

Stand: **02.08.2026**Rankings: **16**Accounts gesamt: **447**Follower gesamt: **639.810.250**

#	ACCOUNT	INSTAGRAM-HANDLE	FOLLOWER
1	BMW @bmw	bmw	43.963.061
2	Mercedes-Benz @mercedesbenz	mercedesbenz	38.794.712
3	Apple @apple	apple	37.009.217
4	Lamborghini @lamborghini	lamborghini	36.464.913
5	Porsche @porsche	porsche	33.340.858
6	Ferrari @ferrari	ferrari	32.378.615
7	Bugatti @bugatti	bugatti	24.893.432
8	Jaguar @jaguar	jaguar	16.294.345
9	Google @google	google	15.689.133
10	Maserati @maserati	maserati	14.621.311
11	Spotify @spotify	spotify	14.337.604
12	Aston Martin @astonmartin	astonmartin	12.403.133
13	Rolls-Royce @rollsroycecars	rollsroycecars	11.051.025
14	Volkswagen @volkswagen	volkswagen	10.829.958
15	Bentley @bentleymotors	bentleymotors	10.818.297
16	McLaren Automotive @mclarenauto	mclarenauto	10.593.986
17	Toyota @toyota	toyota	9.931.621
18	Tesla @teslamotors	teslamotors	9.475.999
19	Emirates @emirates	emirates	8.943.547

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#	ACCOUNT	INSTAGRAM-HANDLE	FOLLOWER
20	Qatar Airways @qatarairways	qatarairways	8.550.316
21	Koenigsegg @koenigsegg	koenigsegg	8.479.480
22	Jeep @jeep	jeep	8.228.526
23	Nintendo @nintendoamerica	nintendoamerica	7.887.820
24	Ubisoft @ubisoft	ubisoft	7.711.807
25	Dodge @dodgeofficial	dodgeofficial	7.657.501
26	Nissan @nissan	nissan	7.333.080
27	Ford @ford	ford	6.759.910
28	Amazon @amazon	amazon	6.598.081
29	Pagani @paganiautomobili	paganiautomobili	6.571.625
30	Audi @audi	audi	6.215.592
31	Epic Games @epicgames	epicgames	6.119.218
32	Honda @honda	honda	6.109.112
33	Microsoft @microsoft	microsoft	4.534.366
34	Chevrolet @chevrolet	chevrolet	4.127.092
35	Sony @sony	sony	4.023.240
36	Cadillac @cadillac	cadillac	3.884.391
37	Nubank @nubank	nubank	3.626.397
38	LATAM Airlines @latamairlines	latamairlines	3.253.474

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#	ACCOUNT	INSTAGRAM-HANDLE	FOLLOWER
39	Electronic Arts @ea	ea	3.251.782
40	Turkish Airlines @turkishairlines	turkishairlines	3.075.284
41	Etihad Airways @etihad	etihad	2.986.302
42	Nvidia @nvidia	nvidia	2.904.571
43	Canva @canva	canva	2.582.898
44	Shopify @shopify	shopify	2.574.955
45	Marriott Bonvoy @marriottbonvoy	marriottbonvoy	2.354.172
46	MINI @mini	mini	2.303.389
47	IndiGo @indigo.6e	indigo.6e	2.221.202
48	Adobe @adobe	adobe	2.102.515
49	Ryanair @ryanair	ryanair	1.885.105
50	Volvo @volvocars	volvocars	1.863.834
51	Singapore Airlines @singaporeair	singaporeair	1.798.950
52	Lufthansa @lufthansa	lufthansa	1.680.578
53	KLM Royal Dutch Airlines @klm	klm	1.675.898
54	Delta Air Lines @delta	delta	1.662.023
55	British Airways @british_airways	british_airways	1.648.917
56	Malaysia Airlines @malaysiaairlines	malaysiaairlines	1.637.194
57	GMC @gmc	gmc	1.626.082

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58	Hyundai @hyundai	hyundai	1.625.771
59	Four Seasons Hotels & Resorts @fourseasons	fourseasons	1.613.270
60	American Airlines @americanair	americanair	1.565.730
61	Air France @airfrance	airfrance	1.558.206
62	Copa Airlines @copaairlines	copaairlines	1.481.670
63	RIU Hotels & Resorts @riuhotels	riuhotels	1.425.913
64	United Airlines @united	united	1.421.925
65	Ram @ramtrucks	ramtrucks	1.413.847
66	Garuda Indonesia @garuda.indonesia	garuda.indonesia	1.376.714
67	Itaú @itau	itau	1.368.662
68	Avianca @avianca	avianca	1.249.256
69	Aman @aman	aman	1.246.915
70	Southwest Airlines @southwestair	southwestair	1.246.002
71	Qantas @qantas	qantas	1.245.068
72	Dell @dell	dell	1.233.461
73	Air Canada @aircanada	aircanada	1.215.182
74	Iberia @iberia	iberia	1.208.918
75	Chrysler @chrysler	chrysler	1.169.179
76	Amazon Web Services (AWS) @amazonwebservices	amazonwebservices	1.158.301

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#	ACCOUNT	INSTAGRAM-HANDLE	FOLLOWER
77	Swiss International Air Lines @flyswiss	flyswiss	1.125.181
78	CUPRA @cupra_official	cupra_official	1.118.558
79	Saudia @saudi_airlines	saudi_airlines	1.098.666
80	Peugeot @peugeot	peugeot	1.092.496
81	Acura @acura	acura	1.051.492
82	Cathay Pacific @cathaypacific	cathaypacific	1.038.099
83	Lotus @lotuscars	lotuscars	959.006
84	Wizz Air @wizzair	wizzair	948.143
85	Figma @figma	figma	940.995
86	The Ritz-Carlton @ritzcarlton	ritzcarlton	938.239
87	Wix @wix	wix	879.042
88	Opel @opel	opel	876.059
89	Polestar @polestarcars	polestarcars	869.290
90	Japan Airlines @japanairlines_jal	japanairlines_jal	862.896
91	GitHub @github	github	861.343
92	Rivian @rivianofficial	rivianofficial	857.046
93	Air India @airindia	airindia	852.178
94	American Express @americanexpress	americanexpress	763.361
95	Hilton @hilton	hilton	742.860

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96	Thai Airways @thaiairways	thaiairways	738.859
97	IBM @ibm	ibm	730.531
98	Virgin Atlantic @virginatlantic	virginatlantic	726.410
99	TAP Air Portugal @tapairportugal	tapairportugal	723.397
100	Alaska Airlines @alaskaair	alaskaair	722.833

Die Website zeigt die Top 10; dieser Export enthält die Top 100 der Kategorie.