

Brand Finance City Index 2023.

Top 100 best city brands 1-100

	City Brand	Country	Score		City Brand	Country	Score
1	London	UK	84.6	51	Budapest	Hungary	64.5
2	New York	USA	83.0	52	Perth	Australia	64.4
3	Paris	France	79.7	53	Kuala Lumpur	Malaysia	64.3
4	Los Angeles	USA	78.6	54	Shanghai	China	64.3
5	Sydney	Australia	77.9	55	Athens	Greece	64.2
6	Singapore	Singapore	77.5	56	Lyon	France	64.2
7	Tokyo	Japan	77.0	57	Marseille	France	63.6
8	San Francisco	USA	76.3	58	Beijing	China	63.2
9	Dubai	UAE	75.8	59	Mexico City	Mexico	62.9
10	Amsterdam	Netherlands	75.7	60	Cape Town	South Africa	62.9
11	Miami	USA	73.6	61	Saint Petersburg	Russia	62.9
12	Toronto	Canada	73.3	62	Warsaw	Poland	62.9
13	Barcelona	Spain	73.2	63	Moscow	Russia	62.5
14	Rome	Italy	72.5	64	Istanbul	Turkey	61.6
15	Chicago	USA	72.2	65	Doha	Qatar	61.4
16	Melbourne	Australia	72.1	66	Santiago	Chile	61.1
17	Zurich	Switzerland	72.0	67	Cairo	Egypt	60.7
18	Berlin	Germany	71.8	68	Bucharest	Romania	60.5
19	Milan	Italy	71.5	69	Rio de Janeiro	Brazil	60.4
20	Boston	USA	71.0	70	Jakarta	Indonesia	60.3
21	Manchester	UK	70.9	71	Antalya	Turkey	60.2
22	Geneva	Switzerland	70.7	72	Johannesburg	South Africa	59.7
23	Madrid	Spain	70.7	73	Shenzhen	China	59.6
24	Vienna	Austria	70.7	74	Chongqing	China	59.6
25	Vancouver	Canada	70.7	75	Sao Paulo	Brazil	59.5
26	Luxembourg	Luxembourg	70.5	76	Casablanca	Morocco	59.3
27	Osaka	Japan	70.4	77	Jeddah	Saudi Arabia	59.2
28	Abu Dhabi	UAE	70.4	78	Riyadh	Saudi Arabia	59.1
29	Munich	Germany	70.3	79	Buenos Aires	Argentina	59.0
30	Stockholm	Sweden	70.2	80	Izmir	Turkey	58.6
31	Copenhagen	Denmark	70.0	81	Macau	China	58.3
32	Seattle	USA	69.3	82	Manila	Philippines	58.3
33	Hamburg	Germany	69.2	83	Colombo	Sri Lanka	58.1
34	Liverpool	UK	69.0	84	Jerusalem	Israel	58.0
35	Dublin	Ireland	69.0	85	Guangzhou	China	57.4
36	Frankfurt	Germany	69.0	86	Zagreb	Croatia	57.2
37	Houston	USA	68.7	87	Almaty	Kazakhstan	57.2
38	Brussels	Belgium	68.6	88	Bogota	Colombia	56.9
39	Montreal	Canada	68.4	89	Chengdu	China	56.8
40	Edinburgh	UK	68.2	90	Lagos	Nigeria	56.7
41	Hong Kong	China	68.1	91	Tel Aviv	Israel	56.3
42	Seoul	South Korea	67.6	92	Hanoi	Vietnam	56.2
43	Lisbon	Portugal	67.5	93	Nanjing	China	55.8
44	Rotterdam	Netherlands	67.2	94	Nairobi	Kenya	55.1
45	Oslo	Norway	66.8	95	New Delhi	India	54.8
46	Auckland	New Zealand	66.7	96	Bangalore	India	54.8
47	Bangkok	Thailand	66.6	97	Dhaka	Bangladesh	54.5
48	Dallas	USA	66.1	98	Mumbai	India	53.5
49	Prague	Czech Republic	65.8	99	Kyiv	Ukraine	53.2
50	Helsinki	Finland	65.1	100	Karachi	Pakistan	50.9

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