



[LAS MÁS VALORADAS]

El ranking completo de las Empresas Humanas 2024

| RANKING | MARCAS | DIFERENCIA AÑO 2023 EN PUNTOS | RANKING | MARCAS | DIFERENCIA AÑO 2023 EN PUNTOS | |
|----------------------------|-----------------------|-------------------------------|---------|--|-------------------------------|-----|
| EMPRESAS DESTACADAS | 1 | Colun | +34 | 64 | Cruz Verde | +17 |
| | 2 | Dr. Simi | +9 | 65 | BHP | +27 |
| | 3 | Whatsapp | N/A | 66 | Gasco | +27 |
| | 4 | Spotify | N/A | 67 | Metrogas | N/A |
| | 5 | Mercado Libre | +20 | 68 | Ripley | +43 |
| | 6 | Natura | +23 | 69 | U. de Chile | N/A |
| | 7 | Netflix | N/A | 70 | Scotiabank | +42 |
| | 8 | Nestle | +20 | 71 | U. Adolfo Ibáñez | N/A |
| | 9 | Youtube | N/A | 72 | Banco Estado | +79 |
| | 10 | Homecenter / Sodimac | +19 | 73 | Clínica Las Condes | +13 |
| | 11 | Casaideas | +5 | 74 | Itaú | +33 |
| | 12 | Easy | +7 | 75 | Latam | +21 |
| | 13 | Copec | +72 | 76 | Banco Santander | -3 |
| | 14 | Soprole | +35 | 77 | Mall vivo | N/A |
| | 15 | Quillayes/Surlat | N/A | 78 | Farmacías Ahumada | +17 |
| | 16 | Jumbo | +17 | 79 | U. Andrés Bello | N/A |
| | 17 | Empresas Watts | +23 | 80 | TikTok | N/A |
| | 18 | U. Católica | N/A | 81 | Security | N/A |
| | 19 | Instagram | N/A | 82 | Antofagasta minerals | +19 |
| | 20 | Procter & Gamble | +73 | 83 | U. Diego Portales | N/A |
| 21 | Facebook | N/A | 84 | Chilevisión | +12 | |
| 22 | Unimac | +28 | 85 | CMPC / Softys | +6 | |
| 23 | CNN Chile | N/A | 86 | Kimberly Clark | +21 | |
| 24 | INACAP | N/A | 87 | Agrosuper | +27 | |
| 25 | Empresas lansa | +32 | 88 | U. del Desarrollo | N/A | |
| 26 | Entel | +42 | 89 | Wom | -34 | |
| 27 | Ikea | N/A | 90 | Grupo Banmédica: Santa María, Dávila, Vida Integra | -2 | |
| 28 | Tottus | +29 | 91 | Cencomalls | N/A | |
| 29 | CCU | -4 | 92 | Salcobrand | +3 | |
| 30 | Amazon | N/A | 93 | U. de Los Andes | N/A | |
| 31 | Coca-Cola Company | +9 | 94 | Petrobras | +20 | |
| 32 | Instituto Santo Tomás | N/A | 95 | Aguas Andinas | N/A | |
| 33 | Metro | +39 | 96 | BICE | N/A | |
| 34 | Clínica Alemana | +20 | 97 | Enap | +3 | |
| 35 | Empresas Carozzi | +11 | 98 | Direct TV | N/A | |
| 36 | Codelco | +72 | 99 | Angloamerican | +15 | |
| 37 | UC Christus | -3 | 100 | U. Finis Terrae | N/A | |
| 38 | DuocUC | N/A | 101 | Sky | -29 | |
| 39 | Bupa | +55 | 102 | Ariztía | +36 | |
| 40 | Banco BCI | +17 | 103 | TVN | +25 | |
| 41 | Banco de Chile | -4 | 104 | Uber | N/A | |
| 42 | Unilever | +22 | 105 | Enel | +47 | |
| 43 | Paris | +26 | 106 | Red Movilidad | N/A | |
| 44 | Espacio Urbano | N/A | 107 | GTD | -5 | |
| 45 | PepsiCo | N/A | 108 | JetSMART | N/A | |
| 46 | MEGA | +38 | 109 | Hites | +42 | |
| 47 | Tresmontes Luchetti | +11 | 110 | Cabify | N/A | |
| 48 | AIEP | N/A | 111 | Banco Ripley | N/A | |
| 49 | NotCo | -20 | 112 | Canal 13 | -34 | |
| 50 | Mallplaza | +37 | 113 | Movistar | +2 | |
| 51 | Johnson & Johnson | +23 | 114 | Rappi | +8 | |
| 52 | Lipigas | +29 | 115 | Banco Consorcio | N/A | |
| 53 | Parque Arauco | -25 | 116 | Cuprum | +48 | |
| 54 | Walmart (Lider) | -50 | 117 | Claro | -1 | |
| 55 | Falabella | -2 | 118 | SQM | +42 | |
| 56 | Santa Isabel | -3 | 119 | VTR | +4 | |
| 57 | Pedidos Ya | N/A | 120 | Habitat | +42 | |
| 58 | Cial alimentos | +33 | 121 | Provida | +54 | |
| 59 | Shell | +52 | 122 | Planvital | +49 | |
| 60 | Banco Falabella | N/A | 123 | La Polar | +17 | |
| 61 | PF Alimentos | +30 | | | | |
| 62 | Redsalud | +19 | | | | |
| 63 | Abastible | +10 | | | | |