

The

MOST INFLUENTIAL BRANDS

in Saudi Arabia

2023

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Introduction

The

MOST INFLUENTIAL BRANDS in Saudi Arabia

2023

Brands play a huge role in our lives and around the globe – and that influence is growing, accelerated by the rise of social networking. From streamlining our daily routines to improving our wellbeing, brands are transforming the communities and societies we live in. A number are using their economic clout to solve social ills and better the planet. Some, of course, have a bigger impact than others. These visionary brands go well beyond selling a product or service. They are founded on a sense of purpose that establishes stronger emotional connections with people. For the brands that choose to listen, new technologies have enabled ways to capture consumer sentiment and feedback. Brands that use this data to their benefit are more relevant than ever before—and their influence cannot be overstated.

The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2023 edition represents the fifth year of this initiative in KSA, where 120 national and global brands were evaluated across 15 categories.

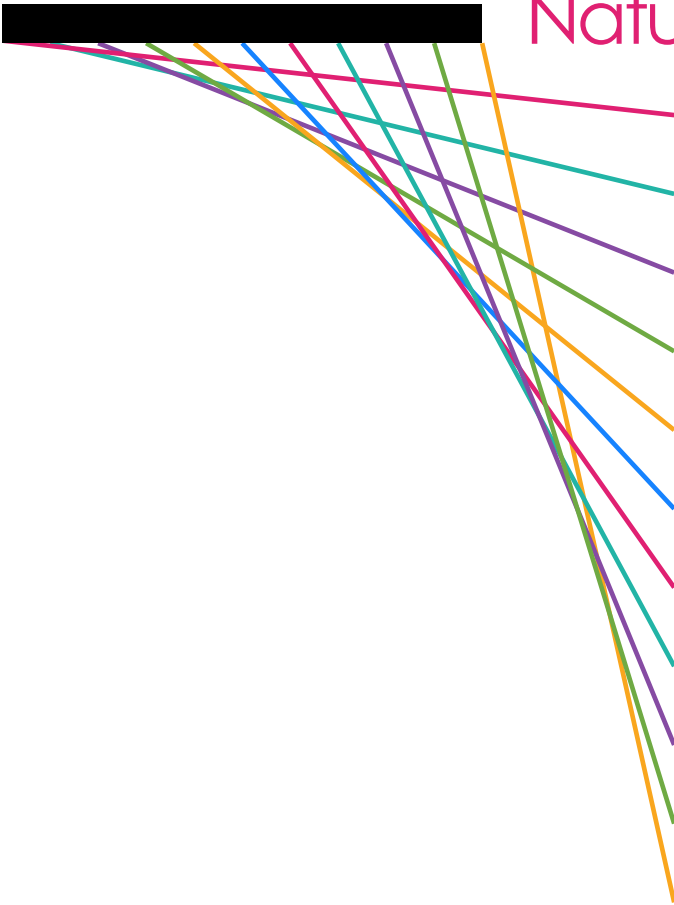
So, What Is Influence?

The most influential brands march to their own drums: their edgy, unconventional nature is what makes them stand out in a crowded, yet a competitive marketplace cluttered by this globalized economy and behemoth brands. They **influence** how we dress, communicate, travel, shop, spend our free time, celebrate and socialize.

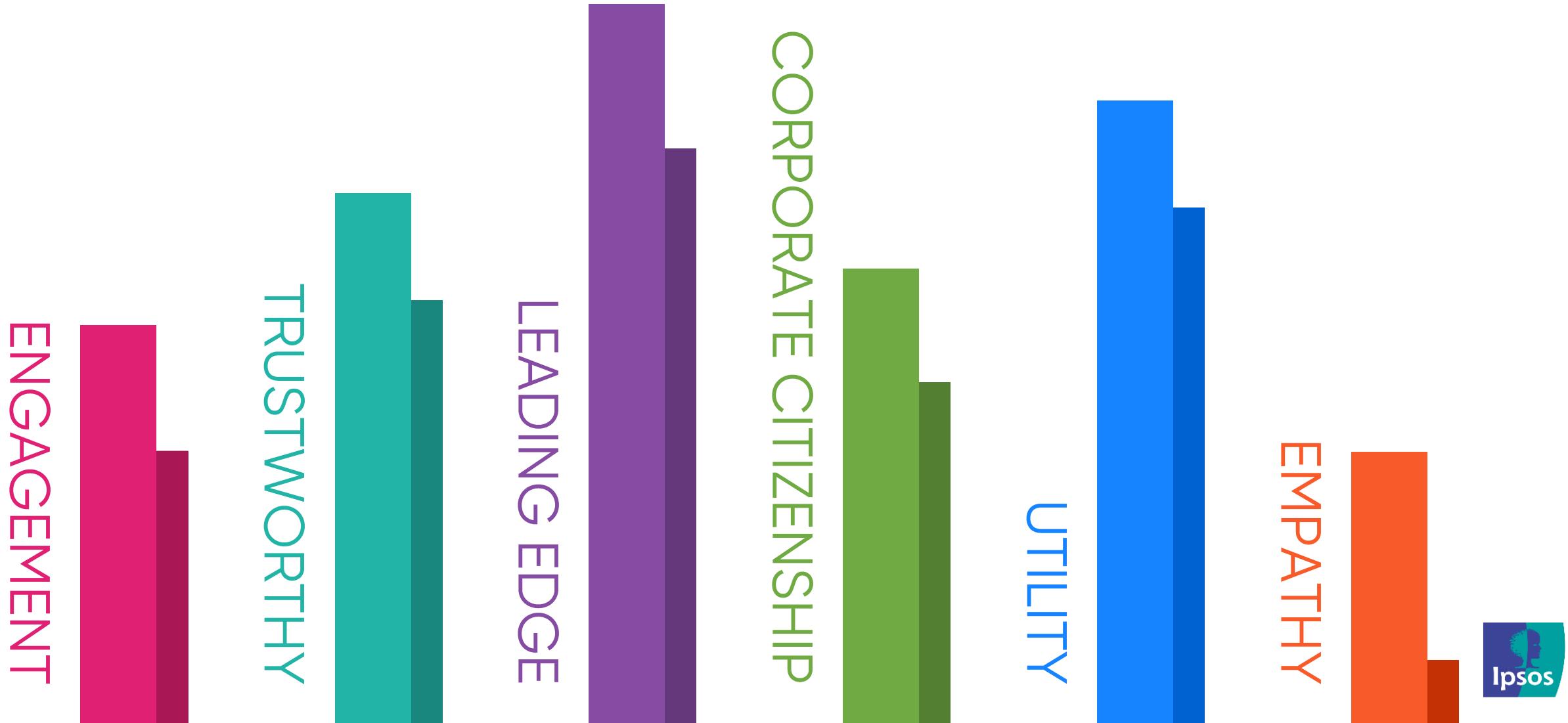
Only those that strike the right balance between **trustworthiness**, having **a leading edge**, **corporate citizenship**, **engagement**, **utility** and **empathy** will truly make an impact with consumers and indeed on the world.

We Define Influence With 11 Key Metrics

Nature Of Influence

- 
- has changed the way you shop
 - is fundamental to your life
 - has changed what you do in everyday life
 - has encouraged you to make smarter/better choices
 - has made your life more interesting
 - is really important in the world today
 - has had an impact on the way you interact with people you identify with
 - is relevant to your life
 - have an emotional relationship with
 - is part of everyday language

Then Measure What Drives It Across 6 Dimensions...



Fueled By An In-depth Analysis Within Each Dimension

LEADING EDGE

- Is a trendsetter
- Are ahead of its time
- Are edgy
- Introduced me to something I never knew I needed
- Is the benchmark I compare other competitive brands against
- Is unique
- Is an original
- Is unconventional
- Shapes consumer behavior
- Is innovative
- Are attractive
- Is a brand that champions diversity
- Have forever changed the consumer landscape
- Set an example for other brands
- Lead its competitors
- Stand out

ENGAGEMENT

- Most of your friends & family use/buy
- I have viewed ads/videos for this brand using online video sites
- You buy/use today
- You are happy to support/"like" within a social networking site
- You see everywhere
- Advertises a lot

EMPATHY

- Impresses me with their response when times are tough
- Takes action to help consumers when times are tough
- Tries to offer personalized products/services
- Communicates sincerely with its customers during tough times
- Is a brand that cares about my health & safety
- Helps me save money

TRUSTWORTHY

- Represent characteristics you want to have/reflect
- You trust
- Are a reliable resource
- You highly recommend
- You are willing to defend
- I have confidence in them
- You would like to interact with more
- Continue to get better
- Have a strong future
- Have searched online for more information related to this brand
- You would watch or click on ads for this brand if you saw them on a website
- Are dependable
- You feel is iconic
- You can't wait to see what they will introduce next
- Consistently send the same message about what it stands for
- Is established
- Understand consumers' needs
- Are represented by someone well known that you respect
- Consumers want to hear from
- Inspires a sense of Saudi pride
- Offers good value

CORPORATE CITIZENSHIP

- Are leading the sector in sustainability efforts
- Is taking steps to reduce their environmental impact
- Actively cares about and supports my community
- Are socially responsible
- Are environmentally responsible
- Promotes racial equality

UTILITY

- I can easily replace it with another brand's products/services
- Have ads you have emailed to friends, or shared via a Social Networking site
- I have interacted with this brand in some way online
- Promotes a positive conversation

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Overview Of Key Findings

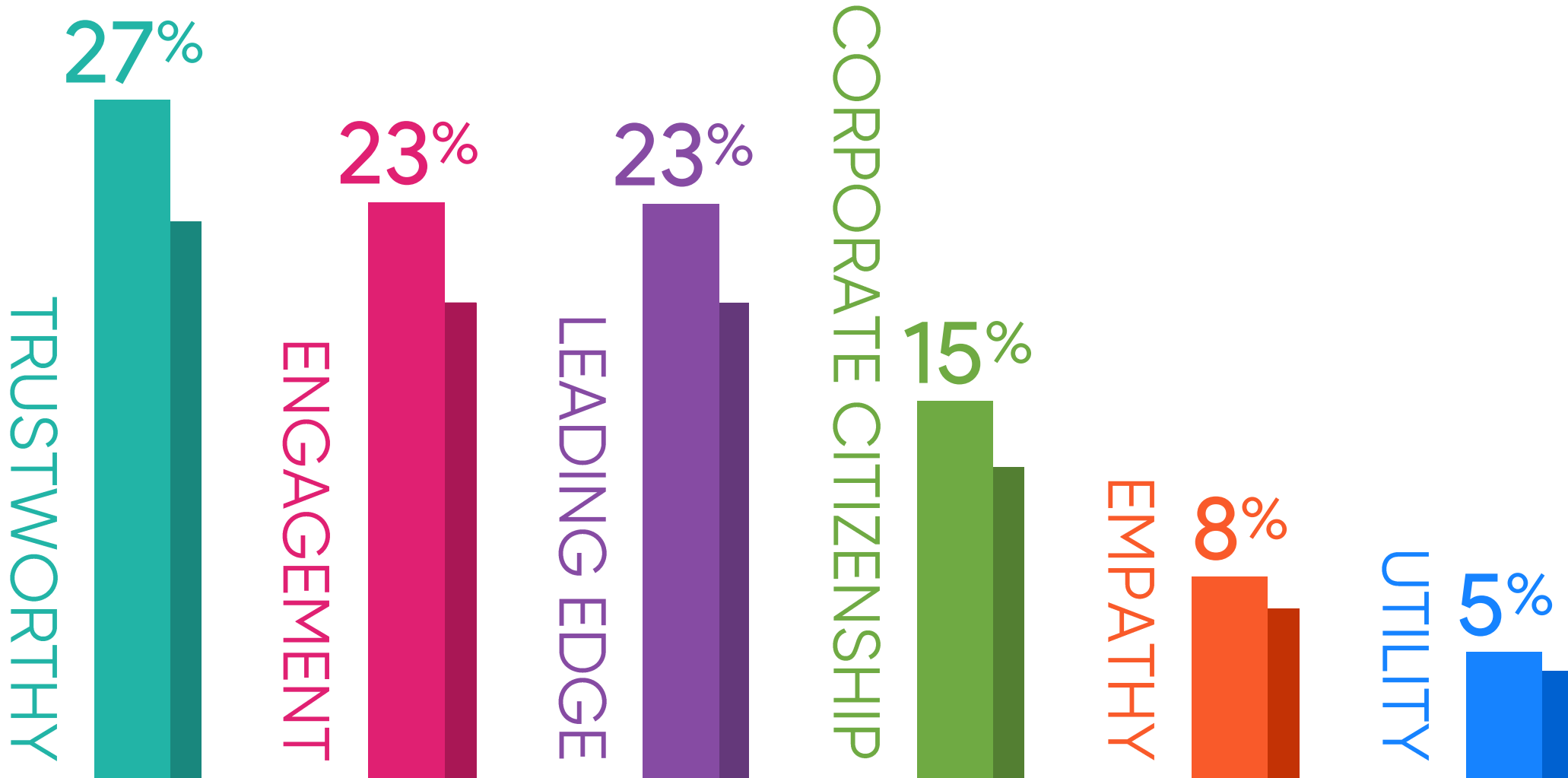
The Ipsos Influence Index: Overview

The influence index that we calculate for each brand is a normalization of the degree of influence among brands in KSA, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 221, and the lowest scoring 31.



