

The

MOST INFLUENTIAL BRANDS

in Saudi Arabia

2024

TABLE OF CONTENTS

1 Introduction

2 Overview Of Key Findings

3 Top 10 Brands In Saudi Arabia

4 Methodological Notes

Introduction

The

MOST INFLUENTIAL BRANDS in Saudi Arabia

2024

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 2024 edition represents the sixth year of this initiative in KSA, where 120 national and global brands were evaluated across 16 categories.

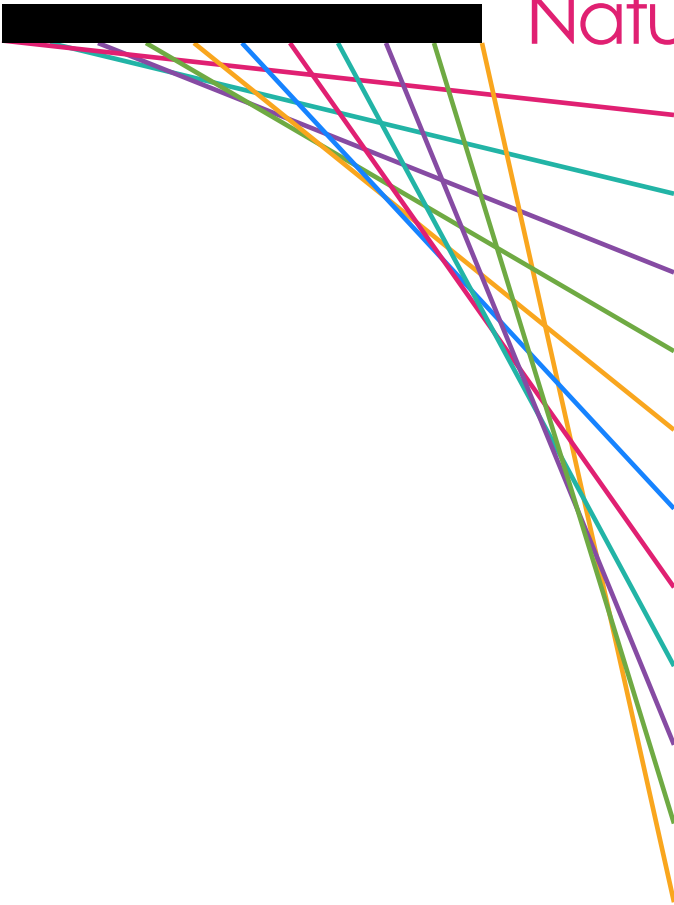
So, What Is Influence?

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.

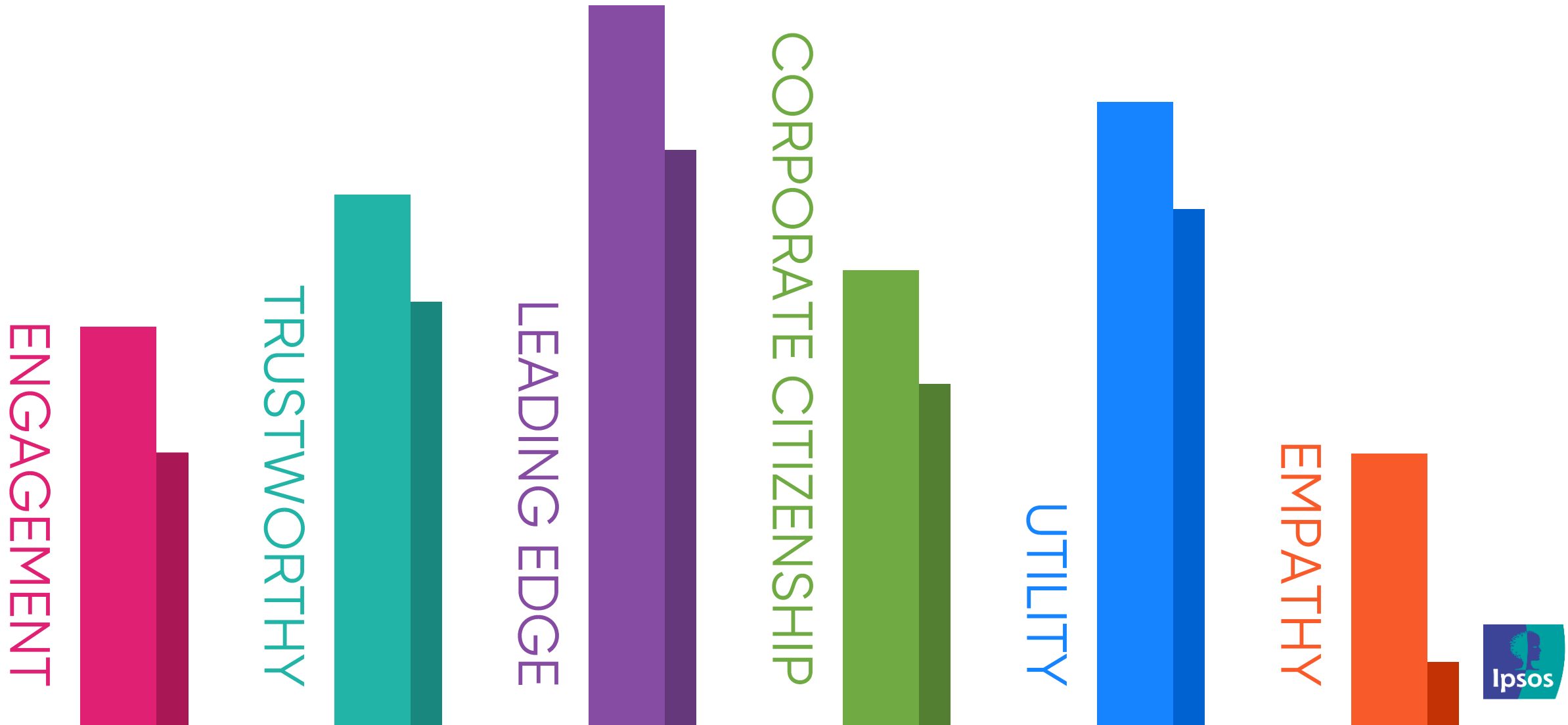
Only those that strike the right balance between **trustworthiness**, having **a leading edge**, **corporate citizenship**, **engagement**, **utility** and **empathy** will truly make an impact with consumers and indeed on the world.

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 unconventional
- Is unique
- Is an original
- Is attractive
- Is ahead of its time
- Is innovative
- Sets an example for other brands
- Has forever changed the consumer landscape
- Is edgy
- Is a trendsetter
- Leads its competitors
- Stands out
- Shapes consumer behavior
- Is a brand that champions diversity
- Introduced people to something they never knew is needed
- Is the benchmark people compare other competitive brands against

TRUSTWORTHY

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

CORPORATE CITIZENSHIP

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

ENGAGEMENT

- People see it everywhere
- Advertises a lot
- People have viewed ads/videos for this brand using online video sites
- People buy/use today
- Most people's friends & family use/buy
- People are happy to support/"like" within a social networking site

UTILITY

- People can easily replace it with another brand's products/services
- Has ads that people have emailed to friends, or shared via a social networking site
- People have interacted with this brand in some way online
- Promotes a positive conversation

