

Top 50 Latin American brands, 2014

Rank 2013	Brand	Brand value 2014 (\$m)	Brand value 2013 (\$m)	Brand value change 2014 versus 2013 (%)	BC Index **	Category	Country
1	Corona	8,025	6,620	21	4	Beer	México
2	Skol	7,055	6,520	8	4	Beer	Brazil
3	Falabella	6,084	5,611	8	4	Retail	Chile
4	Telcel	5,308	6,577	-19	2	Communication Providers	México
5	Bradesco	4,177	5,492	-24	2	Financial Institution	Brazil
6	Sodimac	4,107	3,537	16	5	Retail	Chile
7	Televisa	3,625	3,281	11	2	Communication Providers	México
8	Brahma	3,585	3,803	-6	3	Beer	Brazil
9	Aguila	3,565	3,903	-9	5	Beer	Colombia
10	Modelo	3,477	2,301	51	4	Beer	México
11	Ecopetrol	3,446	5,137	-33	1	Energy	Colombia
12	Claro	3,426	4,454	-23	1	Communication Providers	Latam Brand
13	Itaú	3,376	4,006	-16	2	Financial Institution	Brazil
14	Petrobras	3,252	5,762	-44	1	Energy	Brazil
15	Copec	3,181	3,204	-1	4	Energy	Chile
16	Banco de Chile	3,175	3,632	-13	3	Financial Institutions	Chile
17	Telmex	3,097	2,768	12	2	Communication Providers	México
18	LAN	3,058	3,274	-7	4	Airlines	Chile
19	Bancolombia	3,006	3,009	0	4	Financial Institution	Colombia
20	Bodega Aurrera	2,804	2,992	-6	2	Retail	México
21	Cemex	2,748	2,034	35	1	Industrial	México
22	Liverpool	2,687	2,066	30	3	Retail	México
23	Bimbo	2,608	2,976	-12	3	Food	México
24	Banorte	2,494	1,567	59	2	Financial Institutions	México
25	Lider	2,486	1,932	29	4	Retail	Chile
26	Sadia	2,466	1,993	24	2	Food	Brazil
27	Banco de Bogota	2,457	2,466	0	3	Financial Institution	Colombia
28	Poker	2,365	2,487	-5	4	Beer	Colombia
29	Natura	2,236	3,707	-40	4	Cosmetics	Brazil
30	Banco Popular	2,084	2,094	-1	3	Financial Institution	Colombia
31	Inbursa	1,759	2,091	-16	1	Financial Institutions	México
32	Cristal	1,630	1,401	16	5	Beer	Perú
33	YPF	1,545	1,272	21	2	Energy	Argentina
34	BCP	1,540	1,636	-6	3	Financial Institution	Perú
35	Davivienda	1,379	1,281	8	4	Financial Institution	Colombia
36	Almacenes Paris	1,262	1,558	-19	4	Retail	Chile
37	Marinela	1,182	-	n.a.	2	Food	México
38	Antarctica	1,145	1,284	-11	3	Beer	Brazil
39	Soriana	1,109	1,187	-7	2	Retail	México
40	Ipiranga	1,103	972	13	3	Retail	Brazil
41	Bohemia	1,094	1,010	8	4	Beer	Brazil
42	Pilsen Callao	1,076	899	20	5	Beer	Perú
43	Sanborns	1,058	1,465	-28	2	Retail	México
44	Interbank	1,037	1,095	-5	3	Financial Institution	Perú
45	Perdigão	1,005	1,036	-3	2	Food	Brazil
46	Banco Occidente	988	-	n.a.	3	Financial Institution	Colombia
47	Tottus	987	-	n.a.	4	Retail	Chile
48	Banamex	969	-	n.a.	2	Financial Institutions	México
49	Jumbo	932	1,248	-25	4	Retail	Chile
50	Une	931	-	n.a.	3	Communication Providers	Colombia

* Claro is based in Mexico, but has no operations there

** The Brand Contribution Index runs from 1 (low) up to 5 (high)