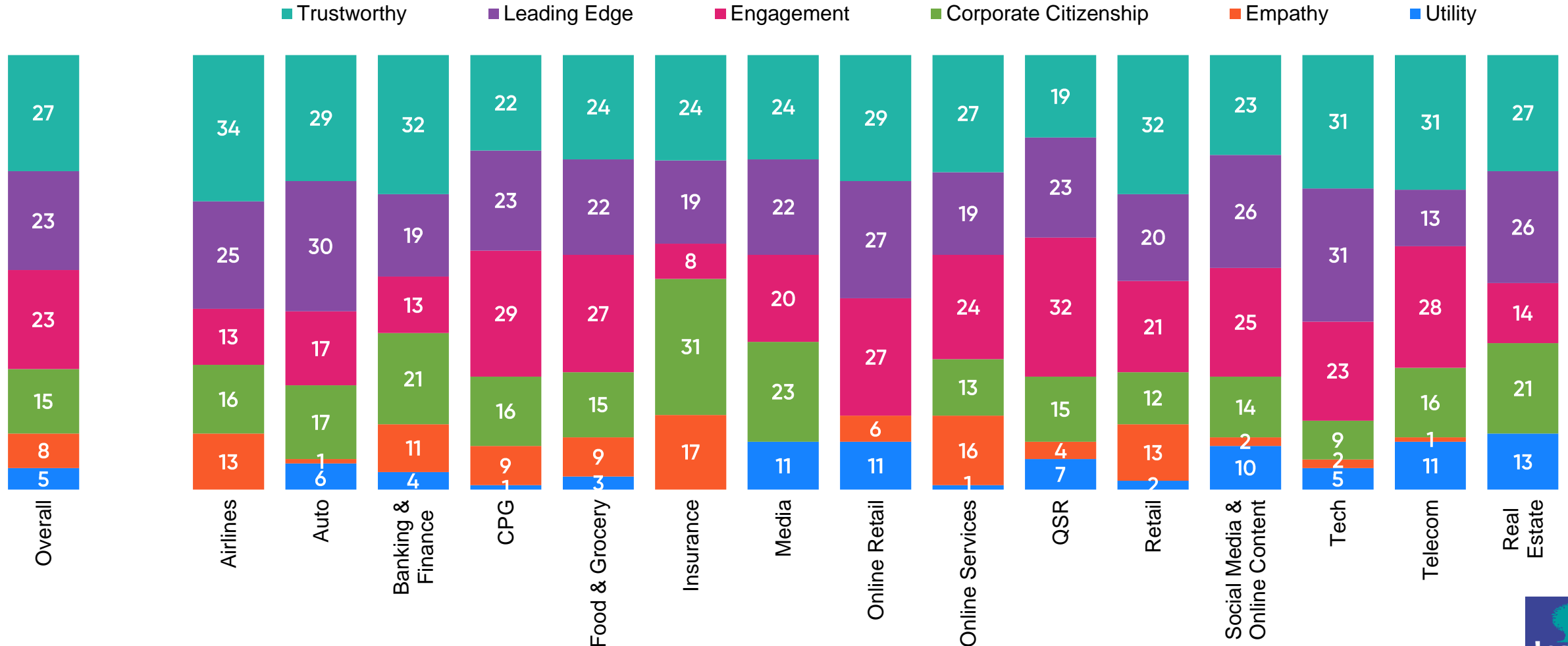
The Influence Drivers Of The Saudi Market

Trustworthiness was the biggest driver of brand influence in KSA for 2023, followed by Engagement and Leading Edge.



Influence Drivers In KSA – By Category

The impact of each dimension varies considerably by category and by brand reflecting the fact that each and every brand is somewhat unique.



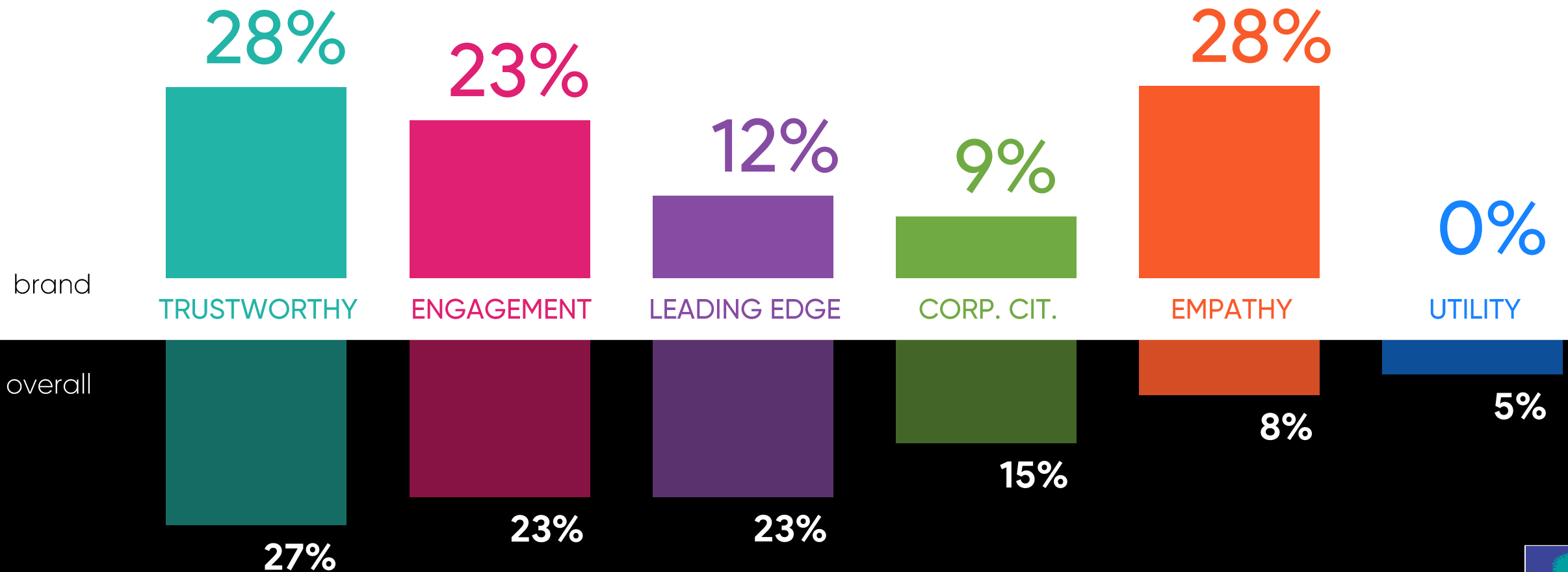
Top 10 Brands In Saudi Arabia

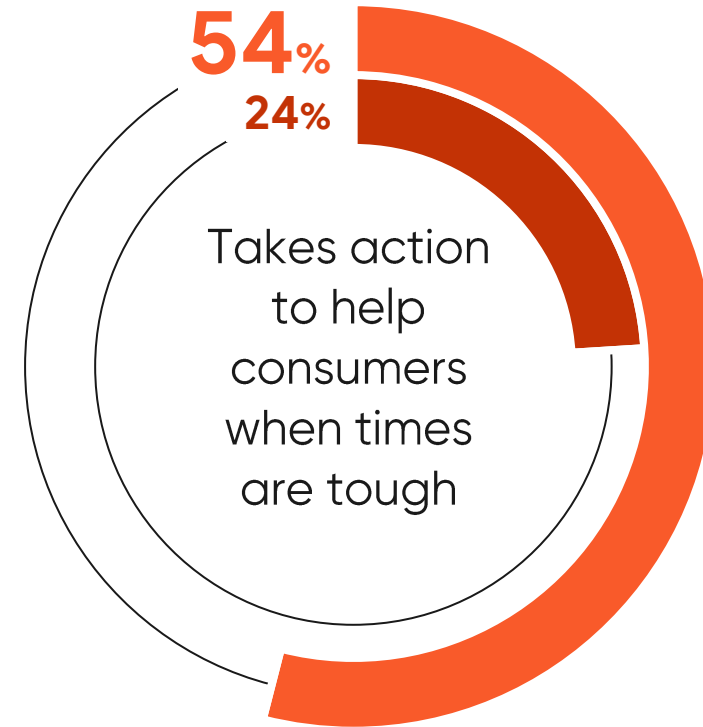
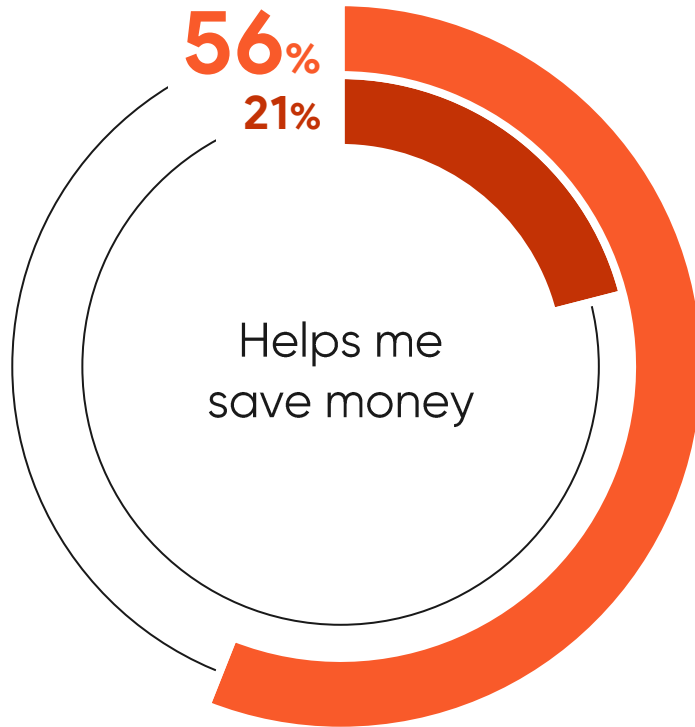


Ipsos Influence Index Score

168

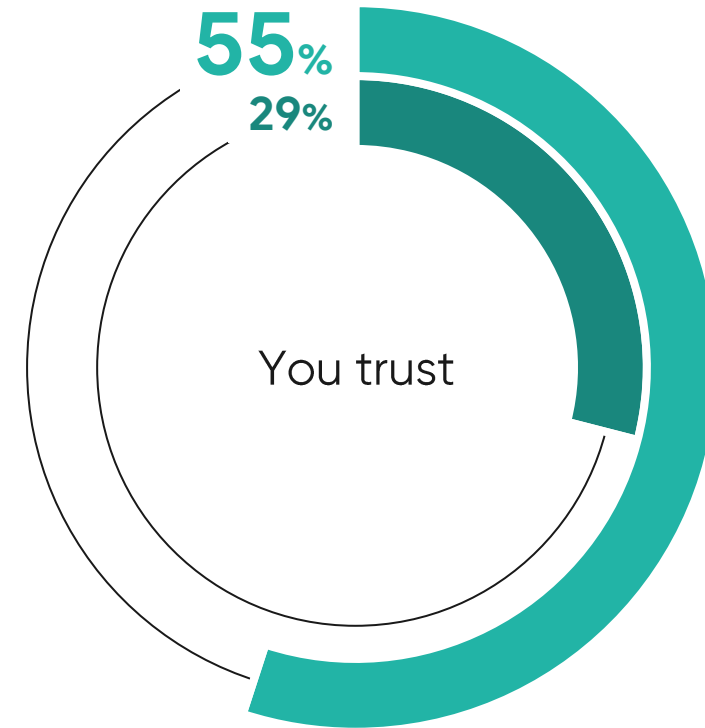
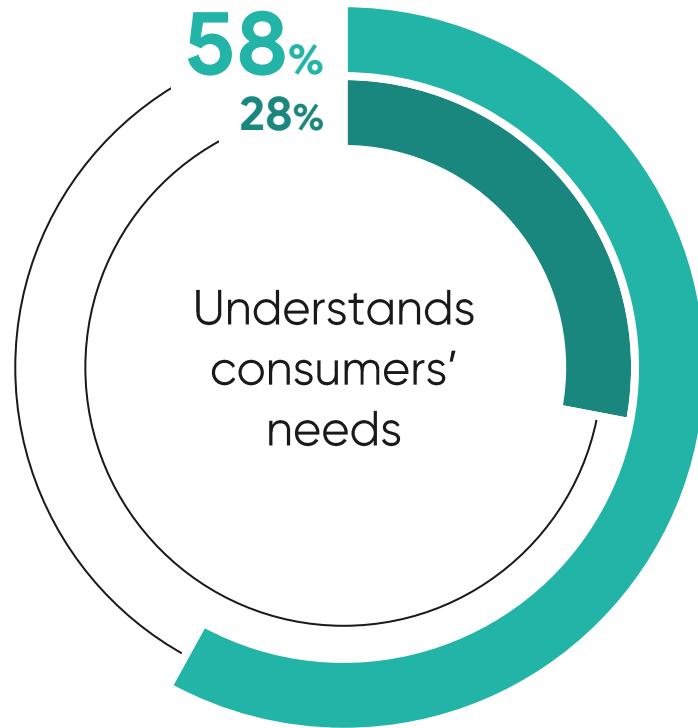