EMPATHY

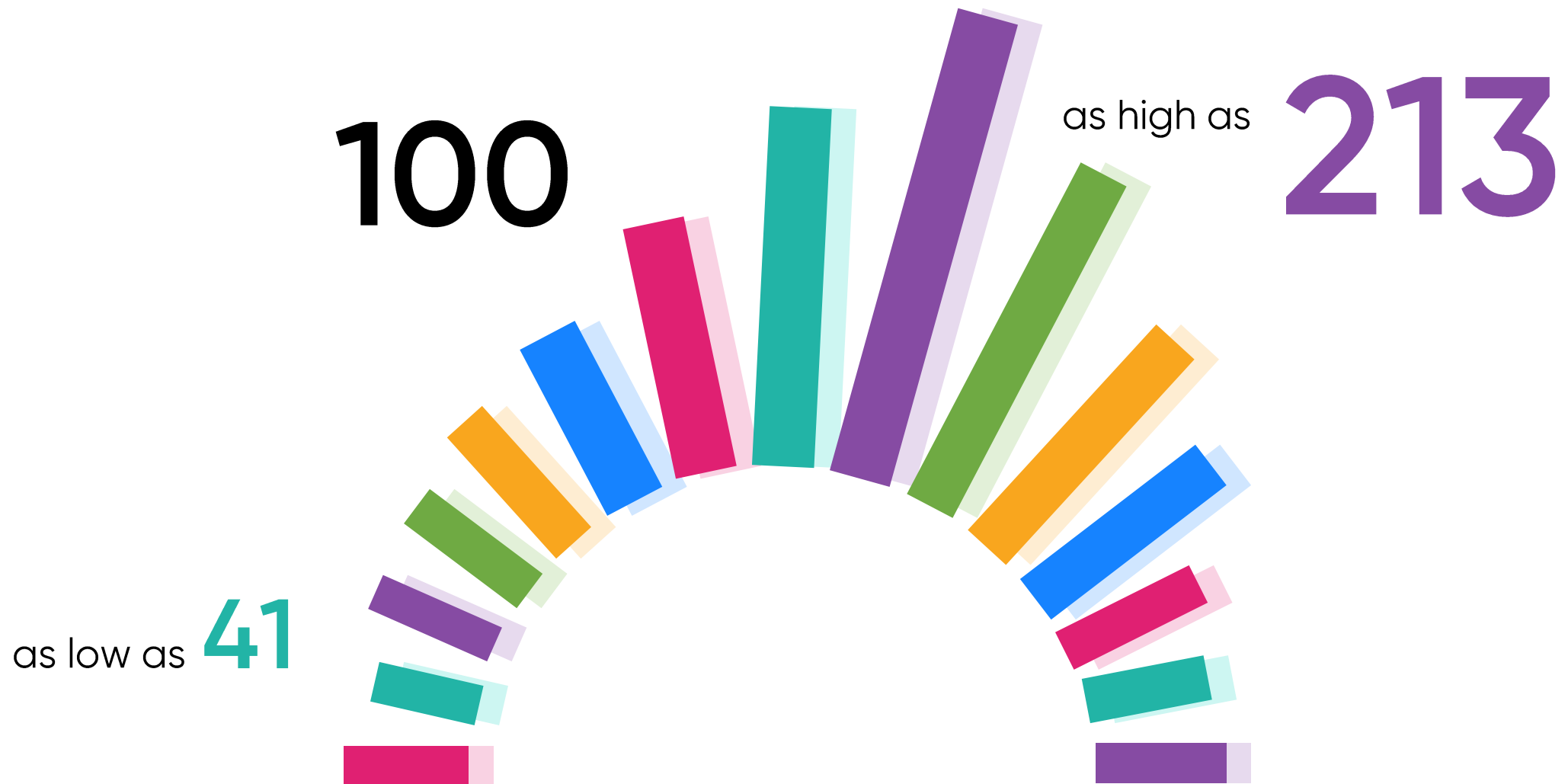
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

A large, light gray, stylized number '2' is positioned on the left side of the slide, extending from the top left towards the bottom left.

Overview Of Key Findings

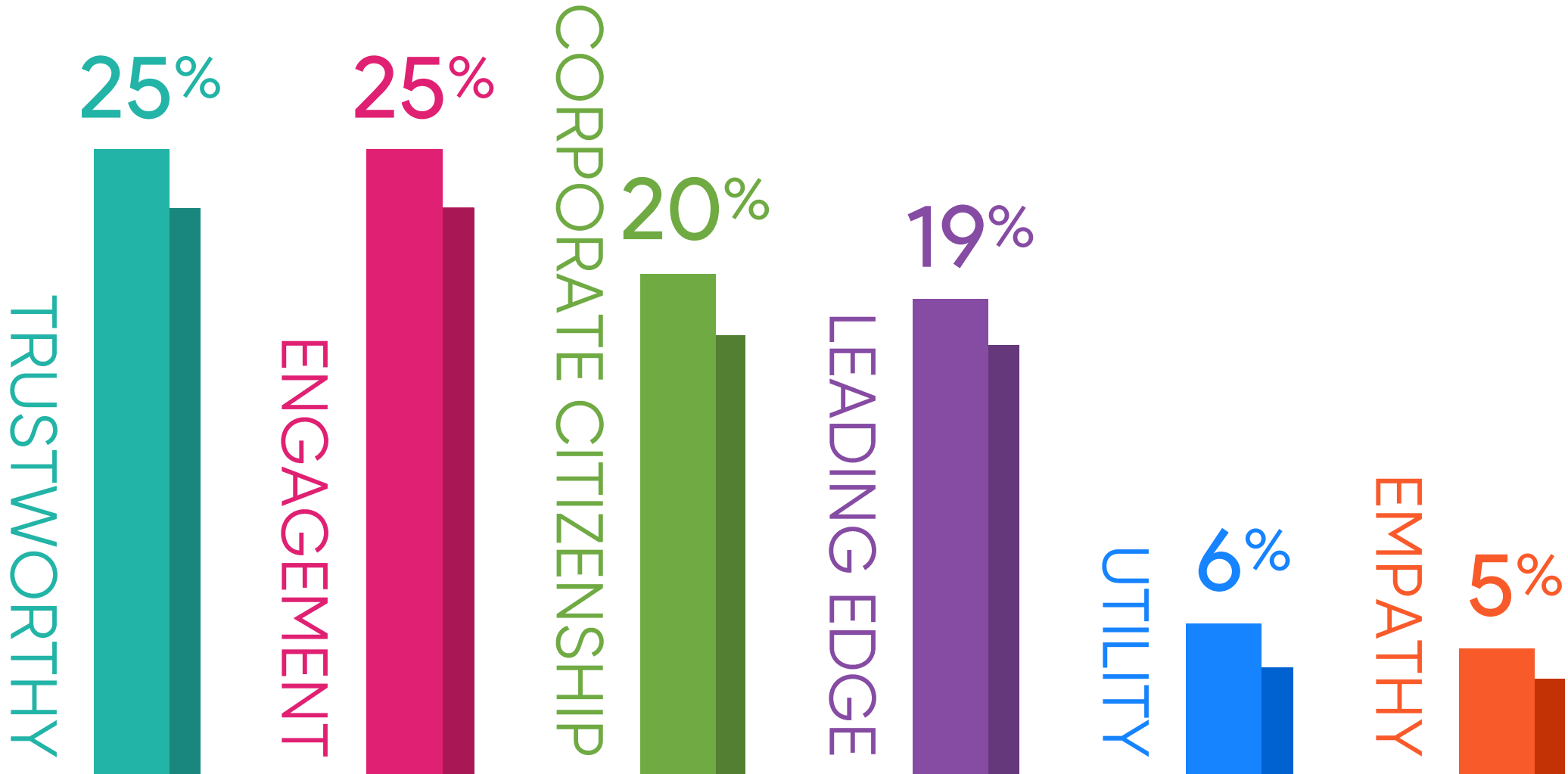
The Ipsos Influence Index: Overview

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 213, and the lowest scoring 41.



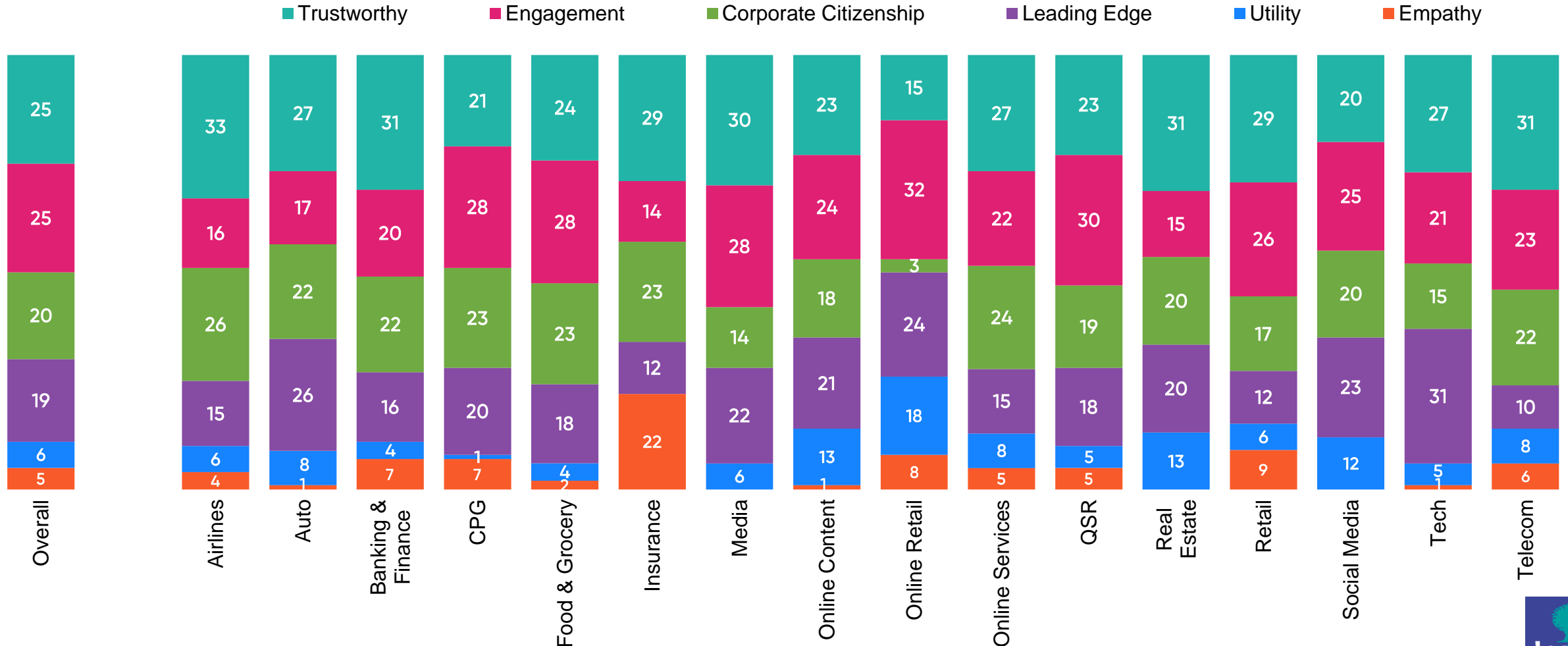
The Influence Drivers Of The Saudi Market

Trustworthiness and Engagement were the biggest drivers of brand influence in KSA for 2024, followed by Corporate Citizenship and Leading Edge.



