

Germany's NBI 2021 Brand Overview

NBI 2021
Germany
Rank: 1st

Strength	Weakness
 Exports	 People

Germany outperforms the Nation Brands Index's Regional and Global Averages.

Exports
Germany
Top-5

Strength	Weakness
 Buy Products	 Science & Technology

Germany outperforms the Exports Index's Regional and Global Averages.

Governance
Germany
Top-5

Strength	Weakness
 Reduce Poverty	 Protect the Environment

Germany outperforms the Governance Index's Regional and Global Averages.

Culture
Germany
Top-5

Strength	Weakness
 Sports	 Cultural Heritage

Germany outperforms the Culture Index's Regional and Global Averages.

People
Germany
Top-15

Strength	Weakness
 Employability	 Welcoming

Germany outperforms the People Index's Regional and Global Averages.

Tourism
Germany
Top-10

Strength	Weakness
 Historic Buildings	 Natural Beauty

Germany outperforms the Tourism Index's Regional and Global Averages.

Immigration & Investment
Germany
Top-3

Strength	Weakness
 Invest in Business	 Place to Work & Live

Germany outperforms the Immigration-Investment Index's Regional and Global Averages.

Find Out More...

- [NBI Thought Leadership Series: World Issues](#)
- [NBI Thought Leadership Series: COVID-19](#)
- [NBI 2021: Official Press Release](#)

To learn more about NBI 2021 subscription packages and pricing, please contact your Ipsos representatives:

Jason.McGrath@ipsos.com
Moriya.Frankel@ipsos.com