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IKEA 7th among top global brands



The 2019 YouGov rankings were compiled based on an index that measures of overall brand health – calculate by taking the average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation. Scores are based on millions of online interviews conducted from the 12-month period from July 1, 2018 through June 30, 2019.

The international market analytics firm does not name the markets in which conducted surveys for this ranking, but this result is good news for all IKEA retailers. Here is a link to [YouGov](#) brand rankings (spoiler alert: Google is still No. 1). And below is a story that appears in Marketing, an online magazine that covers brands in the Asia Pacific.

22/08/2019 Thu 11:54 in Indonesia by [Avelyn Ng](#)

Furniture chain IKEA and shoe company Nike are the only non-tech brands to crack the top 10 in the annual global brand health ranking by YouGov BrandIndex. The report noted that IKEA (ranked seventh) had also demonstrated strong brand health last year, and Nike (ranked eighth) had caused a stir with its [advertising campaign](#) in 2018.

Meanwhile, tech brands dominate the top 10, with Google taking the top spot once again. Brands such as WhatsApp, YouTube, Samsung and Facebook followed closely behind. According to YouGov, the nature of tech brands has a lot to do with the healthy perception, given that they are available in most places to anyone with internet access. "While many of the top five have only been around for the last decade or two, classic brands that have been around a good while longer also make the list. Colgate, Uniqlo, and Adidas all still connect with the public and, as a result, have very positive brand health," added YouGov in a press release.

The ranking is compiled based on YouGov's index score, which assesses overall brand health from 29 countries. The score is based on more than six million interviews with panellists who answer questions about a company's quality, value, and their level of satisfaction with the brand, among other things. It takes into account the perceptions of a brand's reputation and whether consumers would recommend the brand to others.