Influence Drivers In KSA – By Sector

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



Key Insights

Trust, Visibility, and Technology are fueling brand influence in KSA

The Power of Trust

Trust is the cornerstone of influence in high-stakes sectors like airlines, banking & finance, and media. In these industries, where every decision carries weight and reputation is paramount, a steadfast commitment to integrity is essential.

01

Visibility Fuels Influence

High consumer engagement is a game changer. When brands are omnipresent, through smart advertising, social buzz, or genuine word-of-mouth, their consistent and widespread presence is naturally building trust and amplifying influence.

02

Digital Dominance

The top 10 brands are led by tech pioneers that consistently deliver cutting-edge digital solutions, fostering trust and generating engagement. Their innovative platforms meet real-world needs and set the standard for influence in today's digital-first market.

03

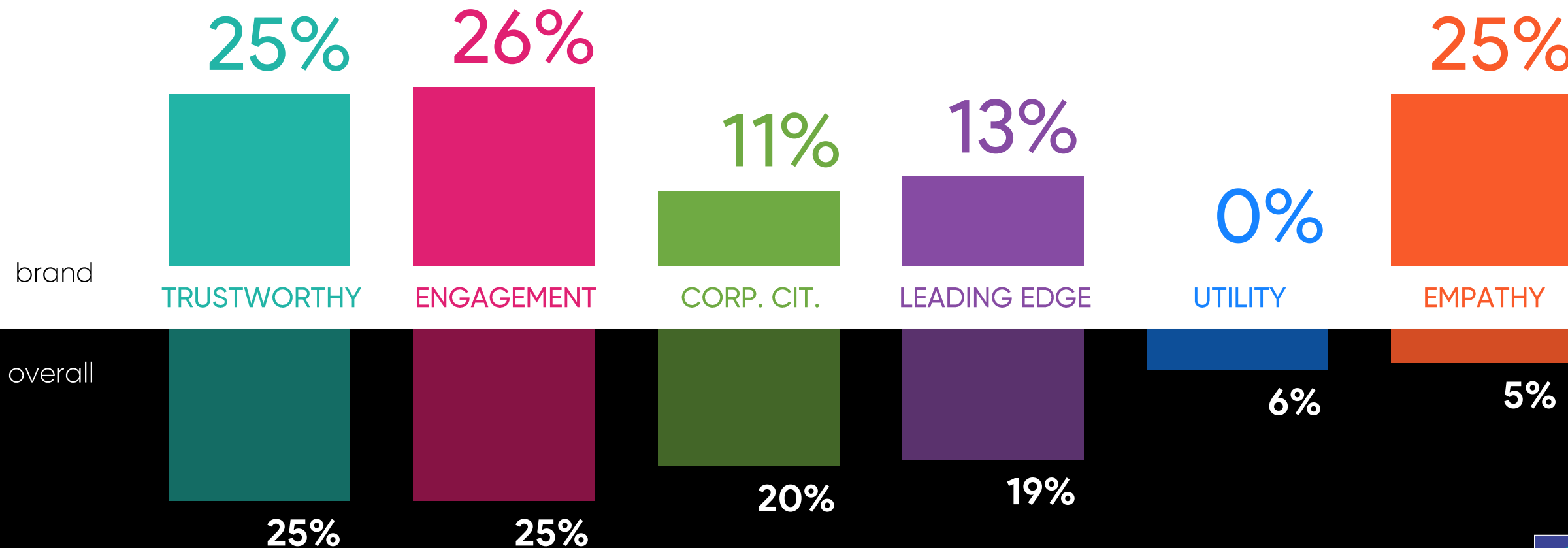
Top 10 Brands In Saudi Arabia

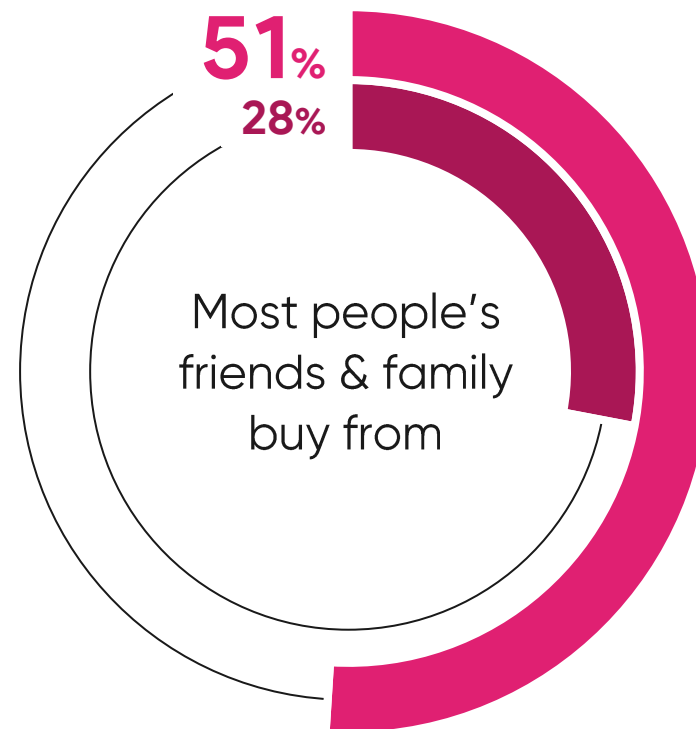
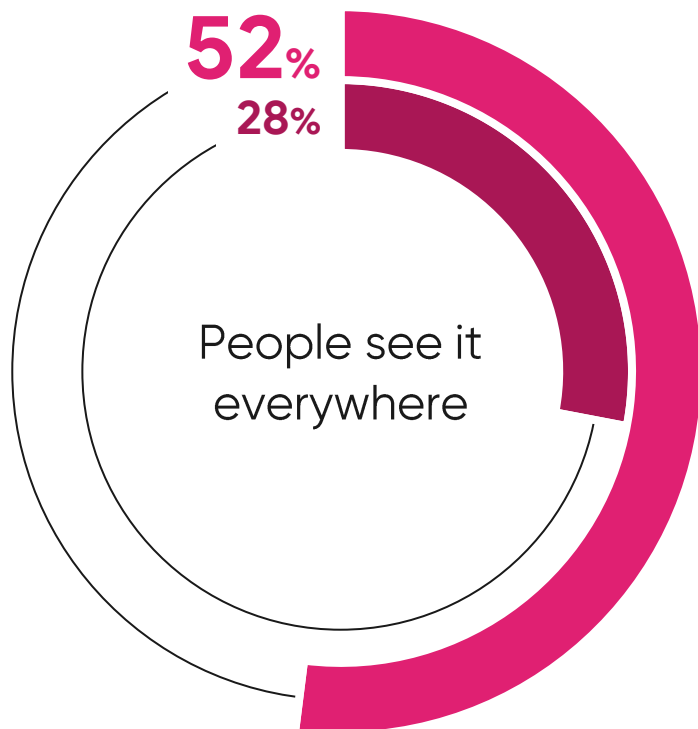


