

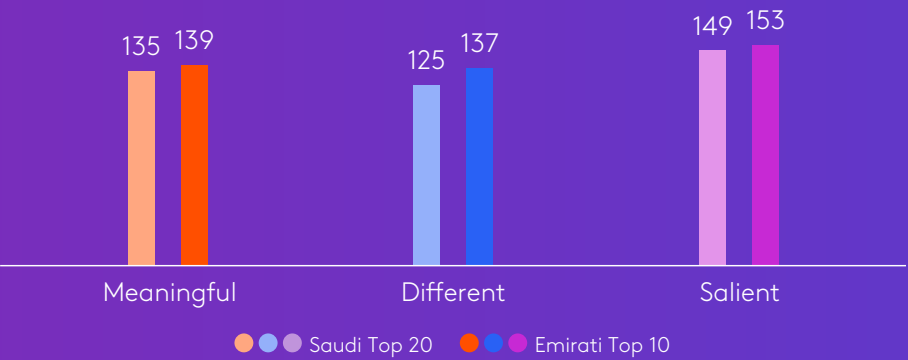
KANTAR BRANDZ

2026 MOST VALUABLE EMIRATI AND SAUDI BRANDS

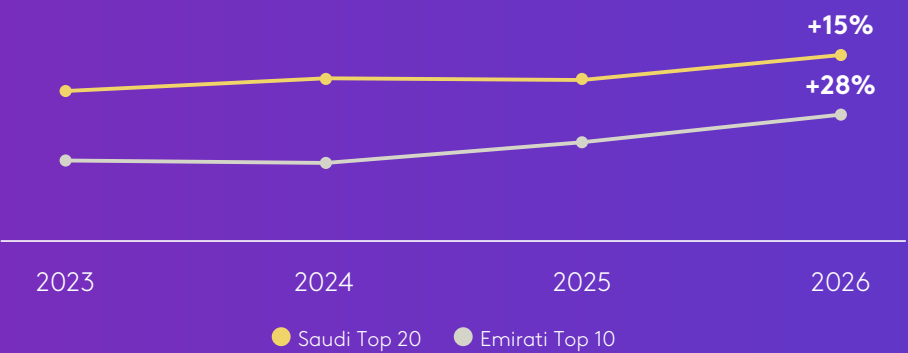
TOTAL BRAND VALUE

\$126,956 M

AVERAGE BRAND EQUITY

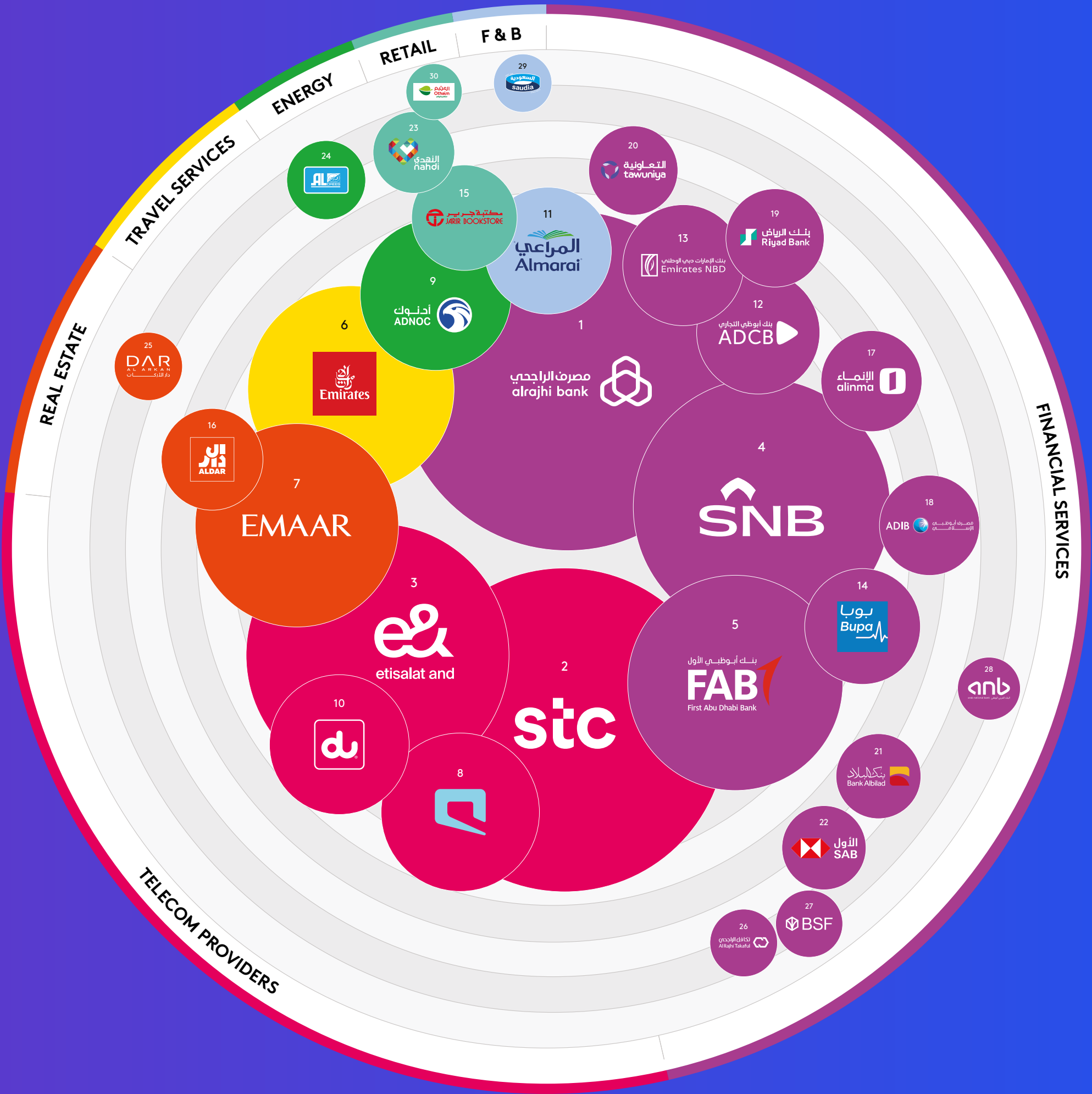
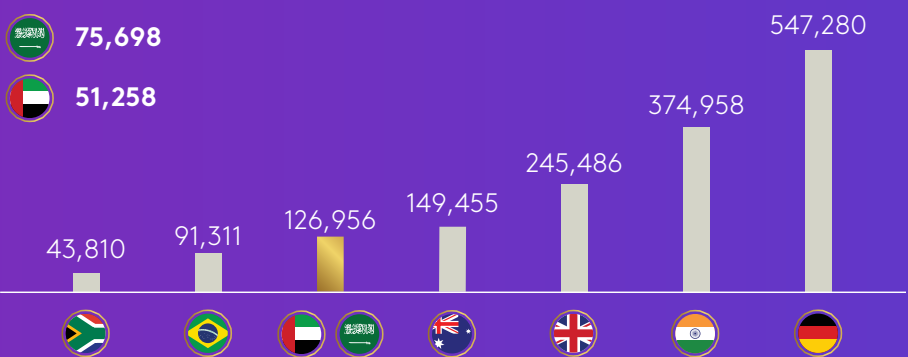


TOTAL BRAND VALUE (CHANGE) OVER TIME



MARKET COMPARISON

TOP 30 BRAND VALUE (US\$M)



SAUDI TOP RISERS

Brand rank		Growth since 2025 Brand Value 2026 (US\$)
#2	stc	+31% \$18,404 M TELECOM PROVIDERS
#14	AL DREES	+28% \$1,090 M ENERGY
#1	مصرف الراجحي alrajhi bank	+21% \$20,292 M FINANCIAL SERVICES
#7	مكتبة جرير JARIR BOOKSTORE	+20% \$1,953 M RETAIL
#3	SNB	+16% \$11,595 M FINANCIAL SERVICES

EMIRATI TOP RISERS

Brand rank		Growth since 2025 Brand Value 2026 (US\$)
#8	بنك الإمارات دبي الوطني Emirates NBD	+65% \$2,569 M FINANCIAL SERVICES
#10	ADIB مصرف أبوظبي الإسلامي	+58% \$1,762 M FINANCIAL SERVICES
#7	بنك أبوظبي التجاري ADCB	+58% \$2,666 M FINANCIAL SERVICES
#2	بنك أبوظبي الأول FAB First Abu Dhabi Bank	+41% \$8,131 M FINANCIAL SERVICES
#6	du	+38% \$3,430 M TELECOM PROVIDERS