	Kantonalbanken	2'345	2'374	-1%
15	15	Lindt	2'237	2'121	5%
16	16	Julius Bär	1'979	2'061	-4%
17	19	Schindler	1'830	1'820	1%
18	21	Patek Philippe	1'772	1'538	15%
19	17	Swiss Re	1'711	1'948	-12%
20	18	Syngenta	1'576	1'856	-15%
21	22	Vontobel	1'462	1'400	4%
22	26	Geberit	1'236	955	29%
23	23	Holcim	1'157	1'246	-7%
24	24	Chopard	1'033	1'182	-13%
25	25	Sandoz	1'024	1'106	-7%
26	28	Longines	1'018	931	9%
27	27	Breguet	965	942	2%
28	29	Raiffeisen	898	893	1%
29	31	Audemars Piguet	868	815	6%
30	33	Tissot	808	759	6%
31	32	PostFinance	777	781	-1%
32	35	Vacheron Constantin	763	699	9%
33	34	Tag Heuer	751	722	4%
34	30	Swatch	742	853	-13%
35	36	IWC	712	669	6%
36	37	Jaeger LeCoultre	648	633	2%
37	38	Migros	469	475	-1%
38	39	Phonak	388	403	-4%
39	-	Sika	384	-	NEW
40	40	Hublot	372	349	6%
41	43	Breitling	334	306	9%
42	44	Rado	318	301	6%
43	47	Die Post	311	293	6%
44	42	Coop	306	318	-4%
45	45	Logitech	298	298	0%
46	46	Die Mobiliar	282	295	-5%
47	49	Swiss Life	279	270	3%
48	41	Sulzer	270	320	-16%
49	-	Helvetia	255	-	NEW
50	50	Sunrise	218	215	1%