Ipsos Influence Index Score

164

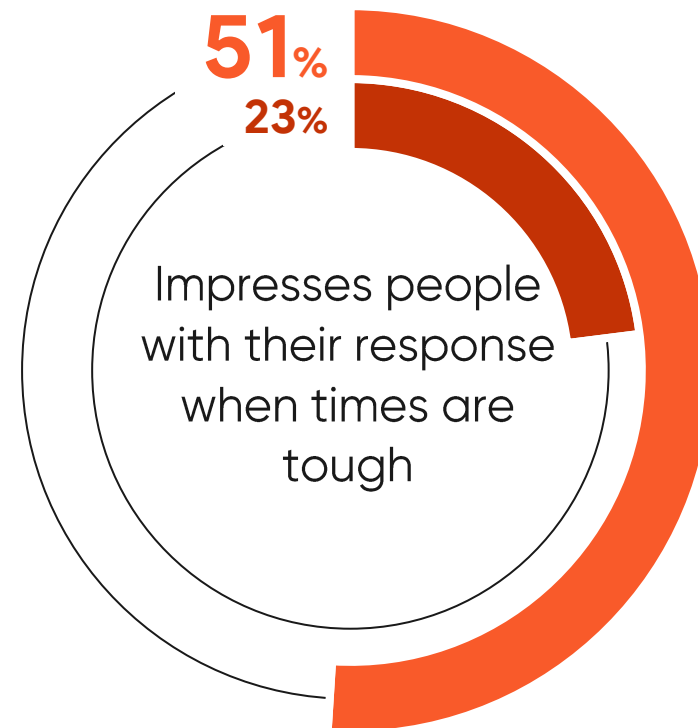
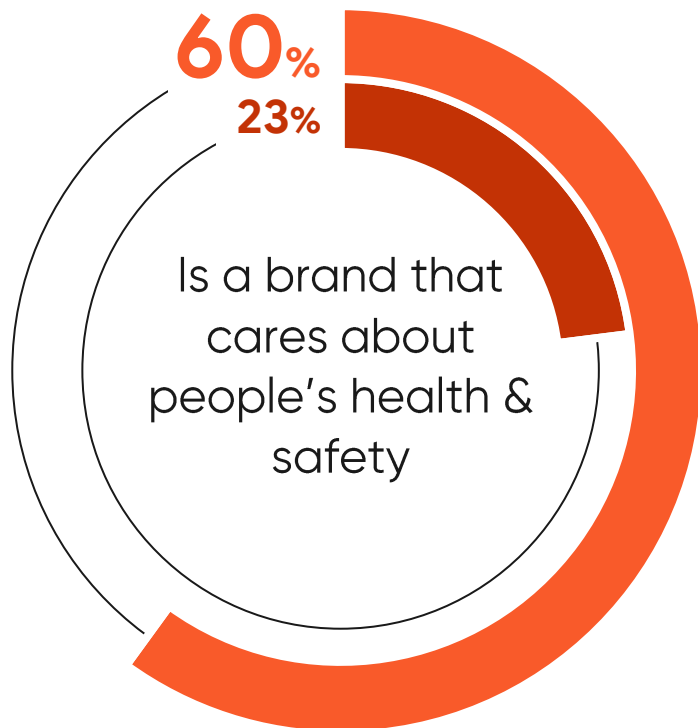






BRAND

OVERALL



BRAND

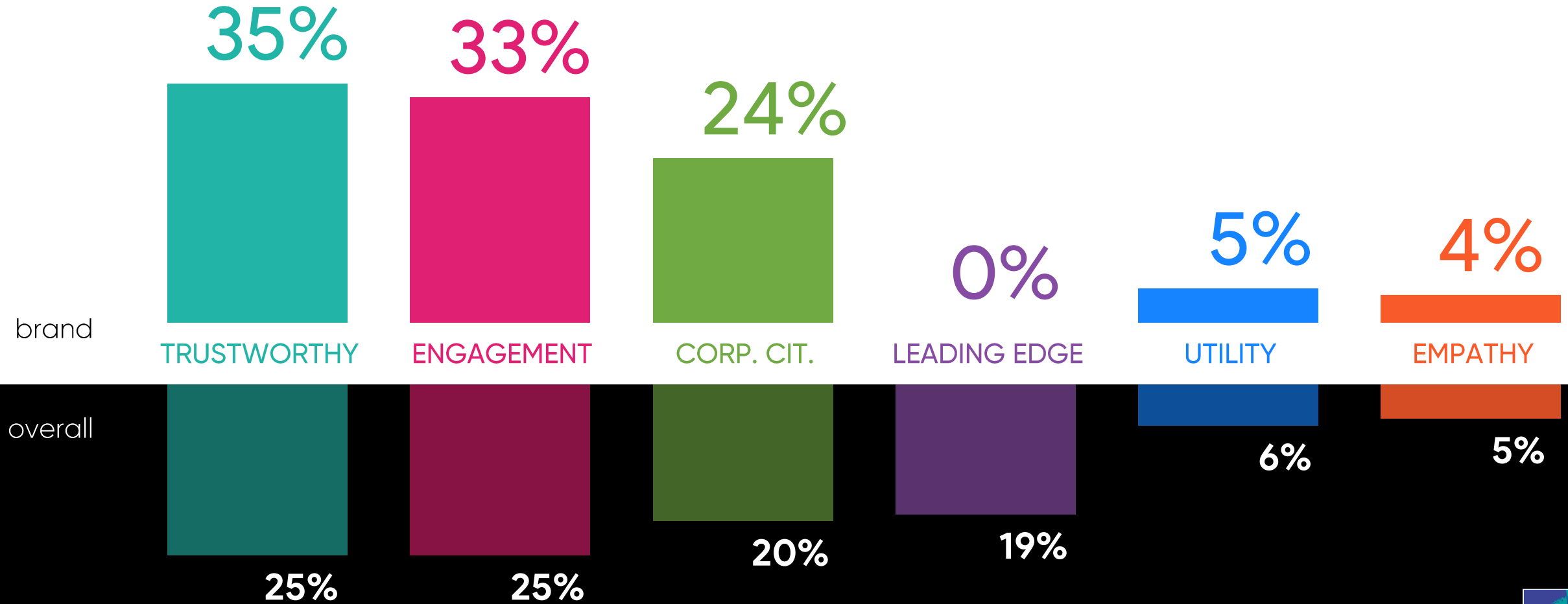
OVERALL

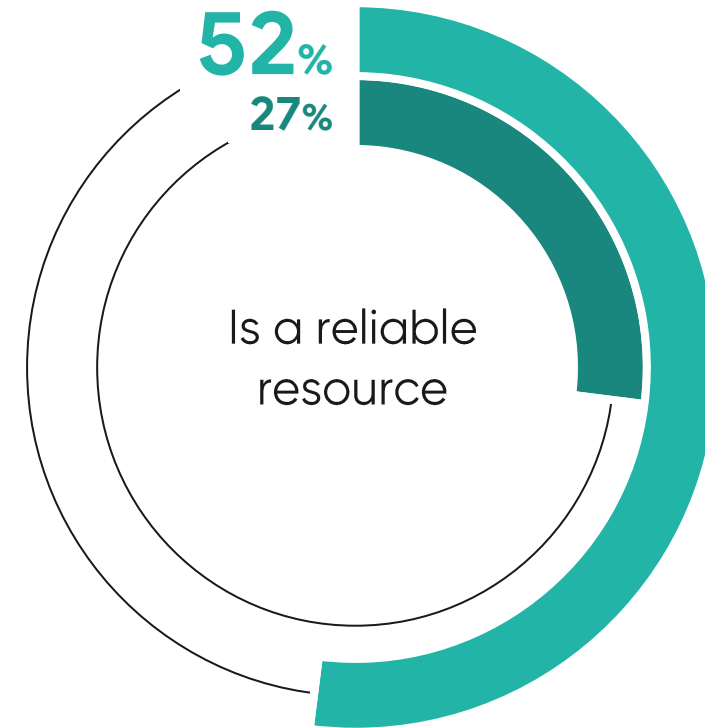
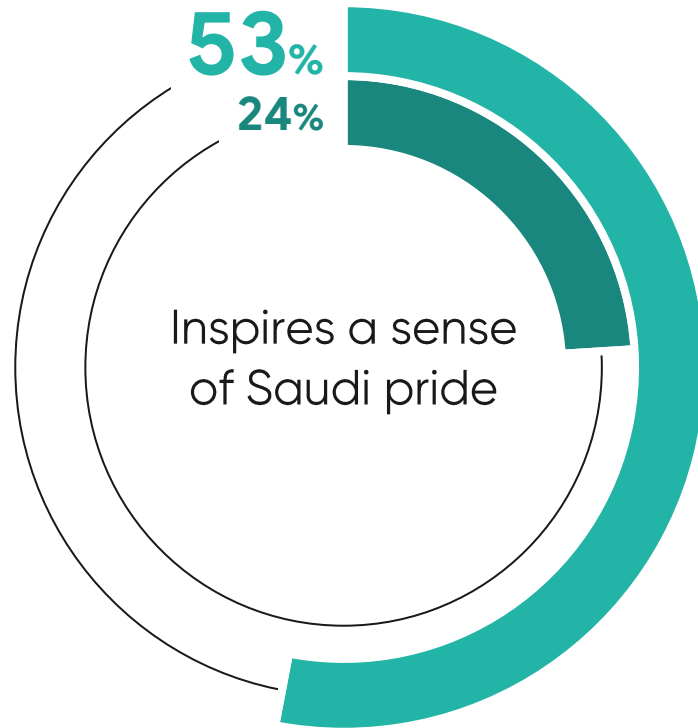


