

[ 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 |
|---------|-----------------------|-------------------------------|---------|--|-------------------------------|
| 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 minerales                              | +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 Iansa        | +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                           |         |  |                               |