

The FutureBrand Index 2023

A unique brand perception study that surveys informed business professionals about the world's largest companies.



2023
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Top Five Risers

↑51

ConocoPhillips

↑32

AT&T

↑28

Broadcom

↑25

Tesla

↑25

AB InBev

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Most Notable Risers

↑9

Microsoft

↑13

Unilever

↑15

Amazon

↑15

Nestlé

↑24

Johnson & Johnson

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Global Top 10

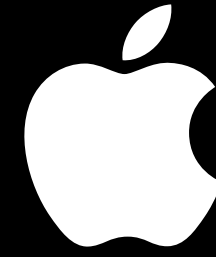
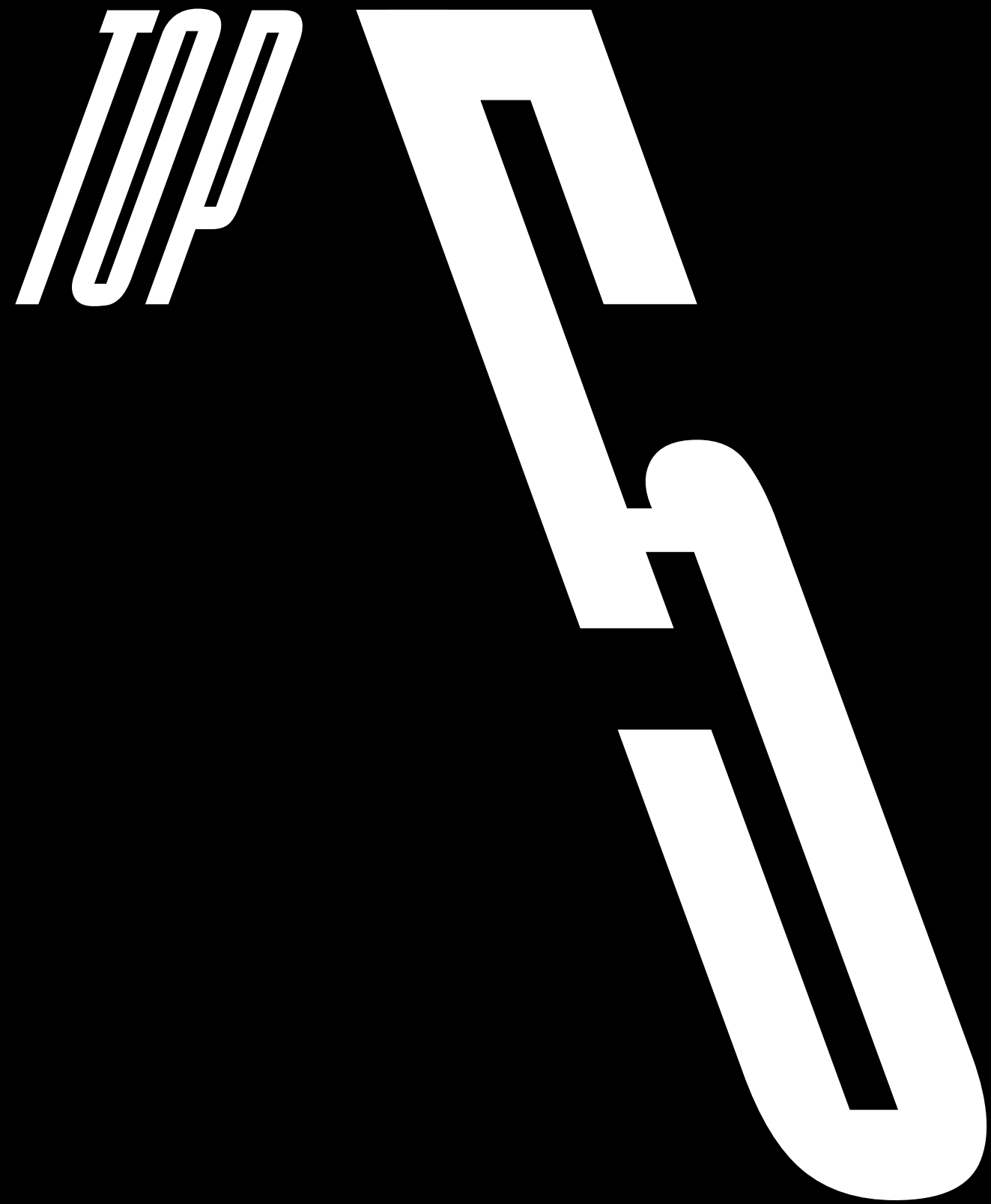
1	↑6	Apple
2	↑1	CATL
3	↓2	NextEra Energy
4	↑5	TSMC
5	↑6	Samsung
6	↑9	Microsoft
7	↑25	Tesla
8	↓2	Nvidia
9	↑1	ASML
10	↑13	Ping An Insurance

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Global Top Five

1	↑6	Apple
2	↑1	CATL
3	↓2	NextEra Energy
4	↑5	TSMC
5	↑6	Samsung

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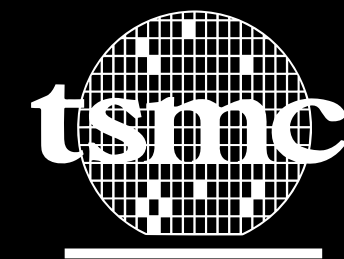
Apple