Ipsos Influence Index Score

168



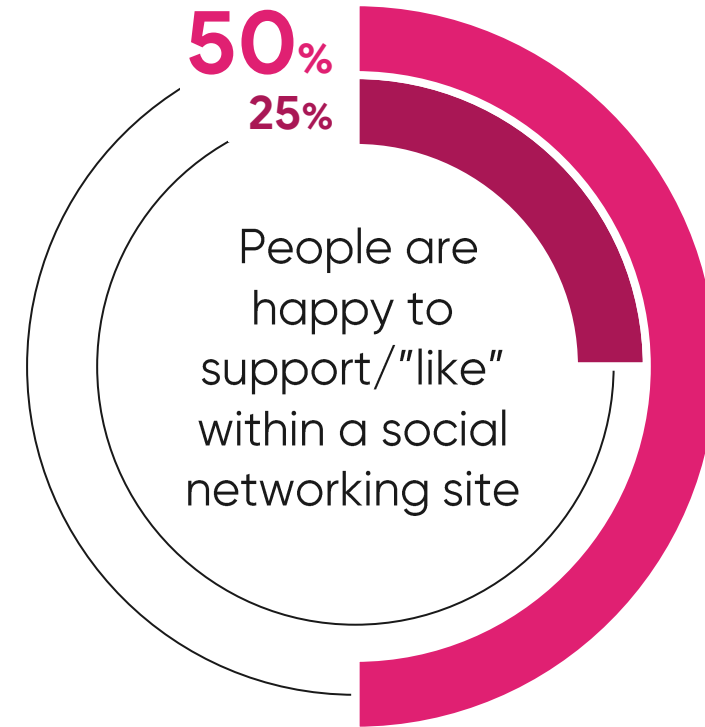
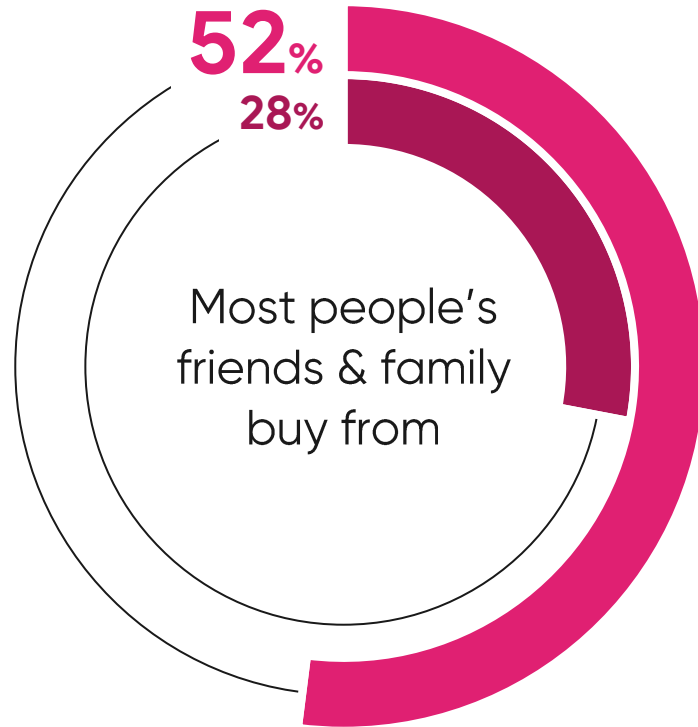




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

OVERALL

amazon

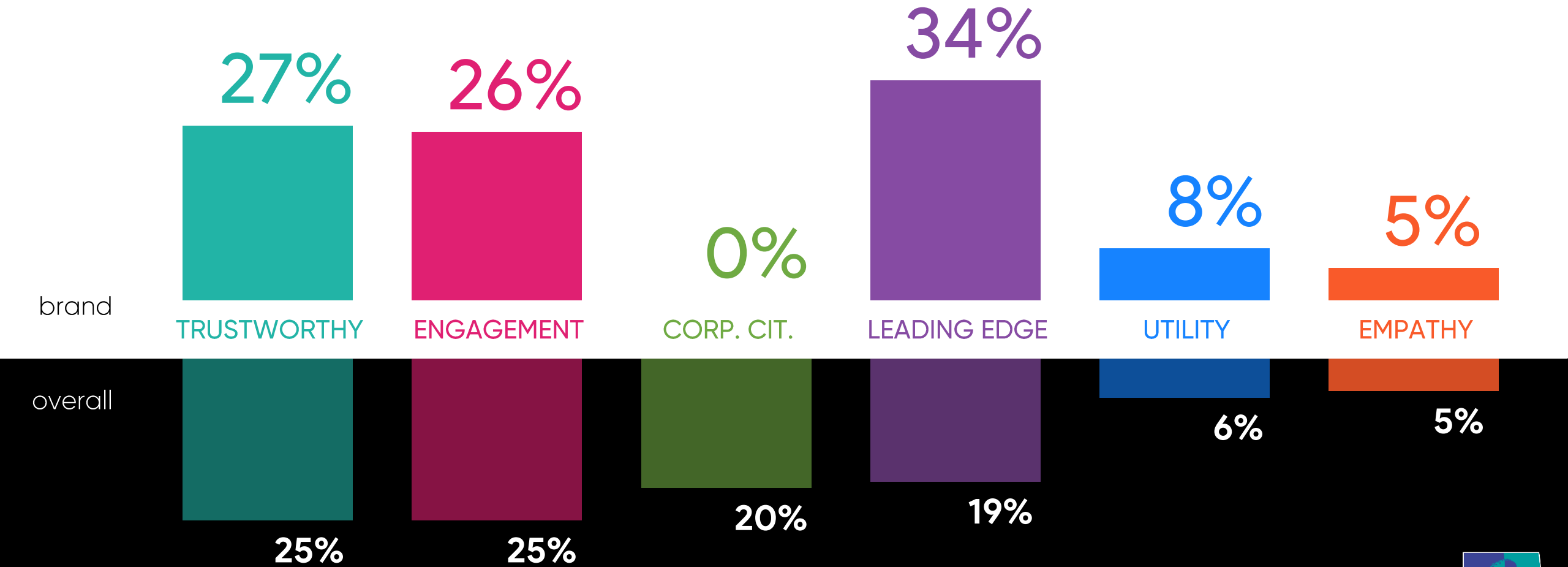
Ipsos Influence Index Score

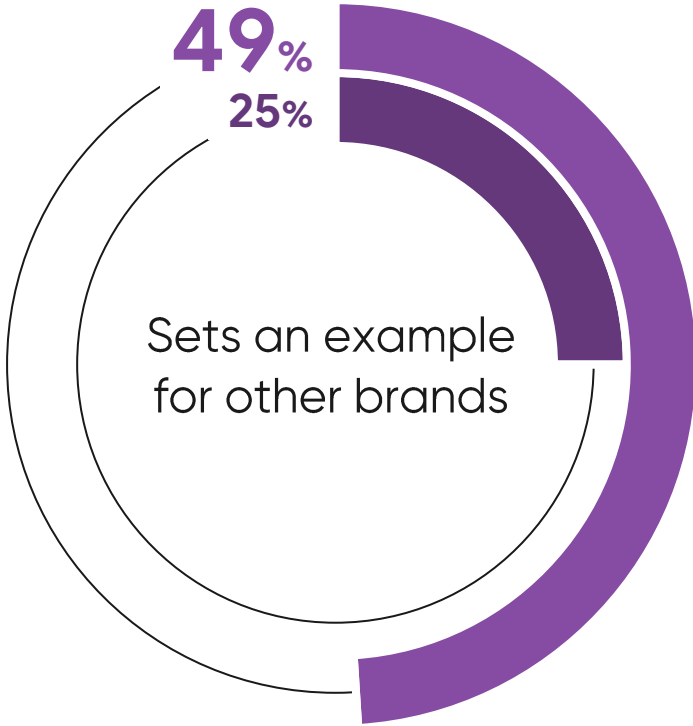
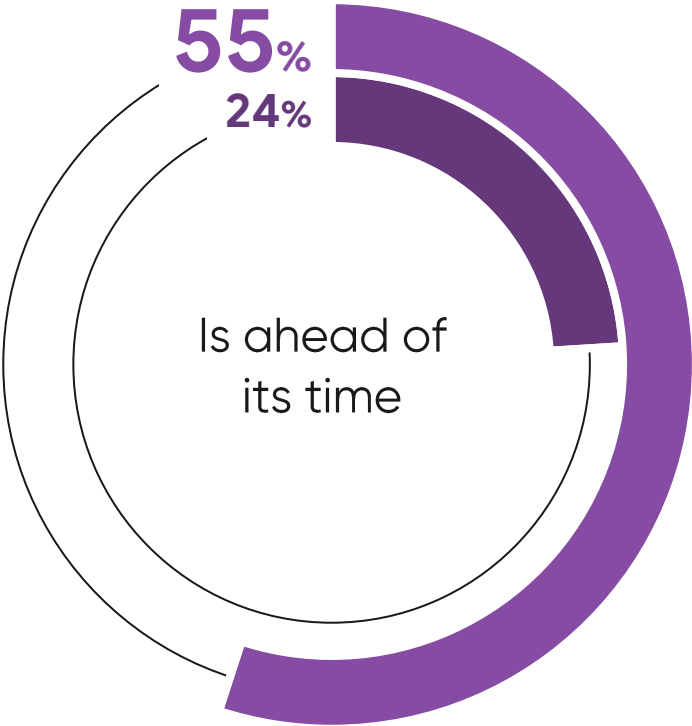
168