BRAND

OVERALL



BRAND

OVERALL

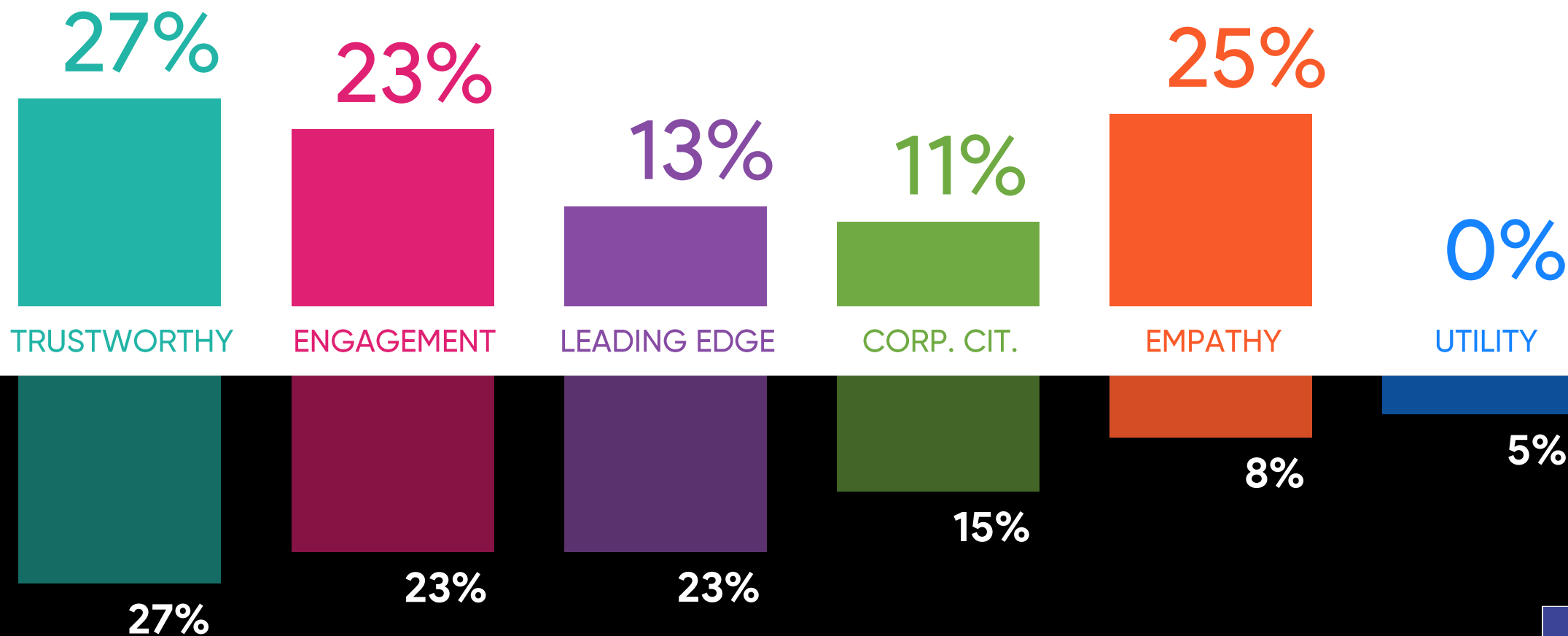
TRUSTWORTHY – Top 2 Attributes

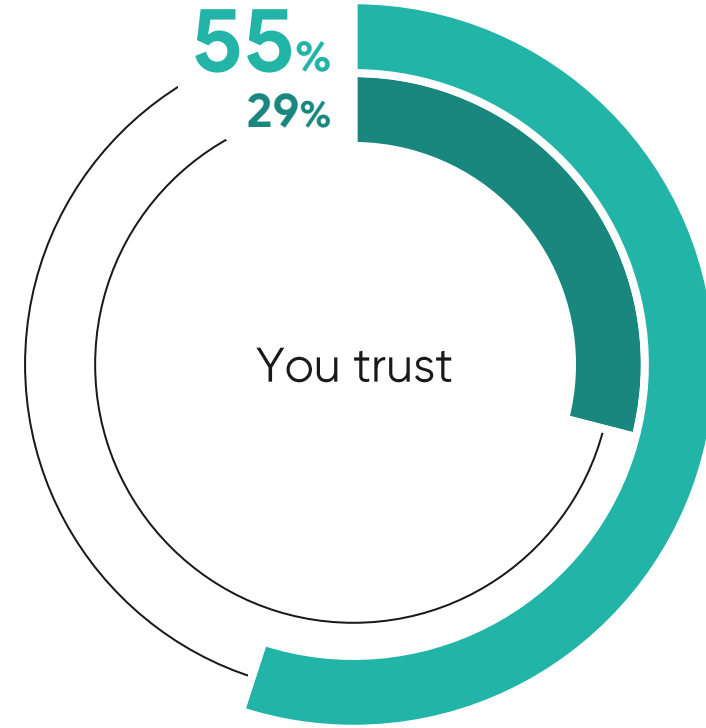
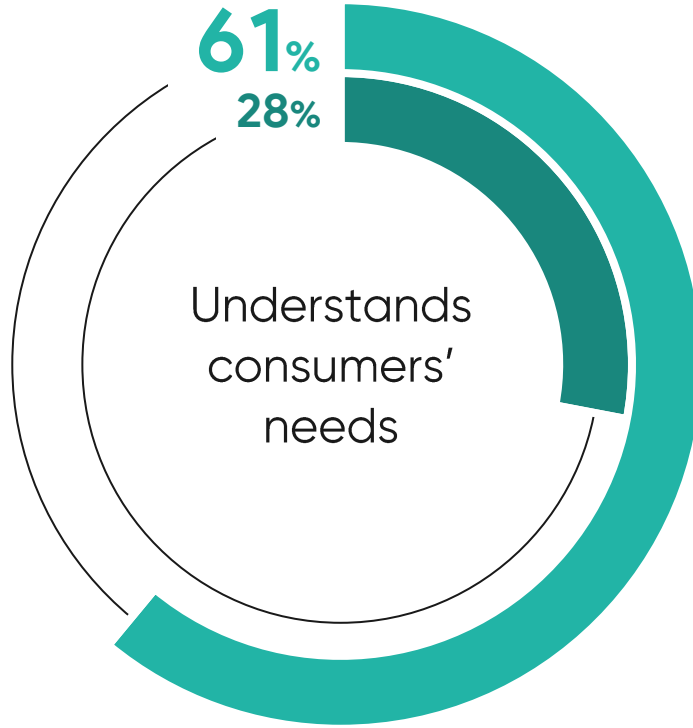


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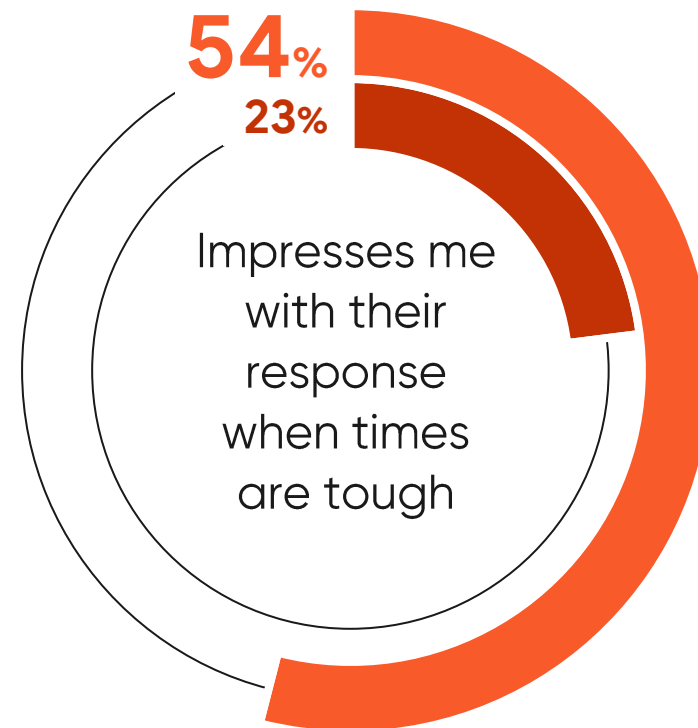
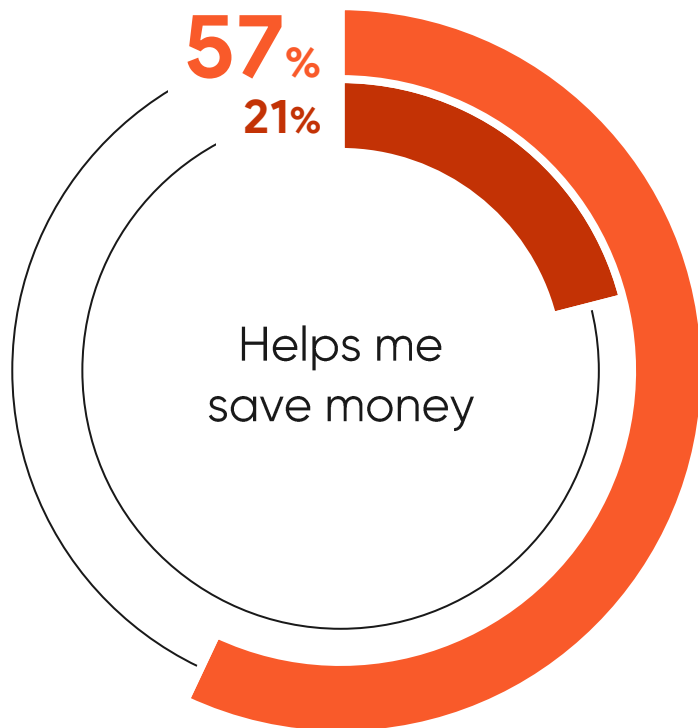
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BRAND OVERALL



BRAND

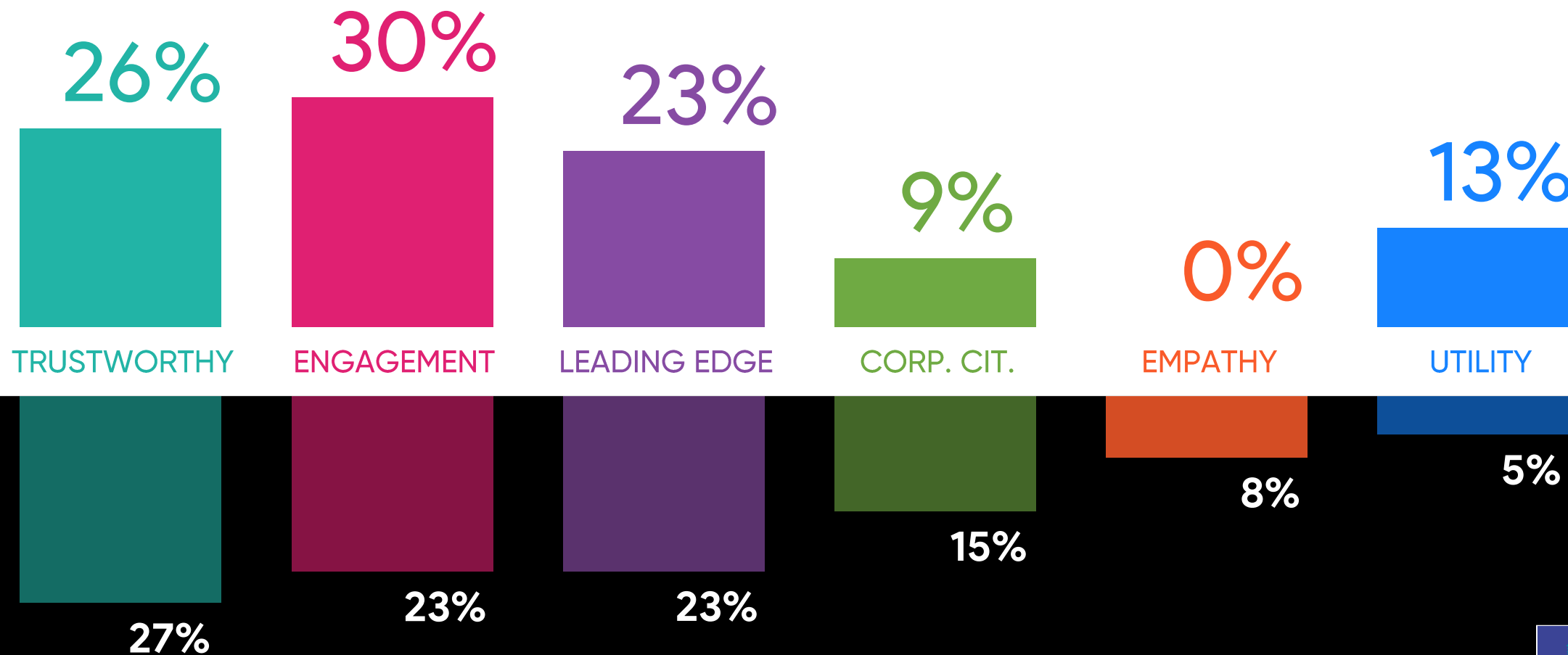
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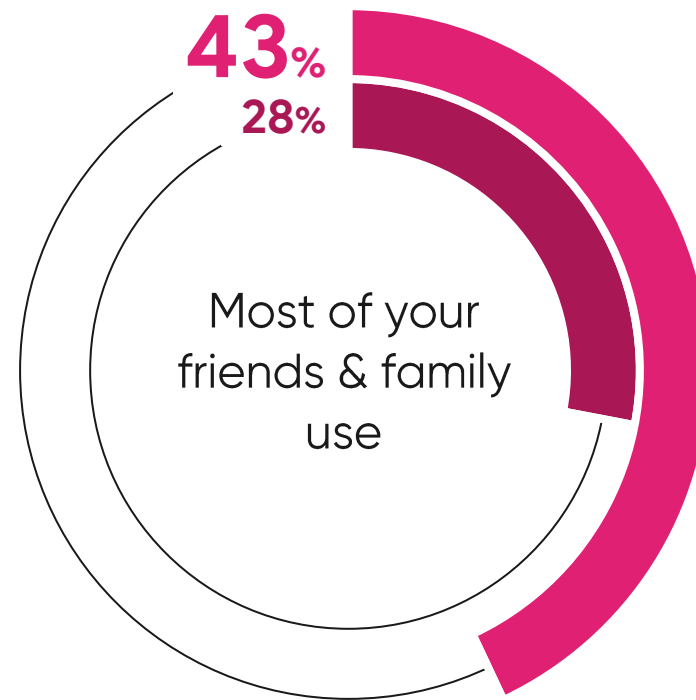
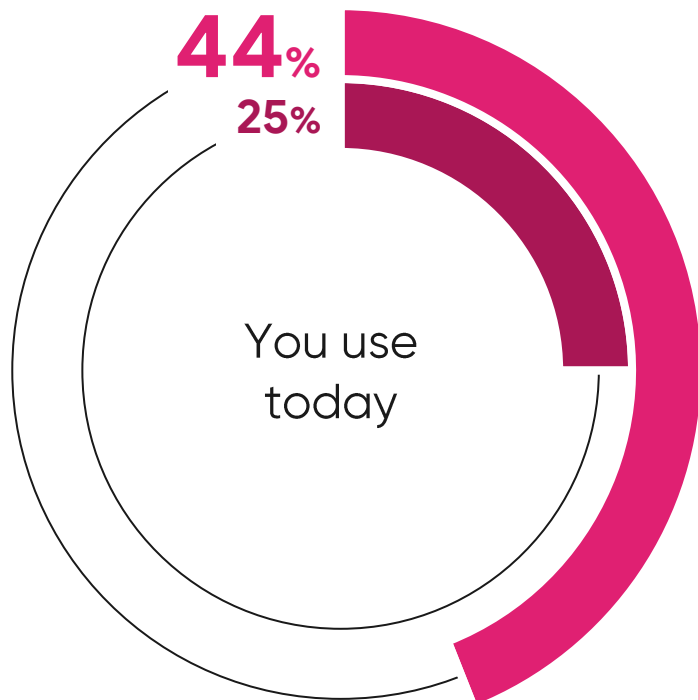


