

The World's Most Valuable Cosmetics Brands

The BrandFinance® Cosmetics 50 2013

Rank 2013	Rank 2012	Brand	Domicile	Brand Value 2013 (US\$ bn)	Brand Value 2012 (US\$ bn)	Brand Rating 2013	Brand Rating 2012
1	1	Olay	US	11,709	11,756	AA+	AA
2	3	L'Oréal	France	8,696	7,744	AAA-	AAA-
3	4	Neutrogena	US	6,940	6,248	AA+	AAA-
4	5	Nivea	Germany	5,843	5,574	AA+	AA+
5	6	Lancôme	France	5,508	5,095	AA+	AAA-
6	2	Avon	US	5,169	7,901	AA-	AA+
7	7	Dove	UK	4,242	5,045	AA	AA
8	8	Estée Lauder	US	3,870	3,716	AA+	AA
9	9	Biore	Japan	3,378	3,336	AA	AA-
10	14	Christian Dior	France	2,952	2,540	AAA	AAA-
11	12	Pantene	US	2,910	2,643	AA	AA
12	18	Chanel	France	2,813	2,292	AAA	AAA
13	15	Aveeno	US	2,793	2,384	AA	AA+
14	16	Garnier	France	2,632	2,340	AAA-	AA
15	11	Schwarzkopf	Germany	2,420	2,682	AA-	A+
16	20	Maybelline	France	2,398	2,016	AAA-	AA+
17	19	Clarins	France	2,375	2,018	AA+	AA
18	10	Shiseido	Japan	2,203	2,907	AA+	AA+
19	21	Clean & Clear	US	2,196	1,990	AA	AA
20	17	Natura	Brazil	1,849	2,332	AA+	AA-
21	23	L'Occitane	Luxembourg	1,698	1,611	AA-	AA-
22	29	Johnson's	US	1,513	1,148	AA+	AA+
23	13	Lux	UK	1,501	2,541	AA-	AA-
24	27	M.A.C.	US	1,382	1,258	AAA-	AA+
25	30	Kérastase	France	1,360	1,138	AA	AA+
26	32	Redken	France	1,285	1,024	AA	AA
27	22	Rexona	UK	1,203	1,752	A	A
28	26	Biotherm	France	1,174	1,277	AA+	AA+
29	28	Vichy	France	1,170	1,172	AA	AA+
30	25	Oriflame	Luxembourg	1,151	1,310	AA-	AA
31	36	Matrix	France	1,133	871	AA	AA+
32	na	Clearasil	UK	1,127	na	AA	na
33	42	Rimmel	US	1,109	615	A+	A+
34	35	Yves Saint Laurent	France	1,092	915	AAA-	AAA-
35	33	The Body Shop	France	1,063	977	AA+	AA
36	na	Pola Orbis	Japan	1,017	na	A+	na
37	31	Sunsilk	UK	902	1,135	A	A+
38	37	Clinique	US	885	790	AAA-	AAA-
39	40	Softsoap	US	826	754	AA-	AA
40	41	Irish Spring	US	655	715	A+	A+
41	47	Coty	US	562	409	AA	AA
42	34	Revlon	US	561	922	A	A-
43	49	Elizabeth Arden	US	502	353	AA	AA-
44	43	Eucerin	Germany	487	557	A+	A+
45	46	RoC	US	481	472	AA	AAA-
46	38	La Roche-Posay	France	456	778	AA	AA+
47	45	KOSÉ	Japan	452	473	A+	AA
48	na	Head & Shoulders	US	423	na	AA-	na
49	48	Kiehl's	France	416	379	AA	AA+
50	42	Speed Stick	US	402	498	AA-	A+