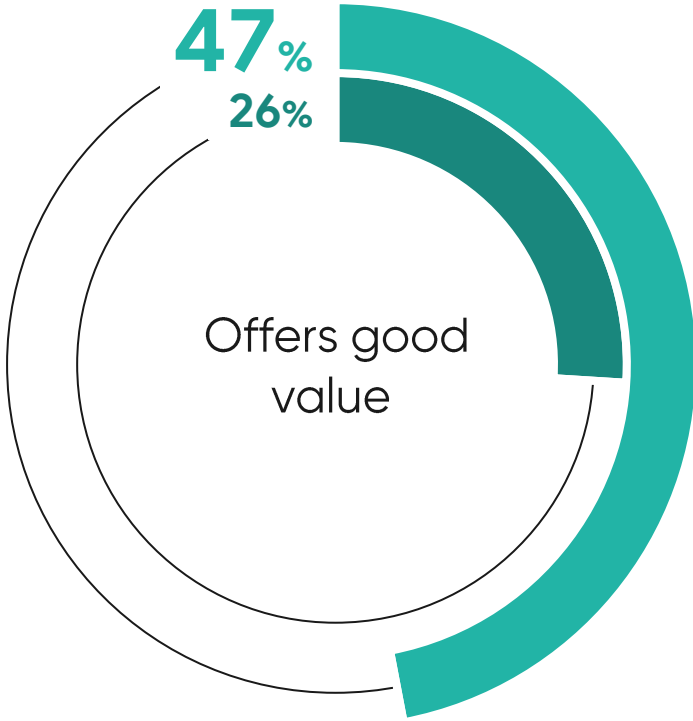
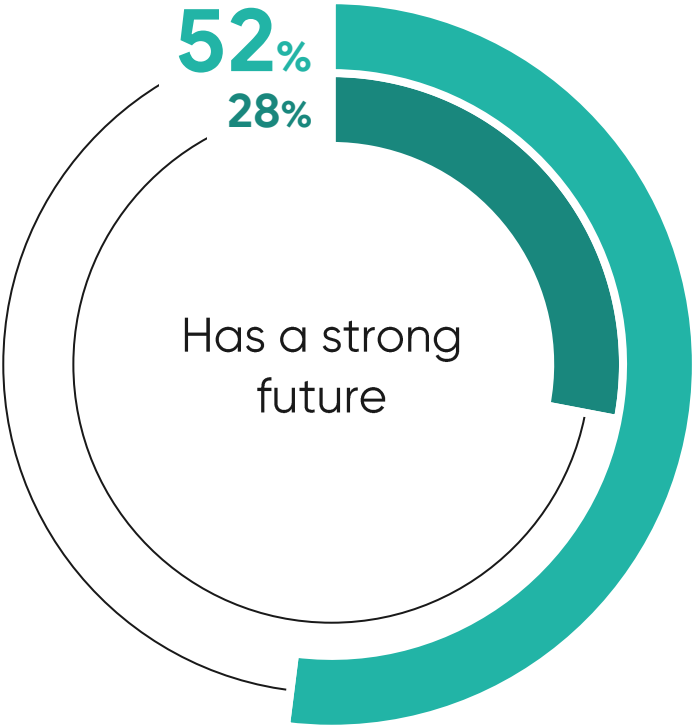


Ipsos
influence
score
168





BRAND OVERALL



BRAND OVERALL



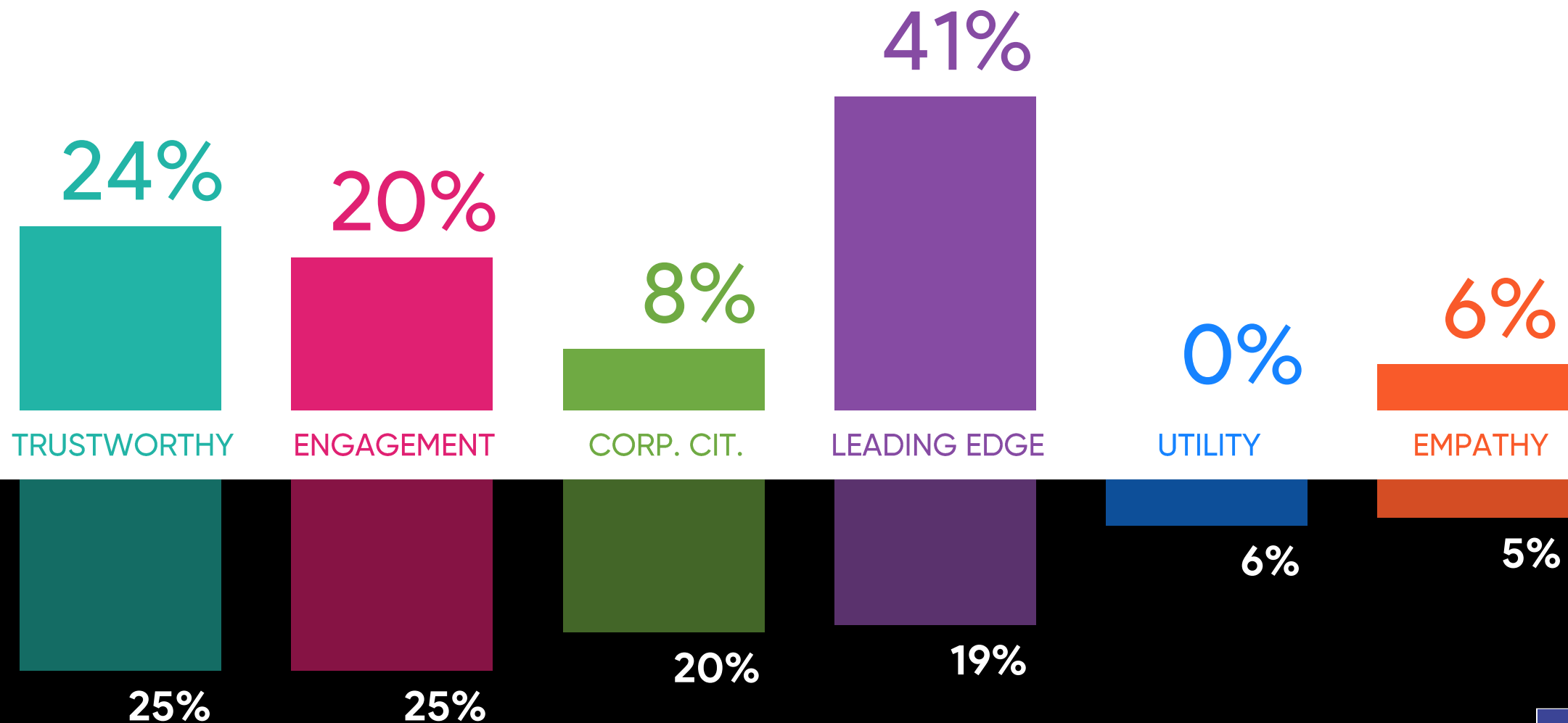
Ipsos Influence Index Score

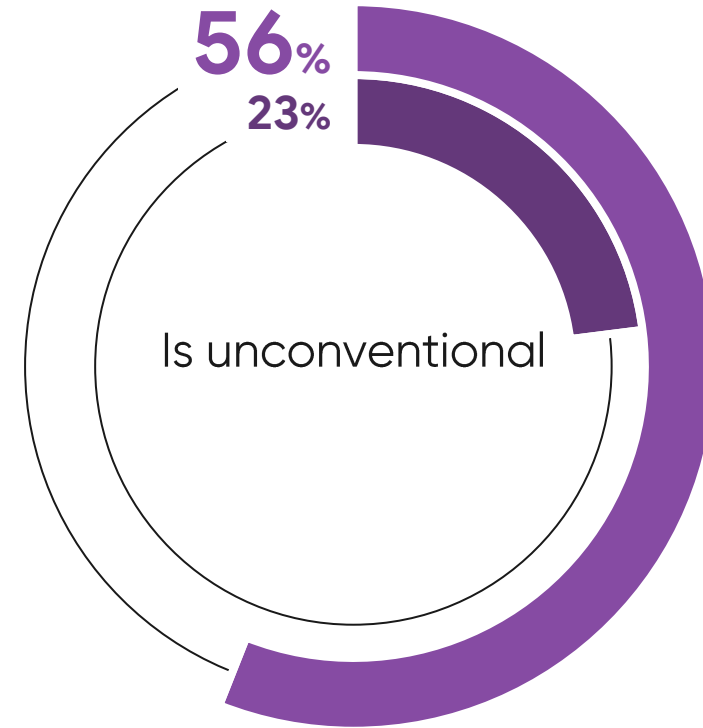
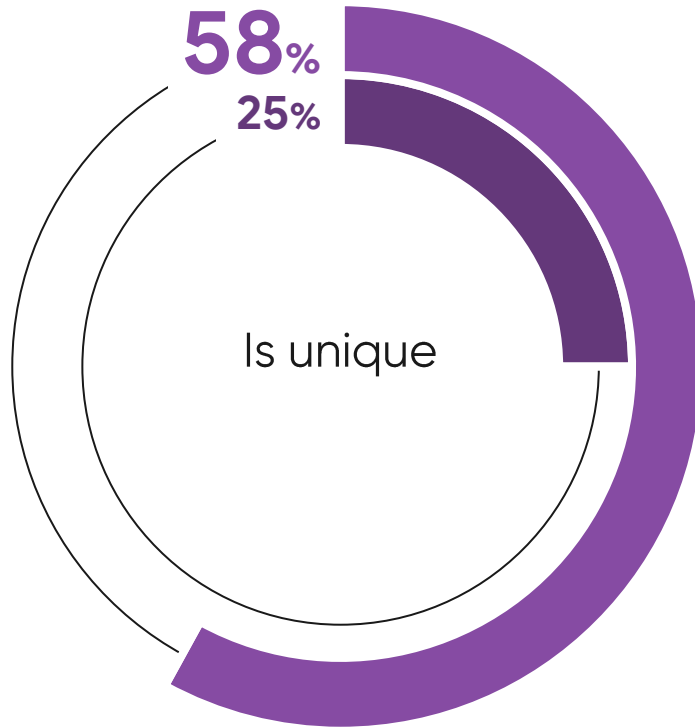
168