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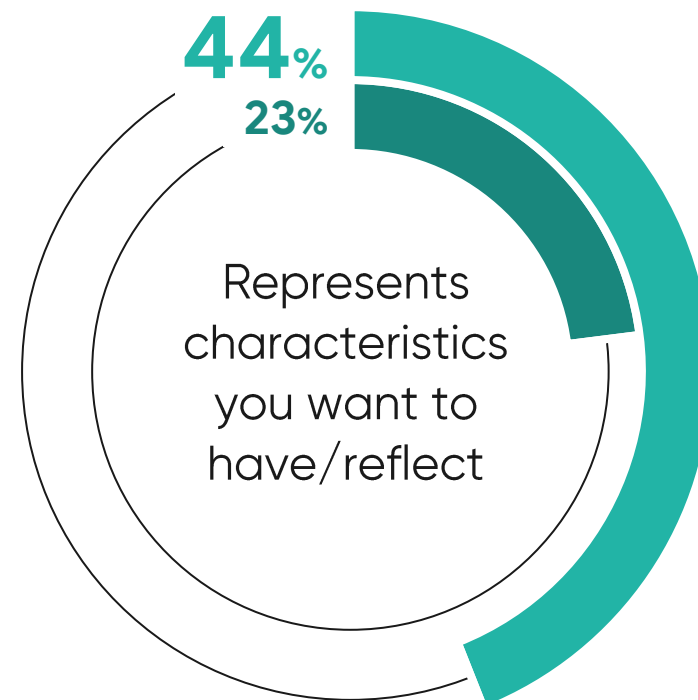
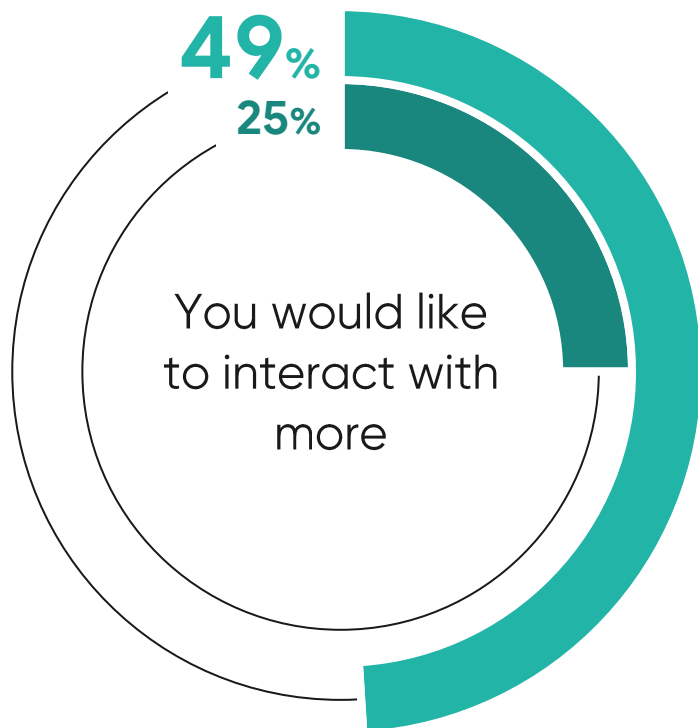






BRAND

OVERALL



BRAND

OVERALL



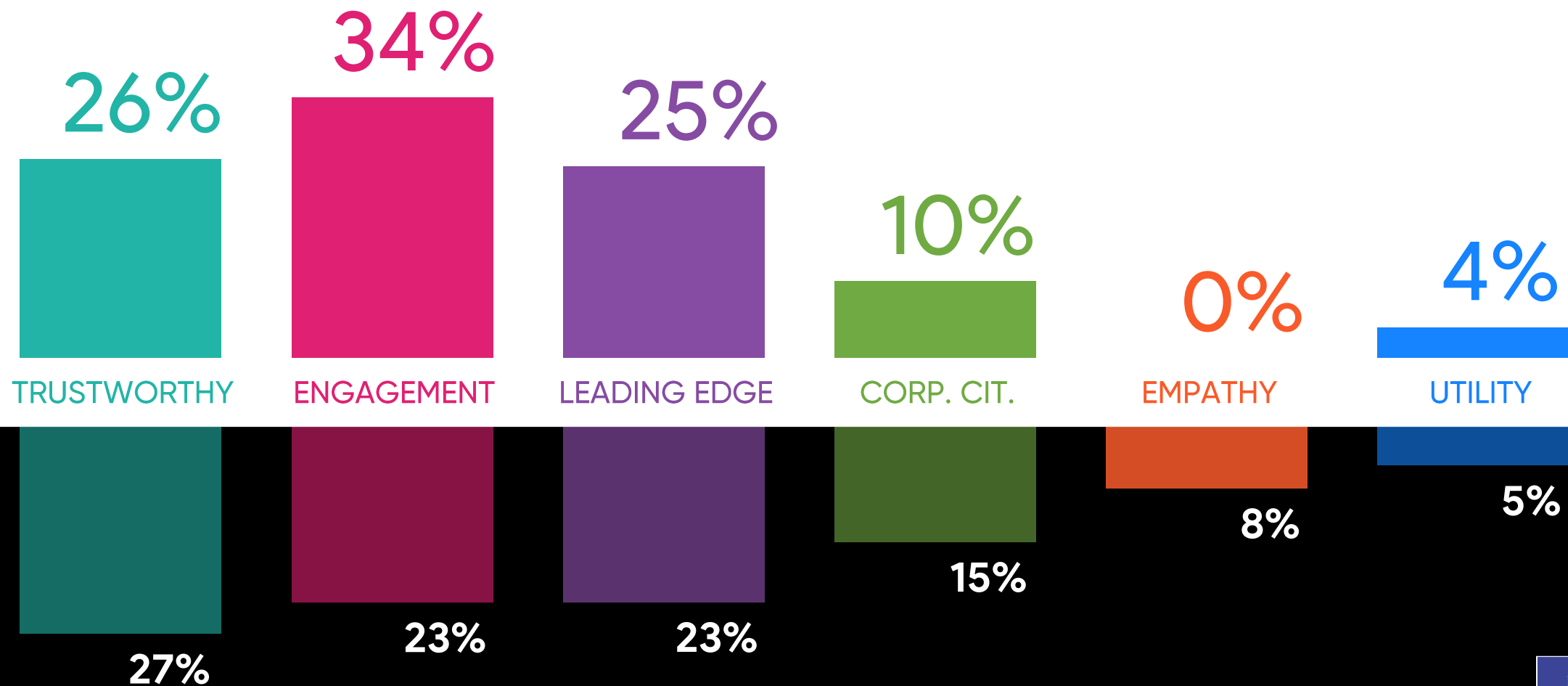
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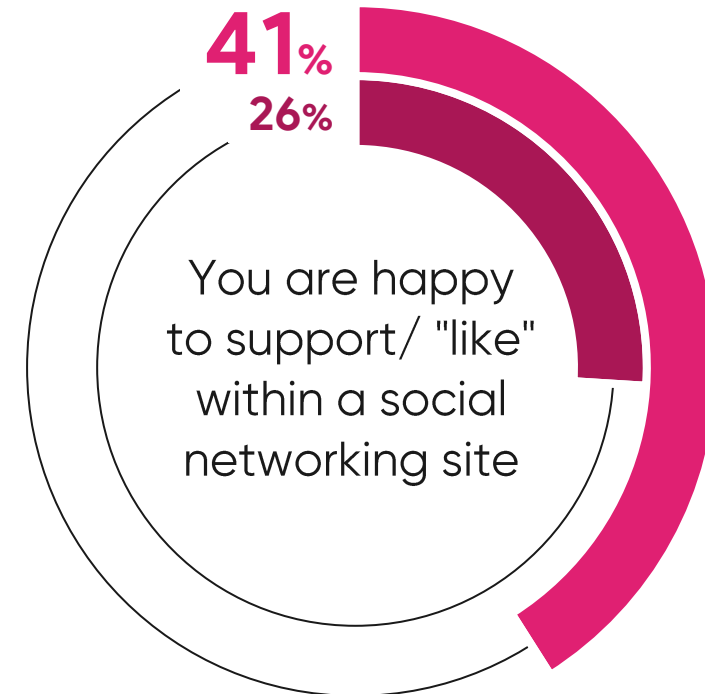
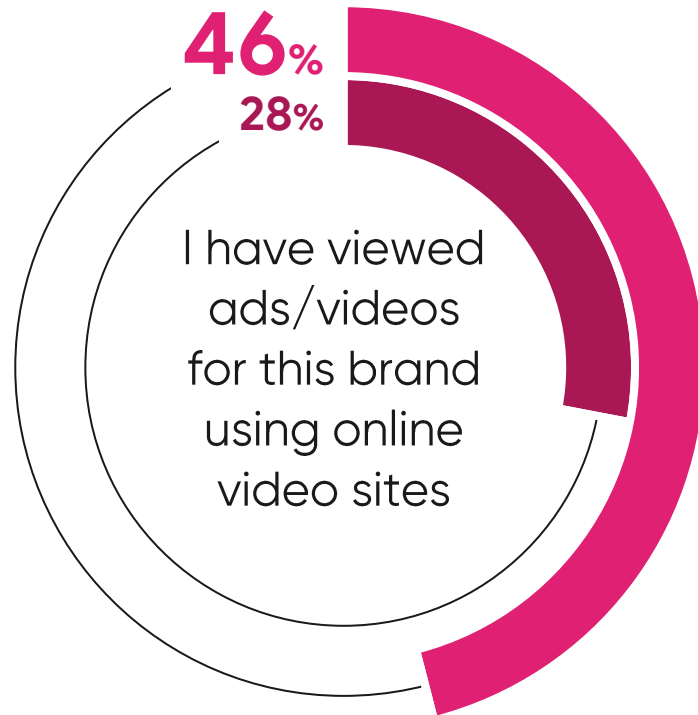
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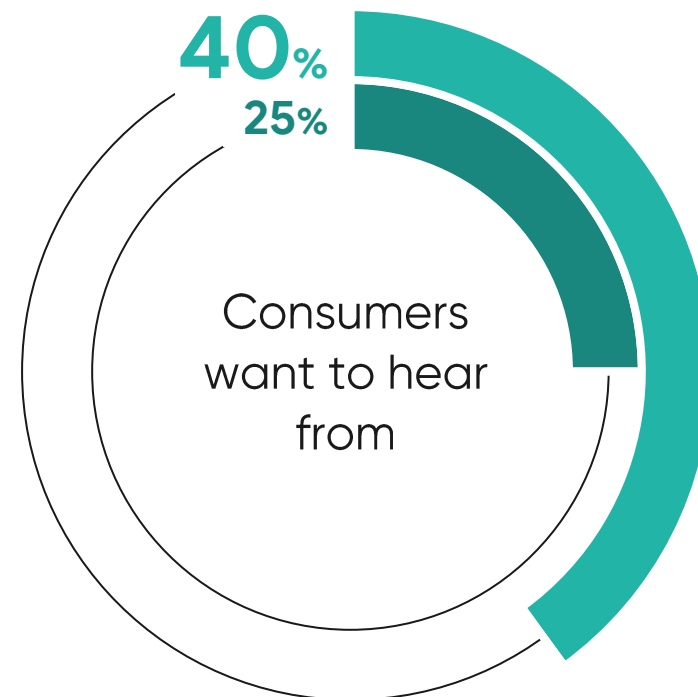
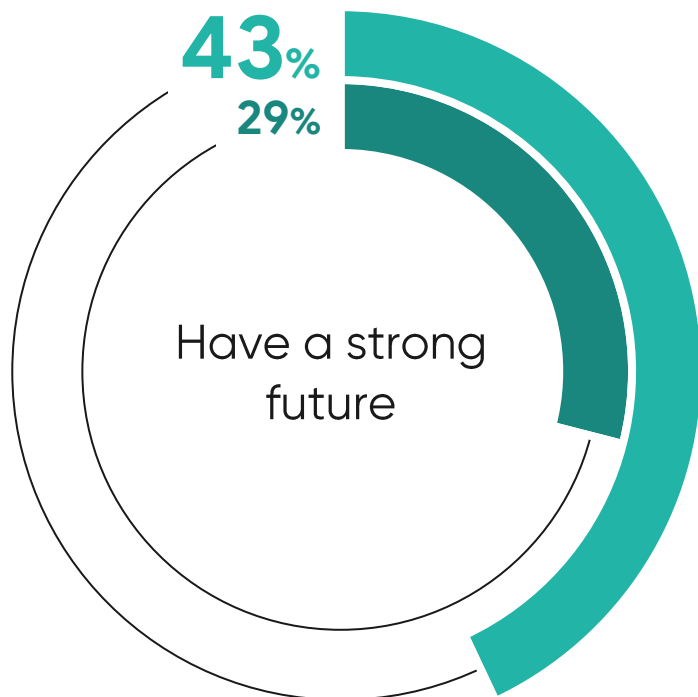
Ipsos
influence
score
179





