

**Most Expensive Brand Portfolios Listed in MARKABLES**  
(value acquired > \$5 Bn)

**MARKABLES®**

2024-11-06

	Acquirer	Business	Brand(s)	Year	Brand value US\$ bn	Enterprise value US\$ bn	Revenues US\$ bn
1.	British American Tobacco	Reynolds American	Newport, Pall Mall, Camel, Natural American Spirits, Grizzly, Kodiak	2017	93.6	105.4	12.5
2.	Kraft Heinz Co	Kraft Foods	Kraft, Oscar Mayer, Philadelphia, ...	2015	41.3	61.6	18.2
3.	Reynolds American	Lorillard	Newport, Kent, ...	2015	27.2	28.7	7.0
4.	Procter & Gamble	Gillette	Gillette, Duracell, Oral B, Braun	2005	25.6	53.4	11.2
5.	InBev	Anheuser-Busch	Budweiser, Michelob, Busch	2008	24.2	65.8	17.4
6.	Discovery	Waner Media	Warner Bros., HBO, DC Comics, CNN, ...	2022	21.8	81.7	33.2
7.	WarnerBros Discovery	Warner Media	WarnerBros, HBO, Turner, CNN, DC Entertainment	2022	21.7	81.6	33.2
8.	Keurig Dr. Pepper	Dr. Pepper Snapple	7UP, A&W, Bai, Canada Dry, Clamato, Crush, Hawaiian Punch, IBC, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda	2019	19.4	26.5	6.7
9.	AT&T	Time Warner	TNT, TBS, Adult Swim, Cartoon Network, CNN, HBO, Cinemax, Warner Bros. and New Line Cinema	2018	18.1	100.3	31.3
10.	Volkswagen	Porsche	Porsche	2012	17.8	50.4	14.0
11.	GlaxoSmithKline	Pfizer OTC Consumer business	Advil, Therma Care, Caltrate, Emergen-C, Centrum, Nexium, Robitussin, Chap Stick	2019	15.8	14.5	3.5
12.	AB InBev	SABMiller	Castle, Carling, Aguila, Poker, Cristal, Pilsner, Carlton, ...	2016	15.4	95.2	12.2
13.	Berkshire Hathaway / 3G	H.J. Heinz	Heinz, Quero, ...	2013	12.1	30.0	11.5
14.	Stellantis	Fiat Chrysler	Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Jeep, Lancia, Ram, SRT, Maserati	2021	11.8	11.9	117.7
15.	Reckitt Benckiser	Mead Johnson	Mead Johnson, Enfamil, Nutramigen	2017	11.8	18.5	3.7
16.	Philip Morris / Kraft	Nabisco	Oreo, Ritz, Nutter Butter, Planters, ...	2000	11.7	19.2	8.3
17.	Kraft Foods	Cadbury	Cadbury, Trident, Hollywood, Halls, ...	2010	10.3	20.0	10.0
18.	Pfizer	Wyeth	Wyeth, Efexor, Prevnar, Enbrel, Gold, Protonix, Zosyn, Torisel, ...	2009	10.2	79.8	23.3
19.	Imperial Tobacco	Altadis	Gauloises, Gitanes, Fortuna, Montecristo, Dutch Masters, Cohiba, ...	2008	9.4	20.2	6.1
20.	Molson	MillerCoors	Coors, Miller, Blue Moon, Keystone, Leinenkugel's, Hamm's, Icehouse, ...	2016	9.4	18.3	7.7
21.	Suntory	Beam	Jim Beam, Maker's Mark, Sauza Tequila, Pinnacle Vodka, Canadian Club Whisky, Courvoisier Cognac, ...	2014	9.3	16.9	2.6
22.	GlaxoSmithKline	Novartis OTC Consumer business	Voltaren, Excedrin, Otrivin,, Theraflu, Nicotinell, Lamisil, Fenistil, Maalox, ...	2015	9.2	9.6	2.8