Ipsos
influence
score
168



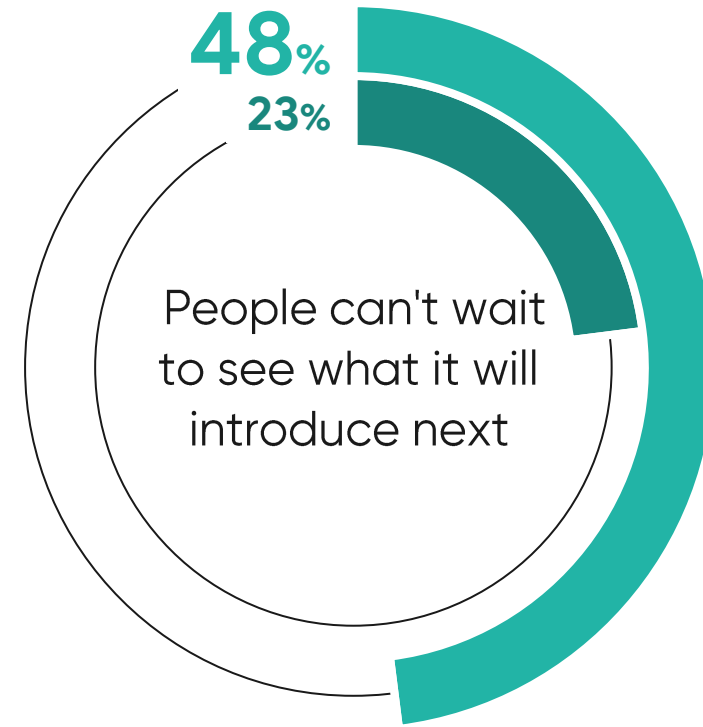


BRAND

OVERALL

LEADING EDGE - Top 2 Attributes





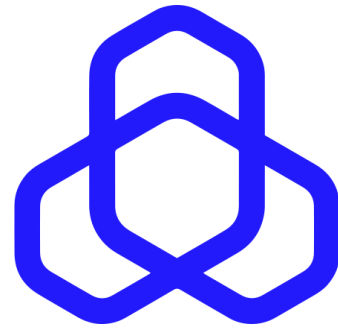
BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



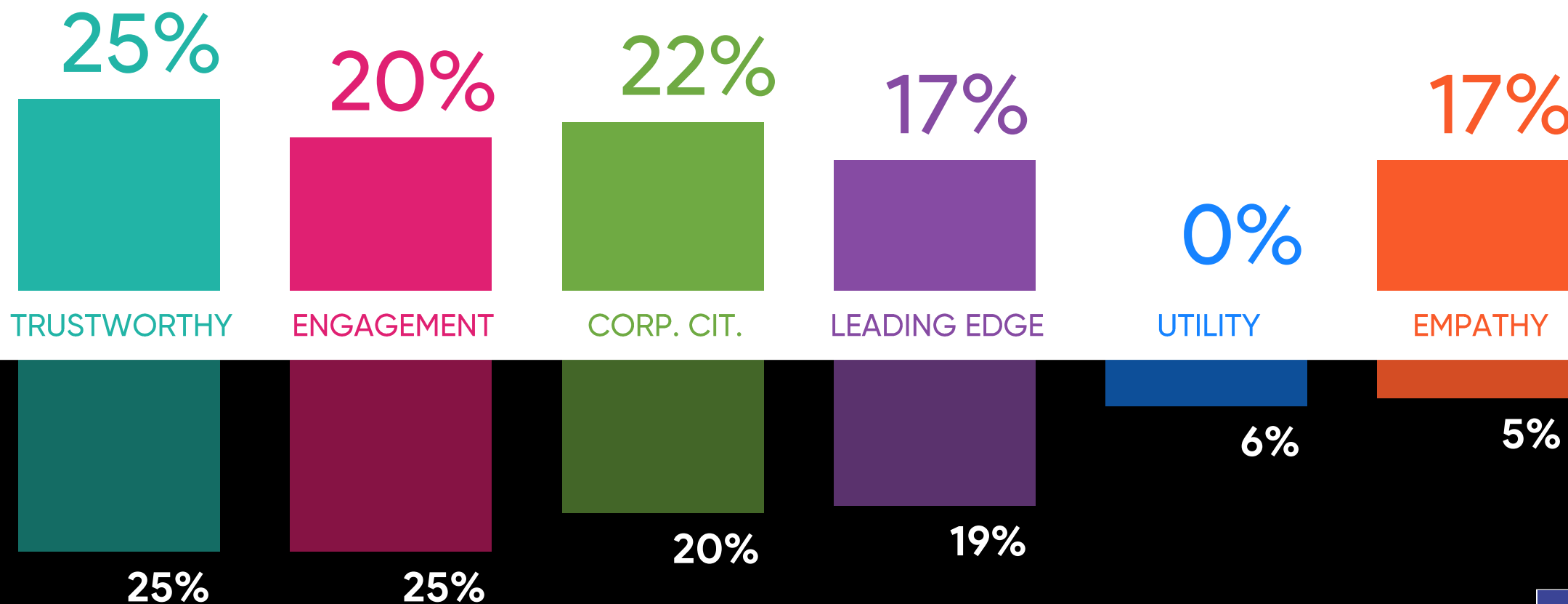
مصرف الراجحي
alrajhi bank

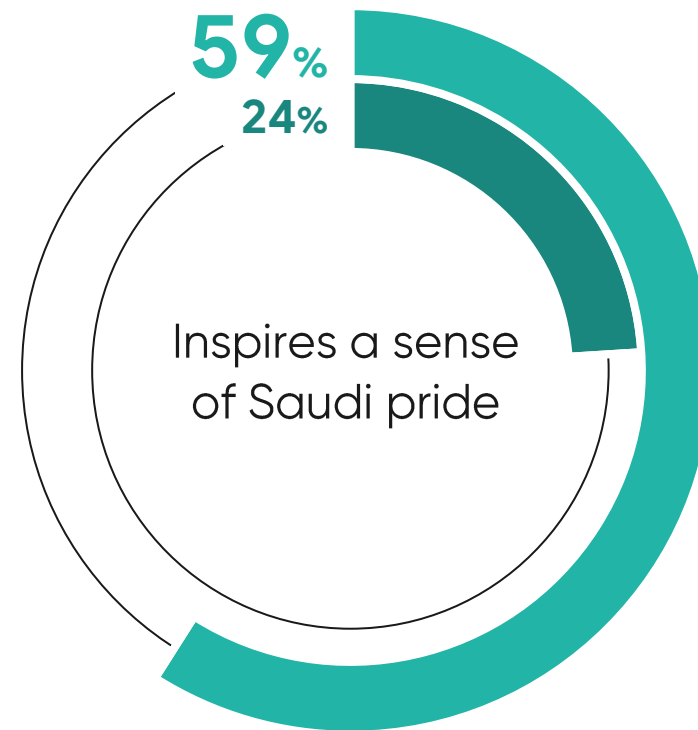
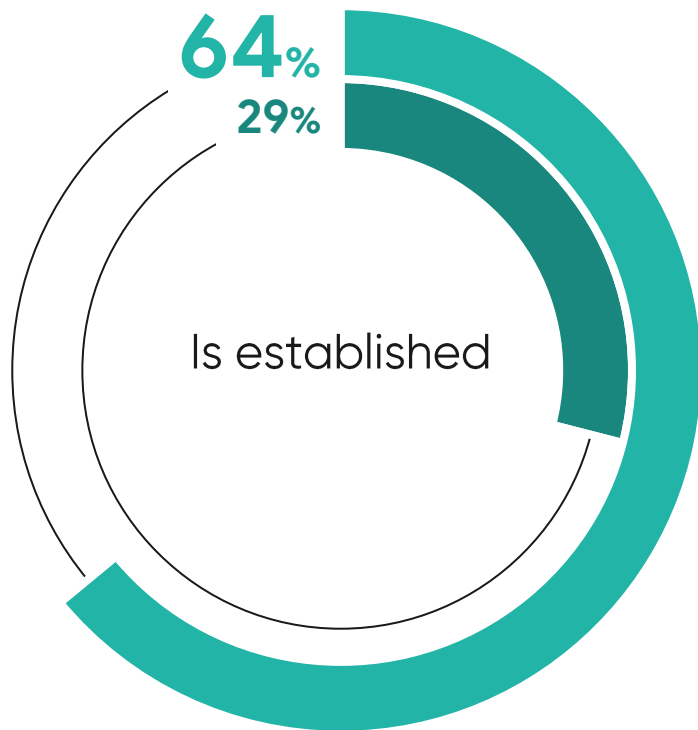