BRAND

OVERALL



BRAND

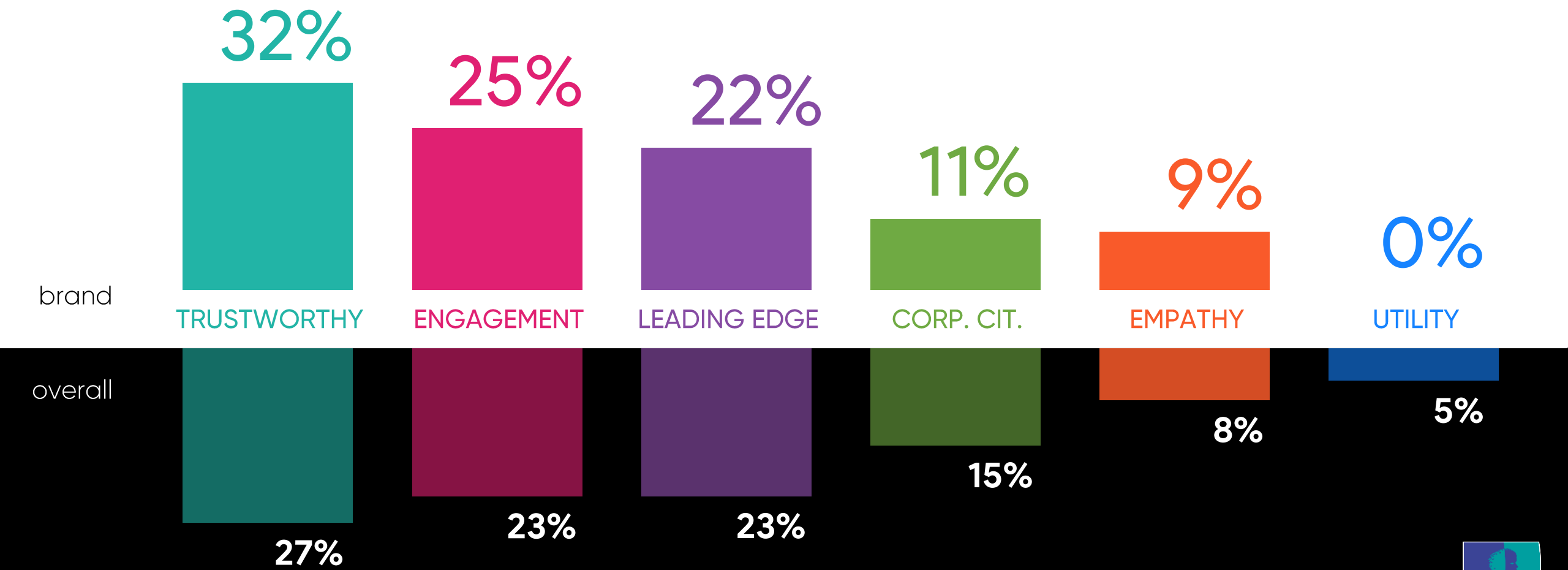
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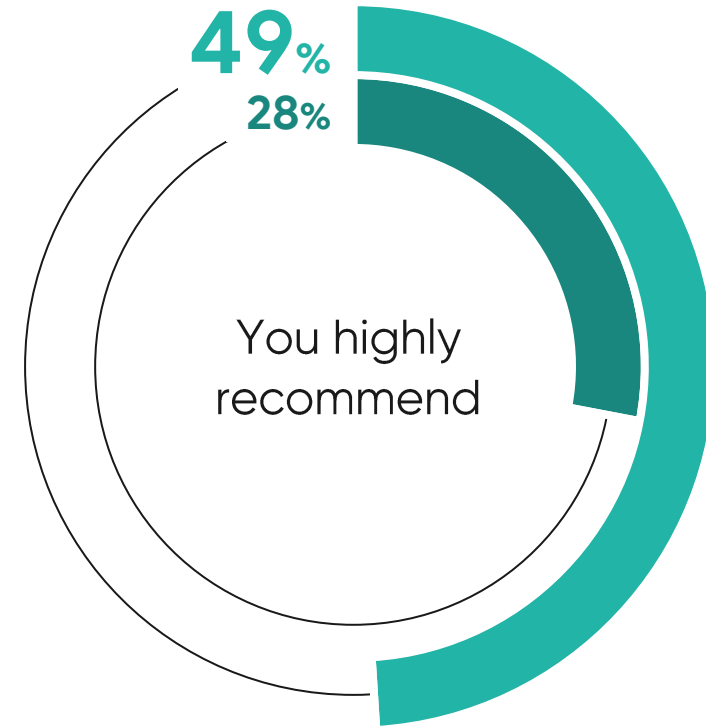
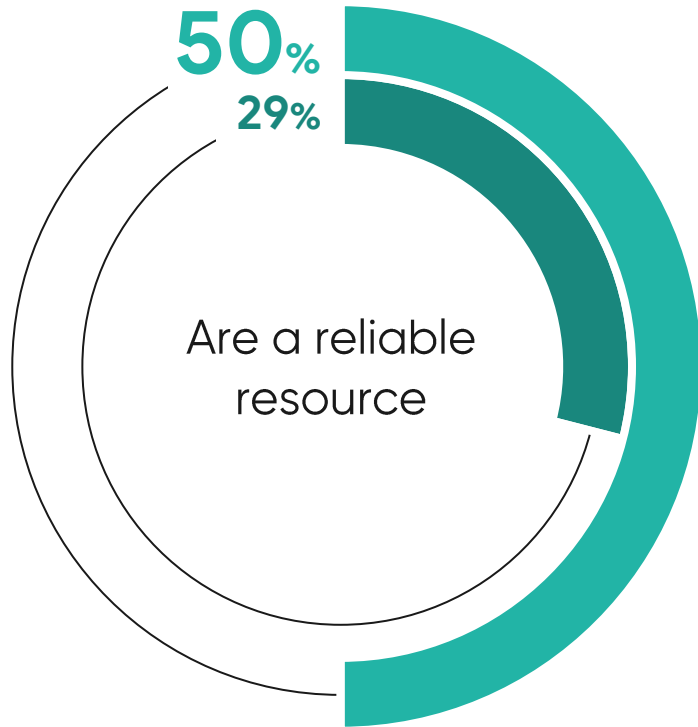


Ipsos Influence Index Score

181



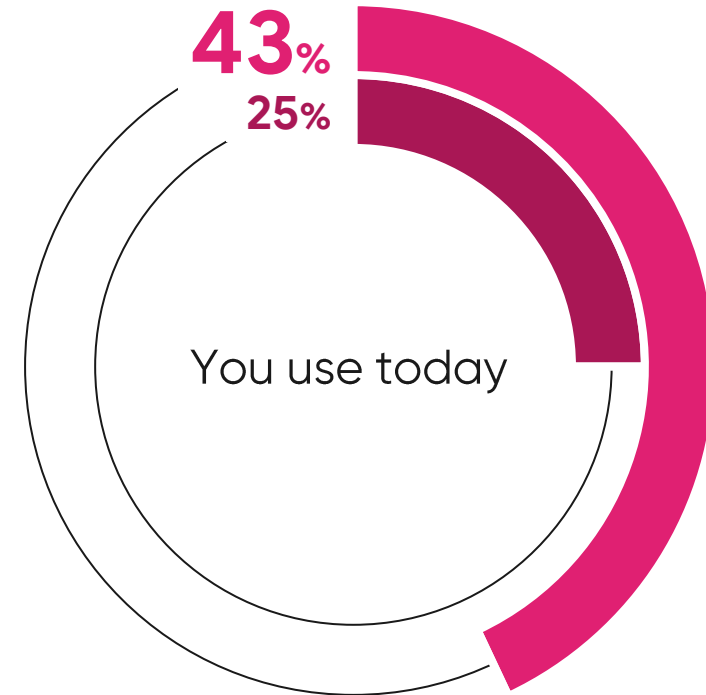
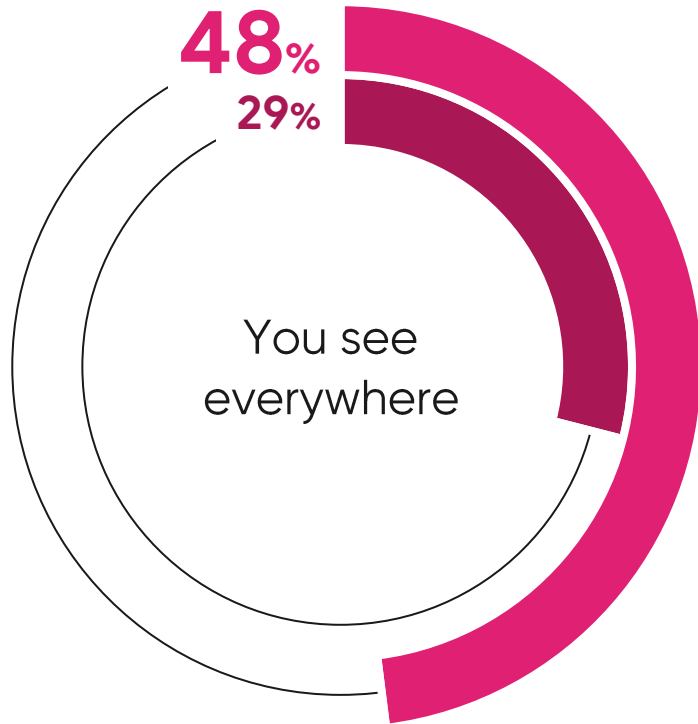




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

OVERALL

Google

Ipsos Influence Index Score

189

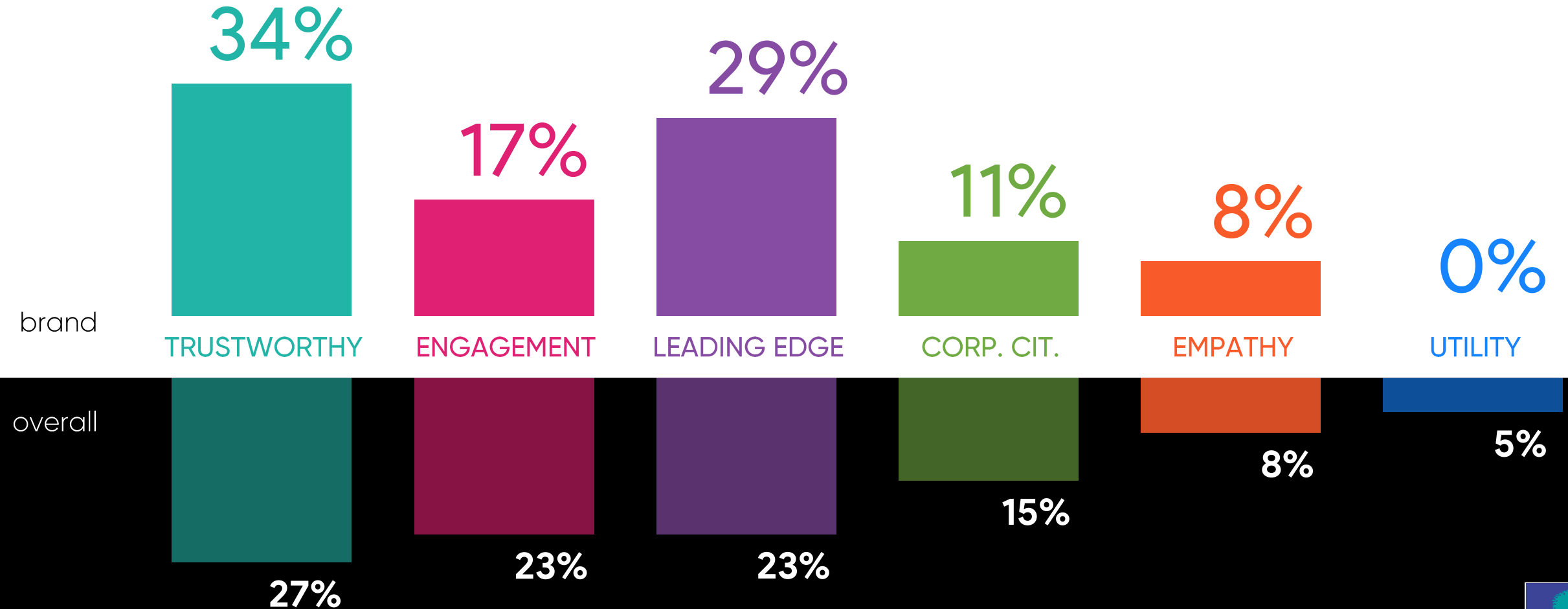


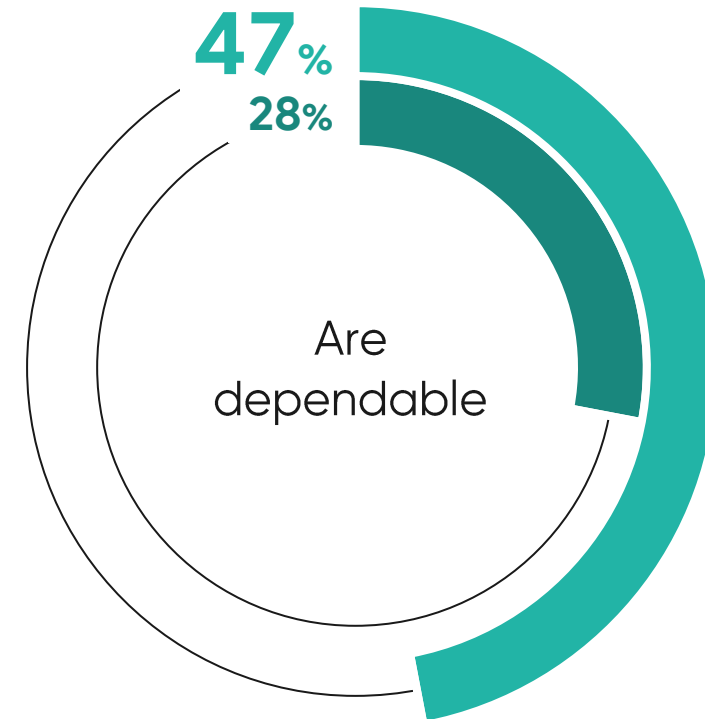
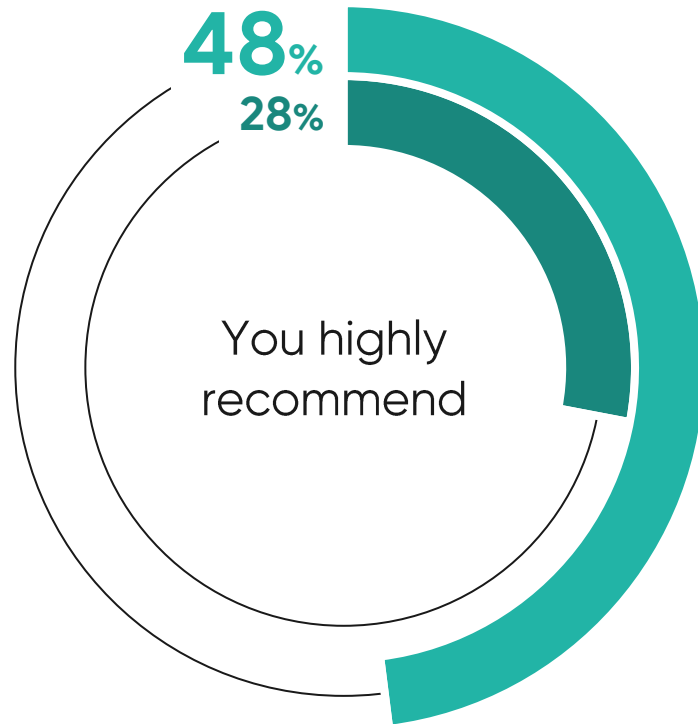
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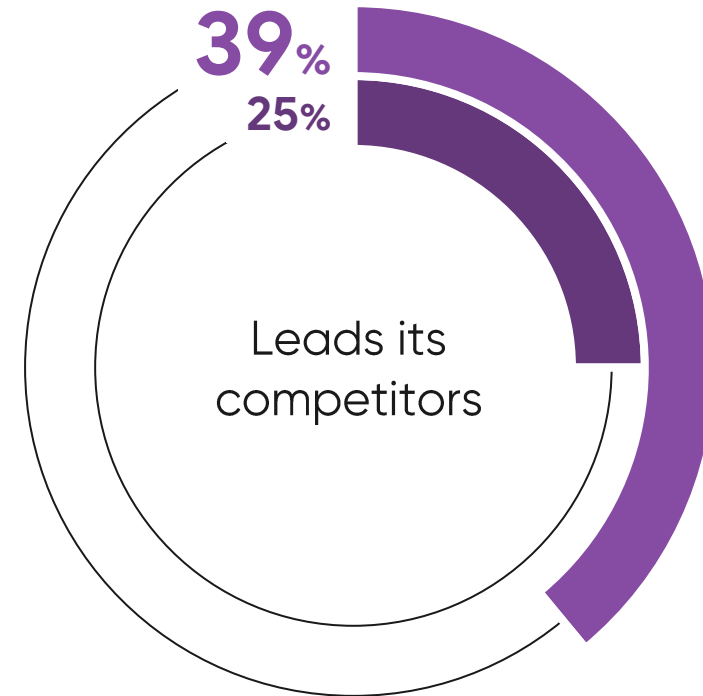
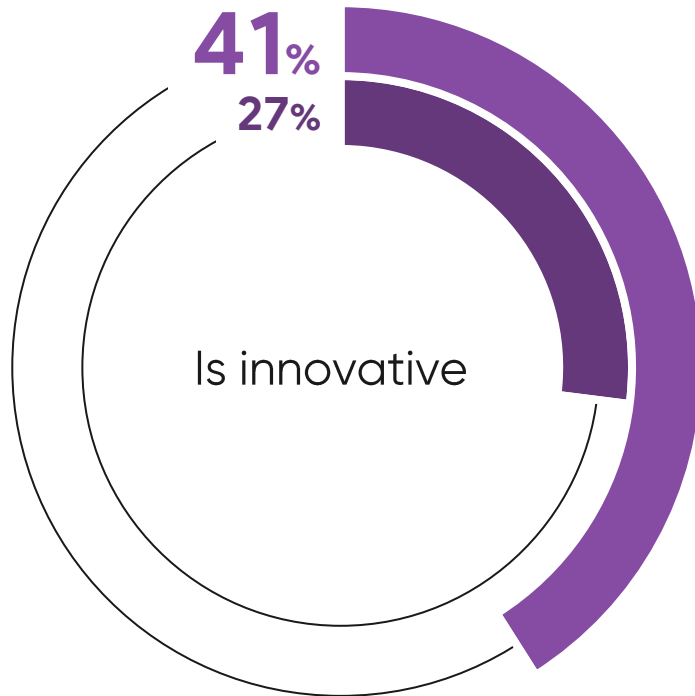
Ipsos
influence
score
189