CATL

CATL



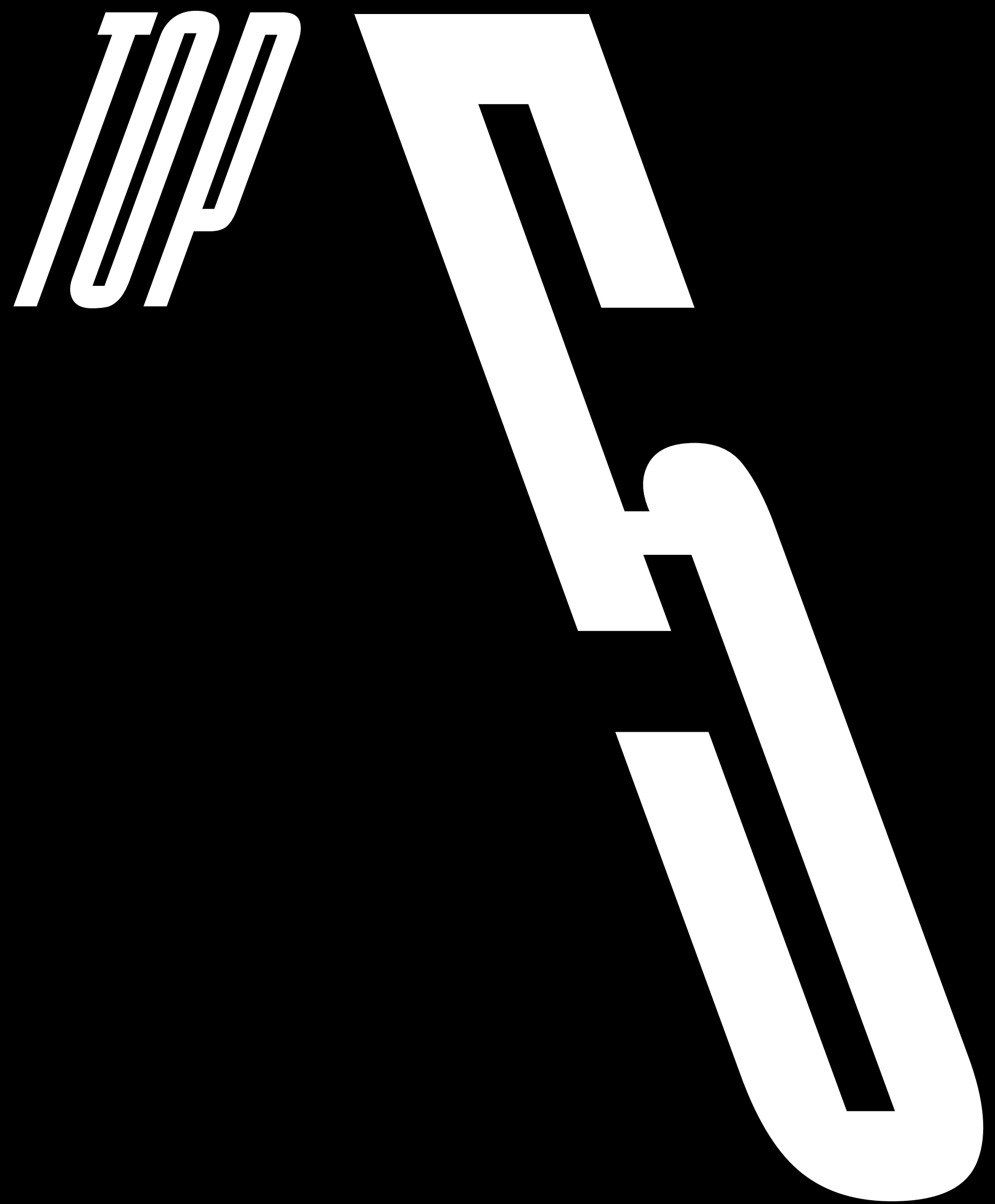
NextEra Energy



TSMC

SAMSUNG

Samsung



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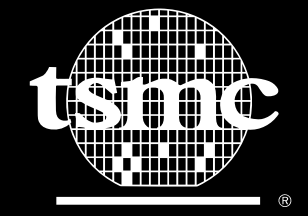
Apple

CATL

CATL



NextEra Energy



TSMC

SAMSUNG

Samsung

In a world where safety and security are scarce, brands must become beacons of progressive responsibility and purpose-based action. They need to act as ‘trust lighthouses’ that can ease people’s concerns and shine a light on a better future.

Jon Tipple
Global Chief Strategy Officer
FutureBrand

A stylized graphic of the word "TRUST" in white, slanted letters. The letters are thick and have a modern, geometric feel. The word is positioned in the bottom right corner of the image.

Many customers, from business-to-business buyers to end consumers, want to interact with organisations that put forth products and services that can make a difference in our individual lives and the world in general.

Jon Tipple
Global Chief Strategy Officer
FutureBrand



With trust in government, media and other institutions declining, companies that practise what they preach have an opportunity to gain an increasingly meaningful role in people's lives. Our survey respondents ranked the index's top-performing companies high in areas such as having strong principles, acting ethically, having a clear sense of the future, and inspiring change for the better.

Jon Tipple
Global Chief Strategy Officer
FutureBrand



If in the past the world's top brands were those promoting well-intentioned, but softer sentiment through warm words, today we observe brands which marry corporate purpose with real, positive impact climbing up the ranking.

Jon Tipple
Global Chief Strategy Officer
FutureBrand

**POSITIVE
IMPACT**

In this era of corporate mistrust and consumer polarisation, the companies that remain true to their mission will win in the hearts and minds of their stakeholders.

Lynne Field
Head of Strategy
FutureBrand North America



The FutureBrand Index points towards a truth: in order to garner high brand esteem, companies must foster agility, spearhead innovation, and embrace an unwavering commitment to corporate social responsibility.

Lynne Field
Head of Strategy
FutureBrand North America

