

2010 年度の ランキング	ブランド	産業部門	2010 年度のブラン ド価値 (\$m)	ブランド価値の 変動
1	TOYOTA	Automotive	30,529	-3%
2	HONDA	Automotive	18,192	3%
3	SONY	Consumer Electronics	11,973	-4%
4	CANON	Computer Hardware	10,469	0%
5	Nintendo	Consumer Electronics	9,235	1%
6	Panasonic	Consumer Electronics	4,229	-1%
7	LEXUS	Automotive	3,118	-4%
8	NISSAN	Automotive	2,776	-4%
9	TOSHIBA	Diversified	2,252	-6%
10	SHARP	Consumer Electronics	2,208	-6%
11	SHISEIDO	Personal Care	2,157	-2%
12	KOMATSU	Machinery	2,033	1%
13	NIKON	Optical	1,533	0%
14	SUZUKI	Automotive	1,497	-4%
15	RICHO	Computer Hardware	1,267	-8%
16	OLYMPUS	Optical	1,201	-5%
17	DAIKIN	Machinery	1,067	-1%
18	MITUBISHI ELECTRIC	Diversified	1,065	-9%
19	BRIDGESTONE	Automotive	1,044	-6%
20	YAMHA	Diversified	847*	-12%
21	KONIKA MINORUTA	Computer Hardware	752	-5%
22	ASICS	Sporting Goods	664	11%
23	FUJITSU	Computer Services	583	-5%
24	HITACHI	Diversified	579	-12%
25	MAZDA	Automotive	577	-6%
26	MITUBISHI MOTORS	Automotive	572	-9%
27	SHIMANO	Machinery	555	NEW
28	CASIO	Consumer Electronics	532	-10%
29	EPSON	Computer Hardware	531	-9%
30	KIKKOMAN	Food	525	-2%