BRAND

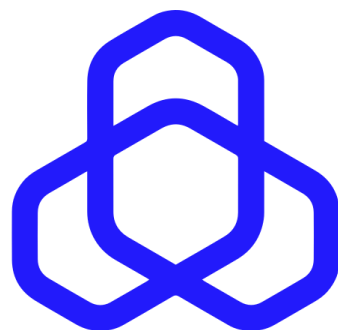
OVERALL



BRAND

OVERALL

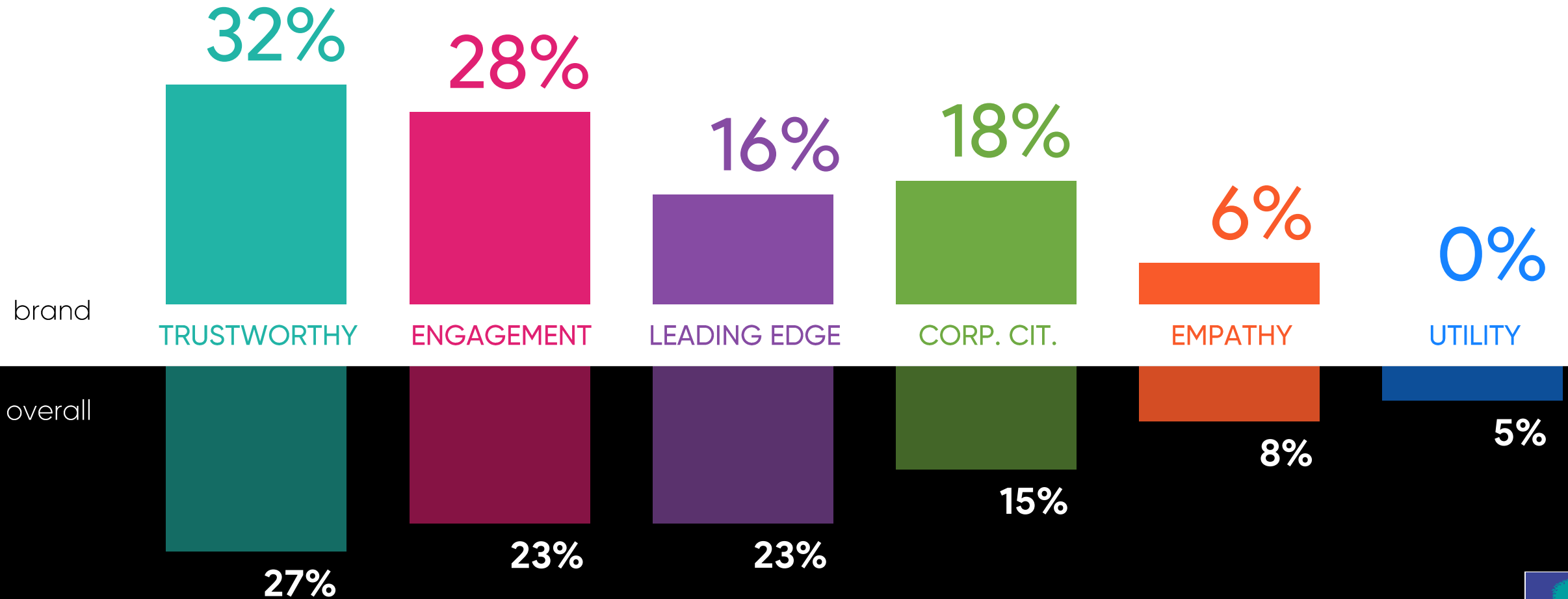
مصرف الراجحي
alrajhi bank

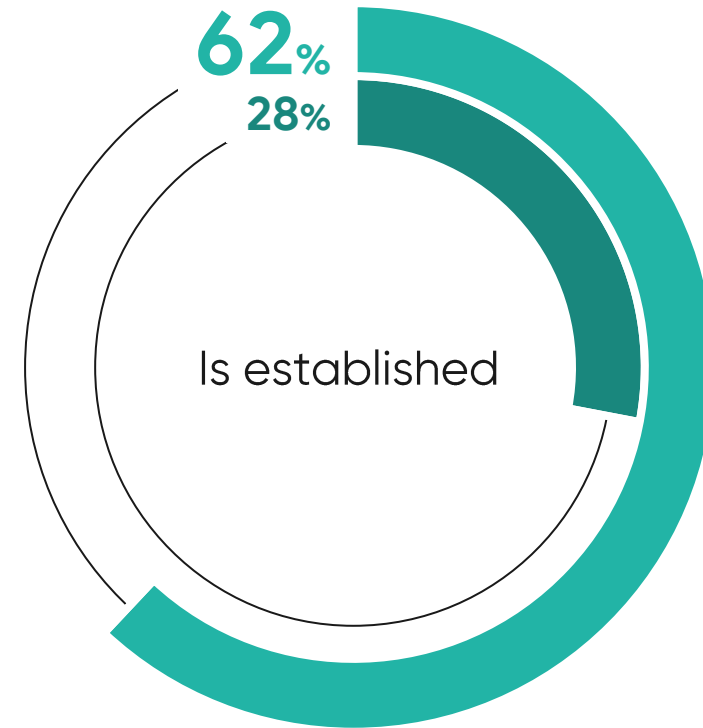
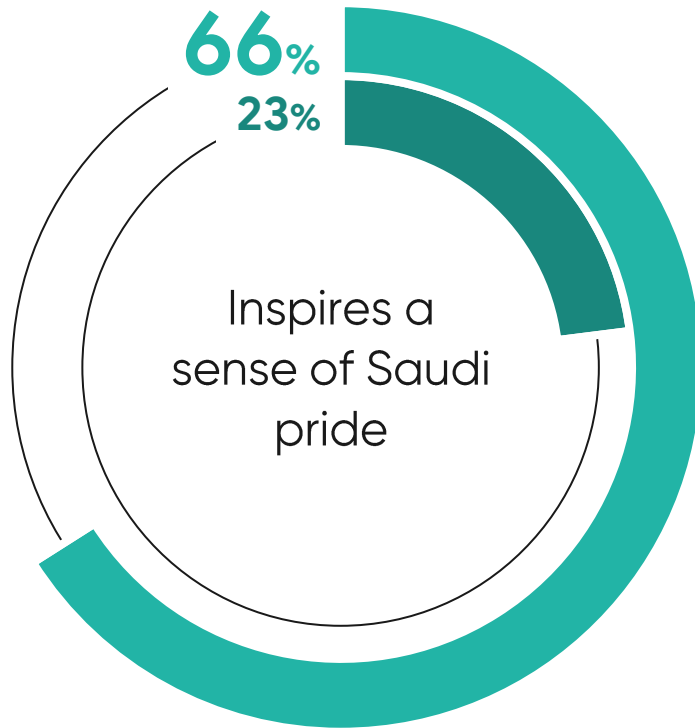


Ipsos Influence Index Score

192



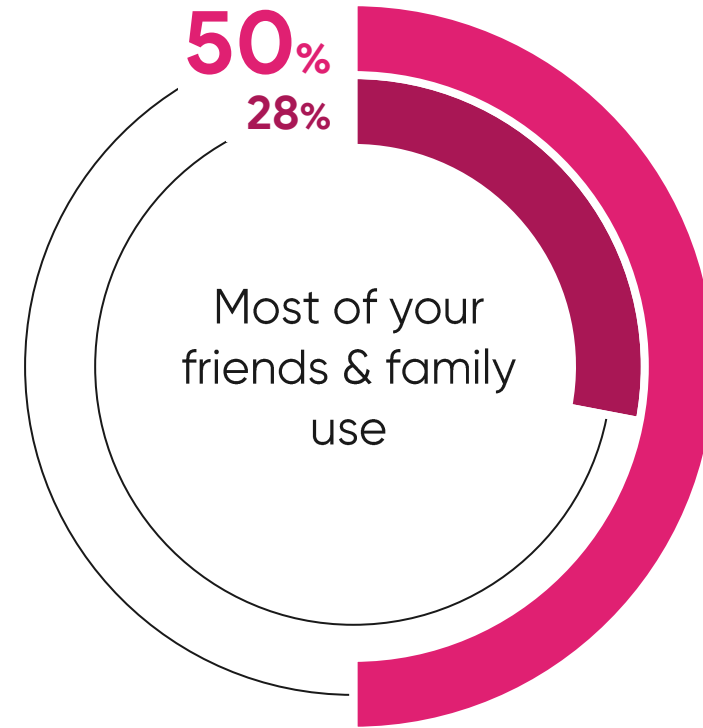
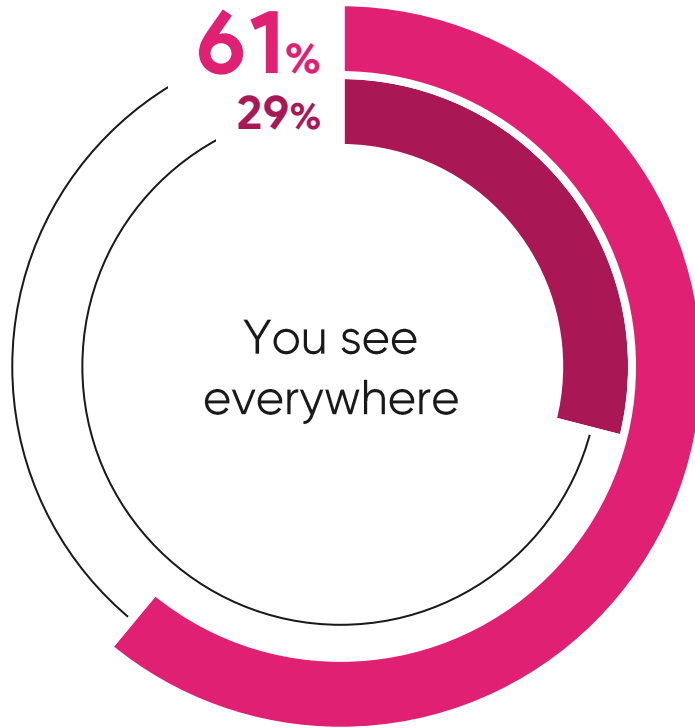




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

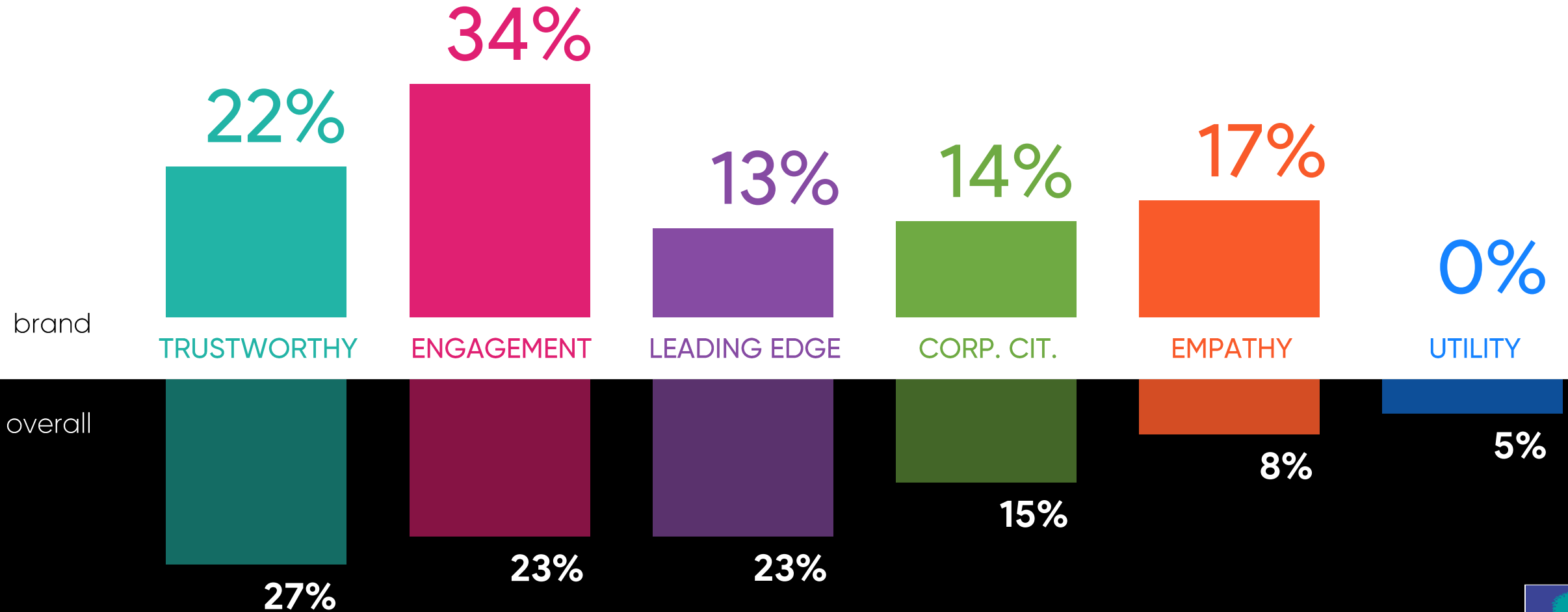
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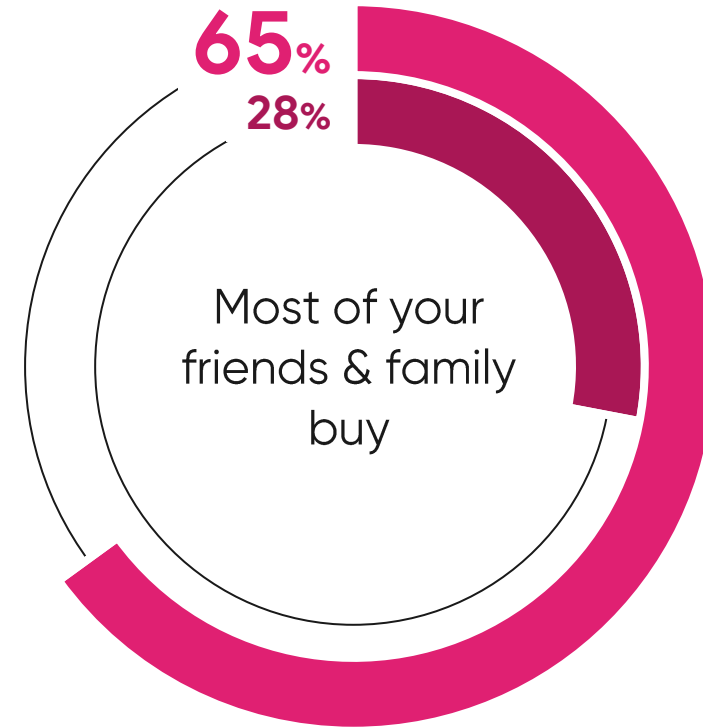
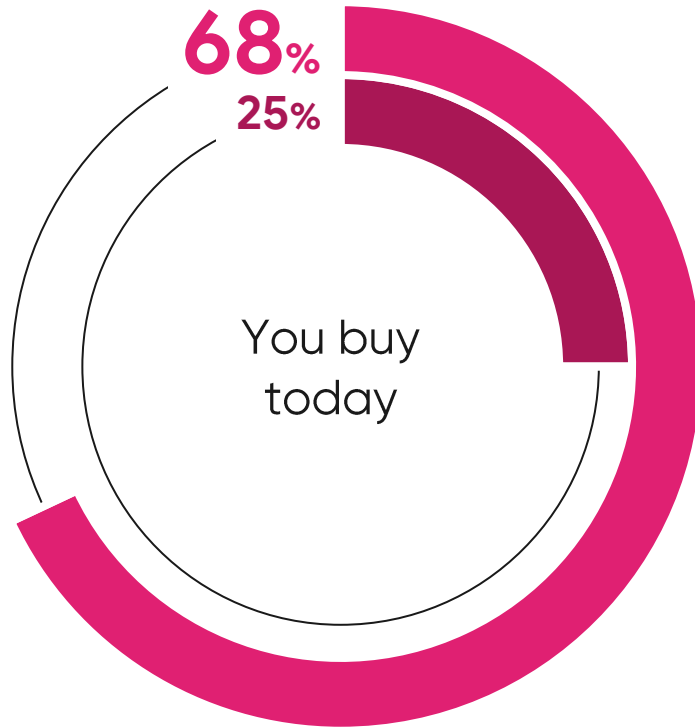


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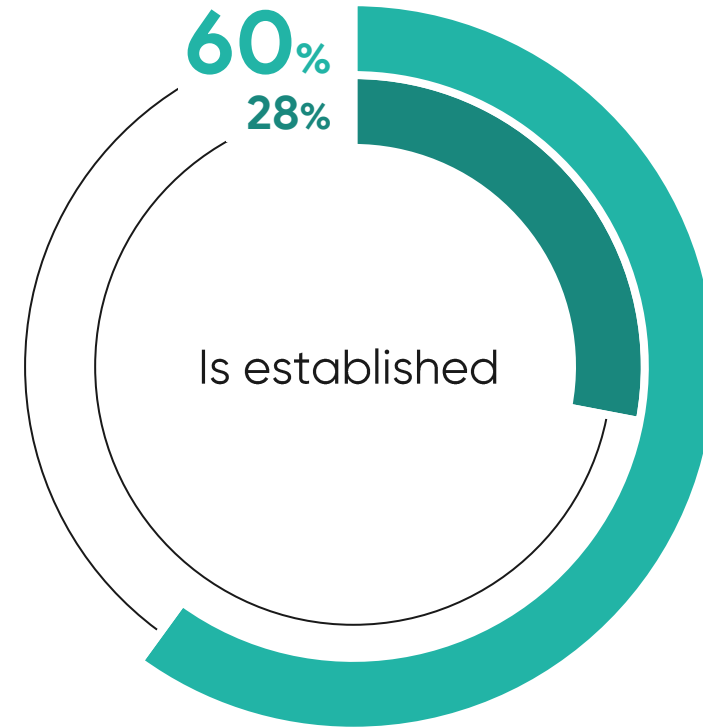
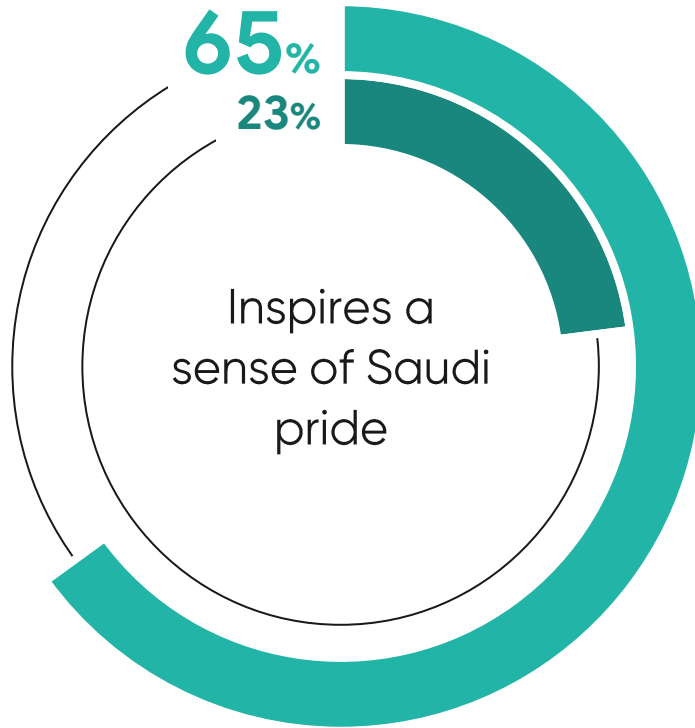






BRAND

OVERALL



BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes

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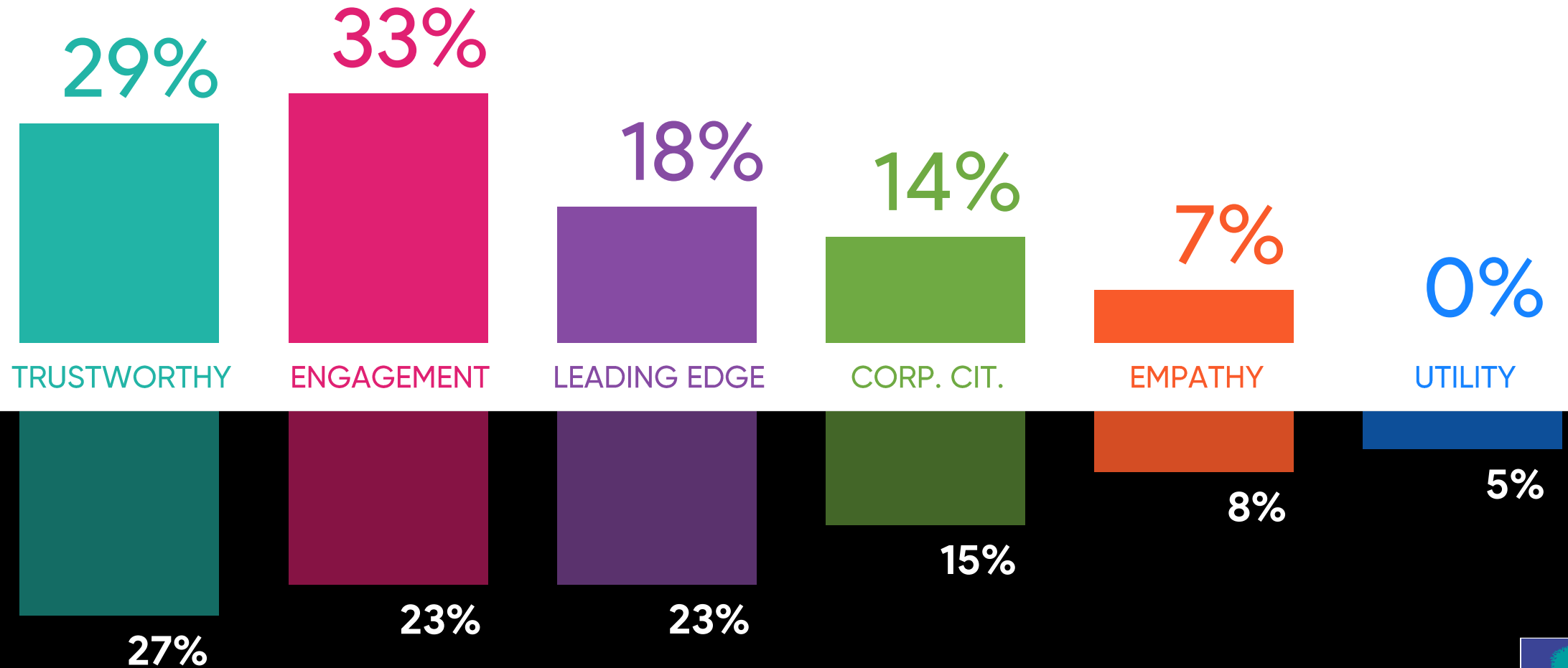
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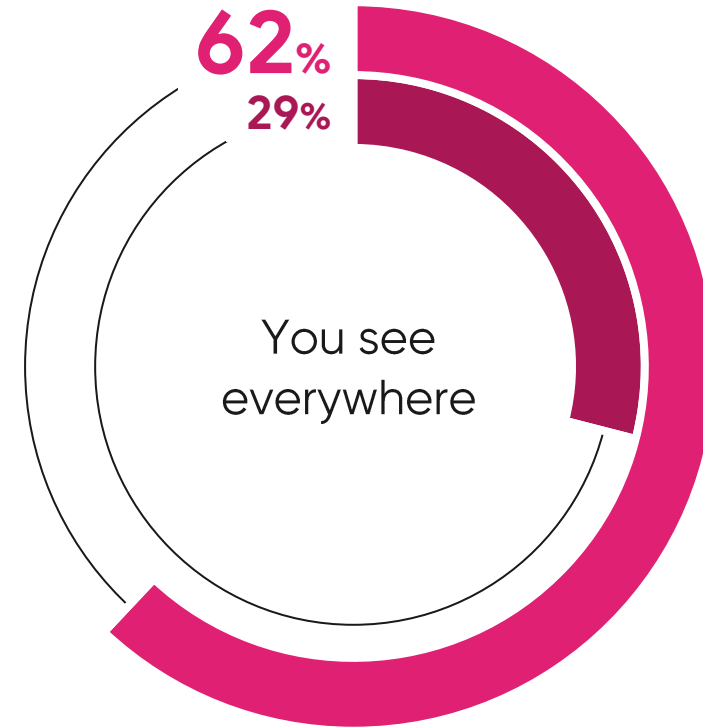
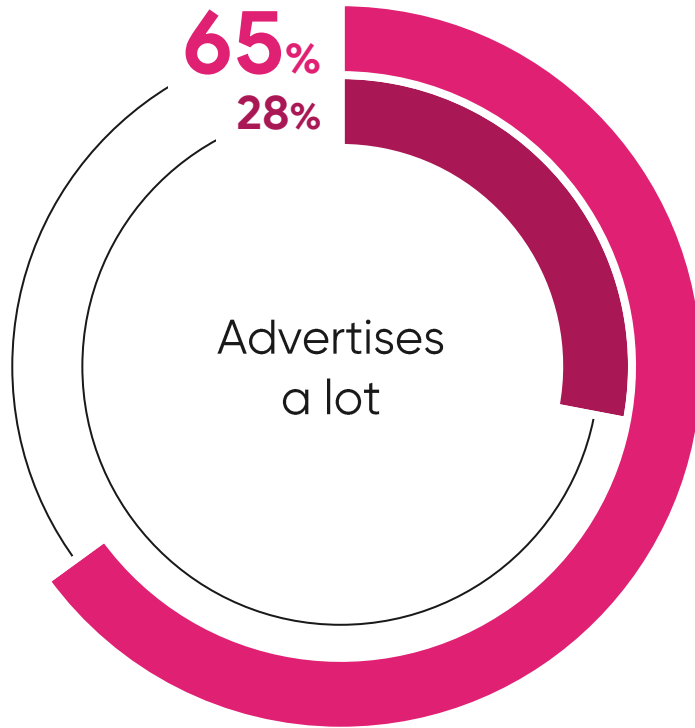
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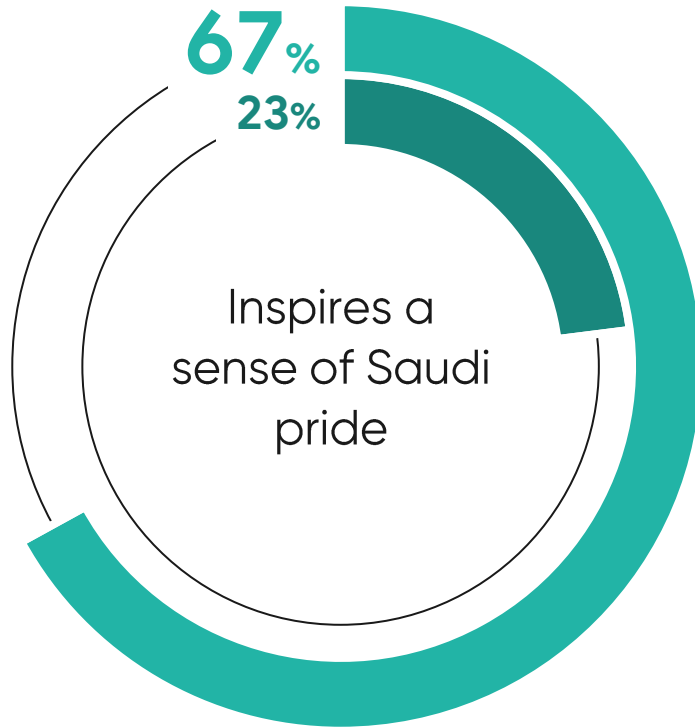
Ipsos
influence
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BRAND

OVERALL



BRAND

OVERALL



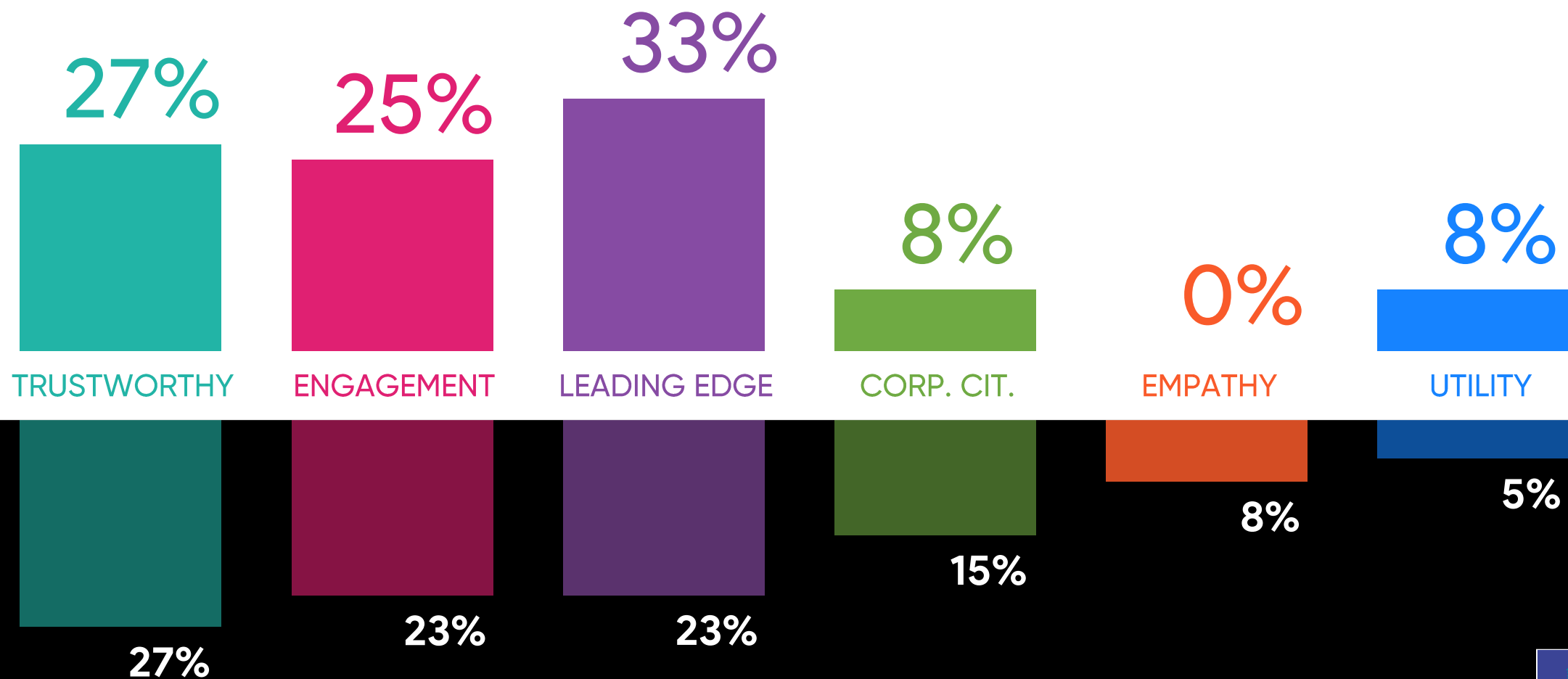
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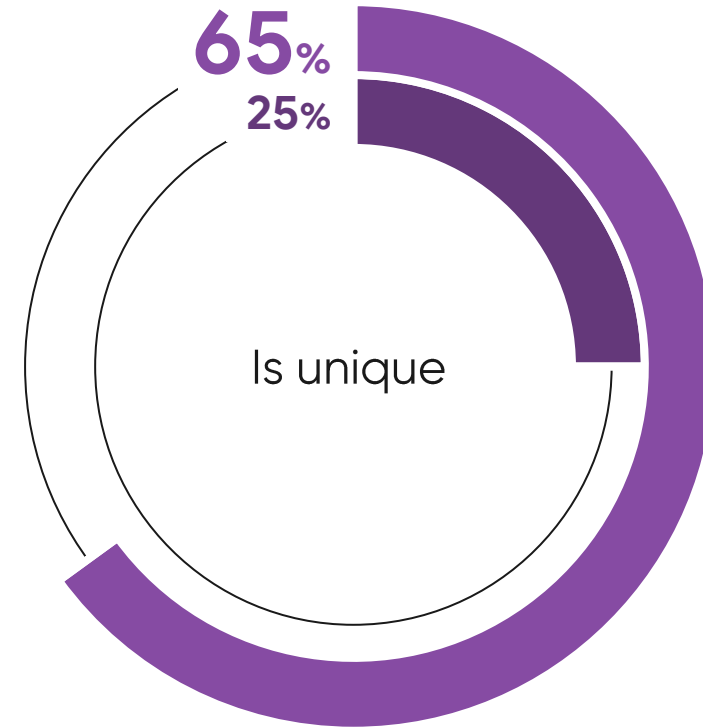
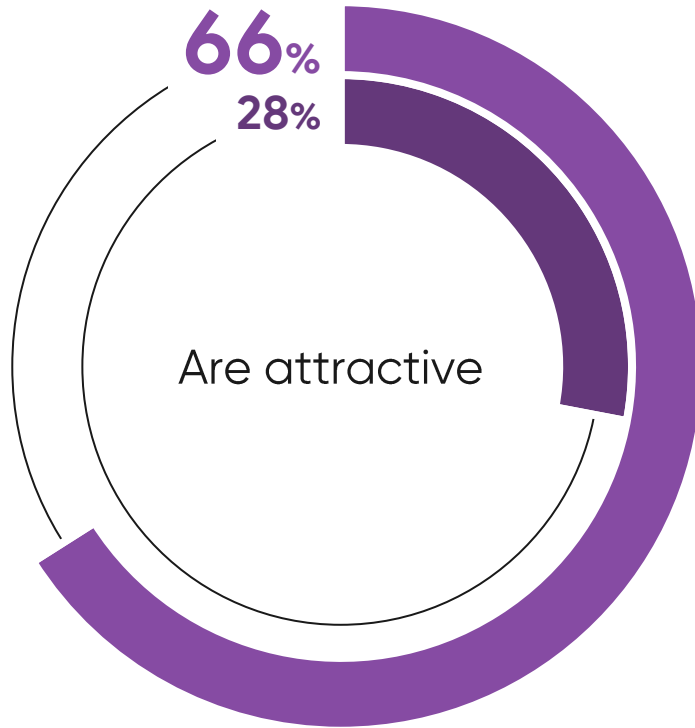
221





Ipsos
influence
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221



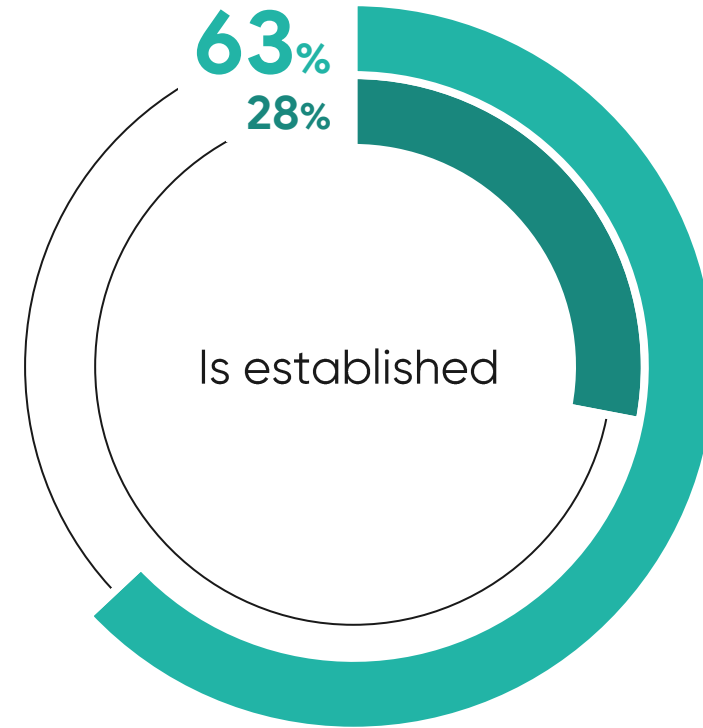
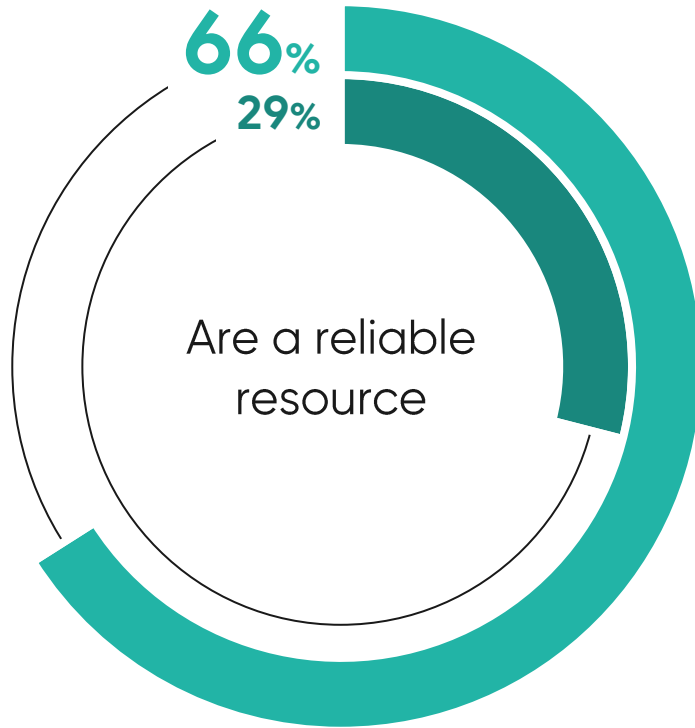


BRAND

OVERALL

LEADING EDGE - Top 2 Attributes





BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



TOP 10

Most Influential Brands in Saudi Arabia



- | | | | |
|---|---|----|--|
| 1 |  | 6 |  مدى
mada |
| 2 |  | 7 |  YouTube |
| 3 |  المراعي
Almarai | 8 |  WhatsApp |
| 4 |  مصرف الراجحي
alrajhi bank | 9 |  بنده
Panda |
| 5 |  | 10 |  العثيم
Othaim
منكم وفيكم |

TOP 10

Most Influential Local Brands in Saudi Arabia



1

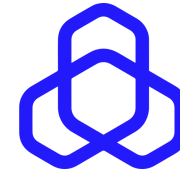
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2

المراعي
Almarai

3

مصرف الراجحي
alrajhi bank



4

مدى
mada

5

بند
Panda

6

العثيم
Othaim
منكم وفيكم

7

Saudia

8

Nova

9

النهدي
nahdi

10

موبايلي
Mobily

2023 Biggest Movers – Top 10 Most Improved



2023
Rank

#32 #52 #71 #53 #56 #37 #50 #39 #82 #20



2021
Rank

#90 #109 #115 #95 #97 #78 #86 #69 #112 #50

Most Influential Brands - Per Category



Airlines



Automotive



Banking &
Finance



CPG



Food & Grocery



Insurance



Online Retail

**HUNGER
STATION**

Online Services



QSR



Retail



Social Media &
Online Content


















Tech

stc

Telecom

Sector Deep-Dive Reports Available

Studying The 120 Most Influential Brands In KSA

 Airlines	 Food & Grocery	 CPG	 Banking & Finance	 Retail	 Social Media & Online Content	 Tech
Emirates	Almarai	Always	Al Rajhi Bank	Carrefour	Anghami	Apple
Flyadeal	Al Safi Danone	Ariel	Alinma Bank	Danube	Facebook	Google
Flynas	Americana	CLEAR	Arab National Bank (anb)	eXtra stores	Instagram	Huawei
Qatar Airways	Coca-Cola	Comfort	Bank AlJazira	IKEA	Netflix	LG
Saudia Airlines	Ferrero Rocher	Dettol	Banque Saudi Fransi	Jarir Bookstore	OSN	Microsoft
	Goody	Dove	Mada	LuLu Hypermarket	Shahid	Samsung
	Halawani	Fairy	Mastercard	Nahdi	Snapchat	
	Kinder	Gillette	Riyad Bank	Othaim Markets	TikTok	 QSR
 Auto	Kraft	Head & Shoulders	SAB	Panda	WhatsApp	AL BAIK
BMW	Lay's	Johnson & Johnson	The Saudi Investment Bank (SAIB)	SACO	X (formerly Twitter)	Burger King
Chery	Lurpak	Lifebuoy	Saudi National Bank (SNB)	Sephora	YouTube	Domino's Pizza
Ford	Mayar Foods	L'Oréal	Visa	Tamimi Markets	 Telecom	Hardee's
Geely	NADA	LUX	Western union		Mobily	KFC
Hyundai	Nadec	NIVEA		 Online Services	Salam	Maestro Pizza
KIA	Nova Water			Almosafer	STC	McDonald's
Lexus	Nutella	 Online Retail	 Media	Booking.com	Virgin Mobile	Starbucks
Mercedes-Benz	Pepsi	Amazon		Careem	Zain	
Nissan	Rabea tea	Noon	 Insurance	HungerStation		
Toyota	Saudia Dairy	SHEIN	Bupa	Jahez		
	Savola	 Real Estate	Tawuniya	Talabat		
	Sunbulah	ROSHN		Uber		

Brands in alphabetical order per sector

Methodological Notes

A Study Talking Directly To The Saudi Market

1,200 People interviewed in Saudi Arabia

The study was conducted in February 2024. Results are based on an online survey of 1,200 residents of Saudi Arabia, aged 18+, using the Ipsos Online Panel.

The results were weighted to Census data to ensure that the sample's composition is representative of the population of Saudi Arabia.





The

MOST **INFLUENTIAL** **BRANDS** in Saudi Arabia

2023



Mohamad Jobeilly | Research Director – Ipsos KSA
mohamad.jobeilly@ipsos.com

Nicola Qahoush | Research Director – Ipsos KSA
nicola.qahoush@ipsos.com