Ipsos Influence Index Score

174



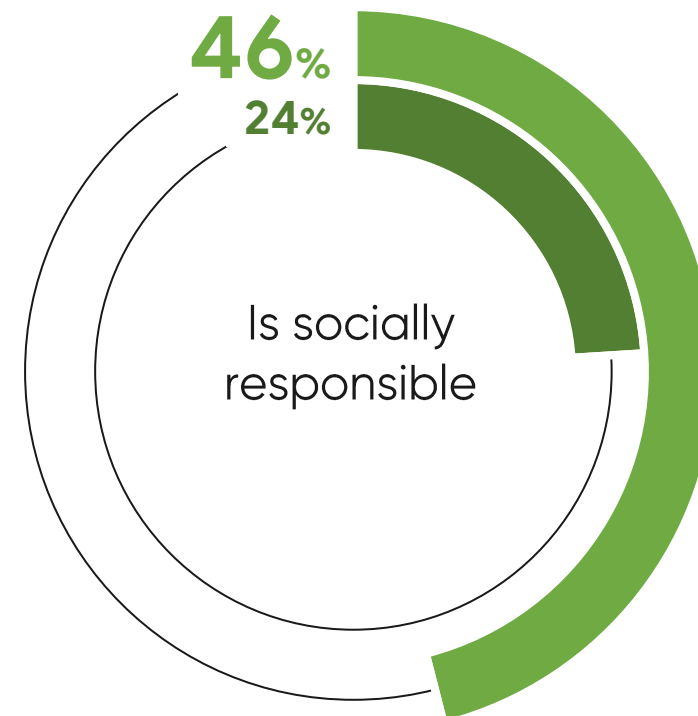
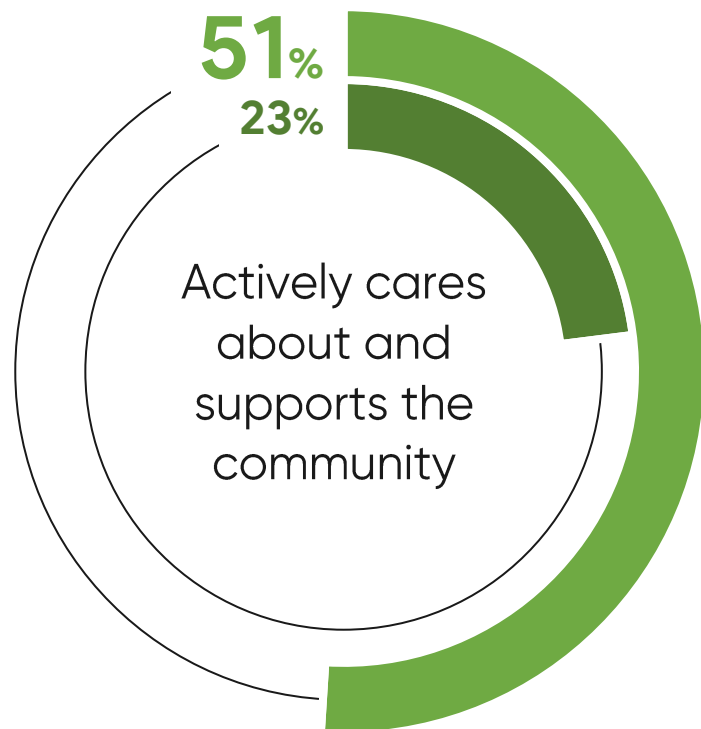




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

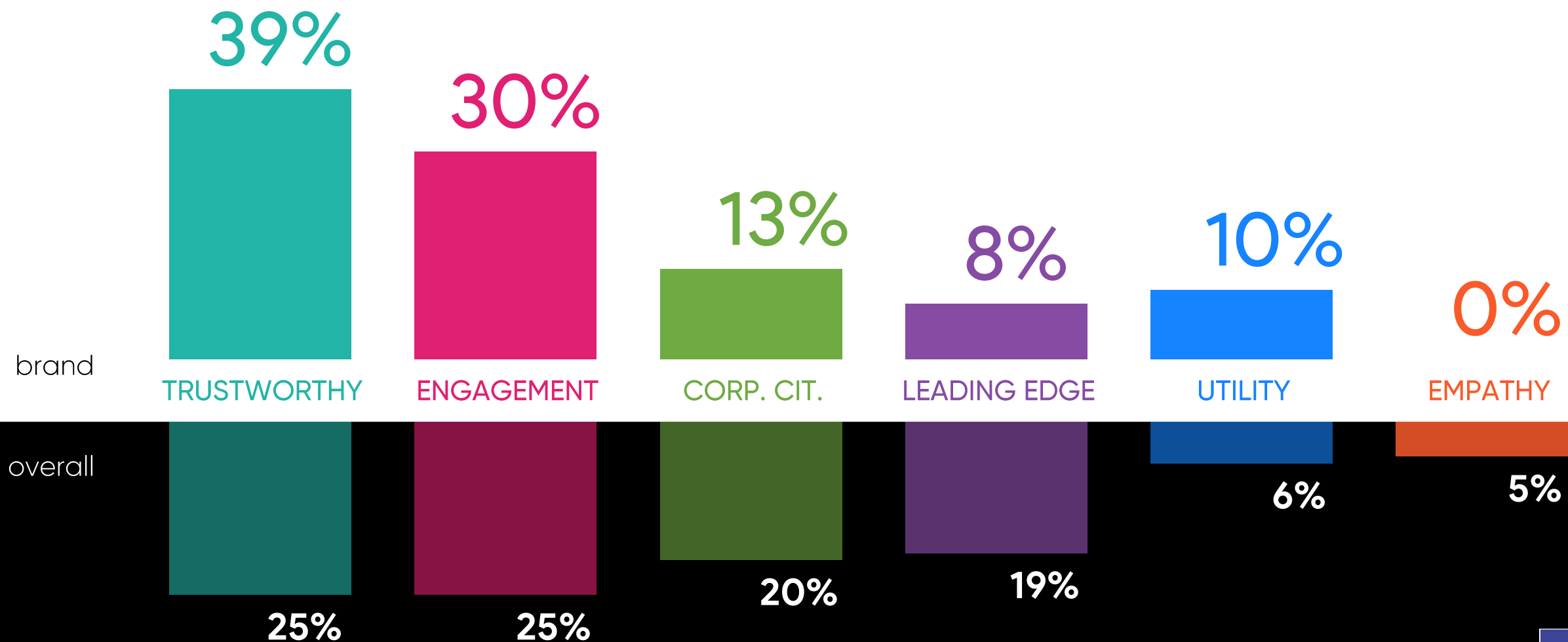
OVERALL

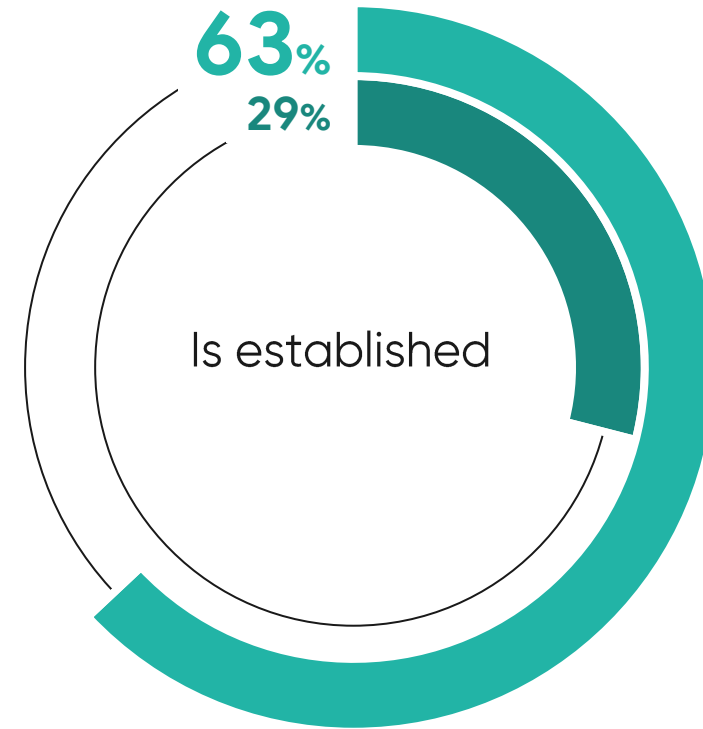
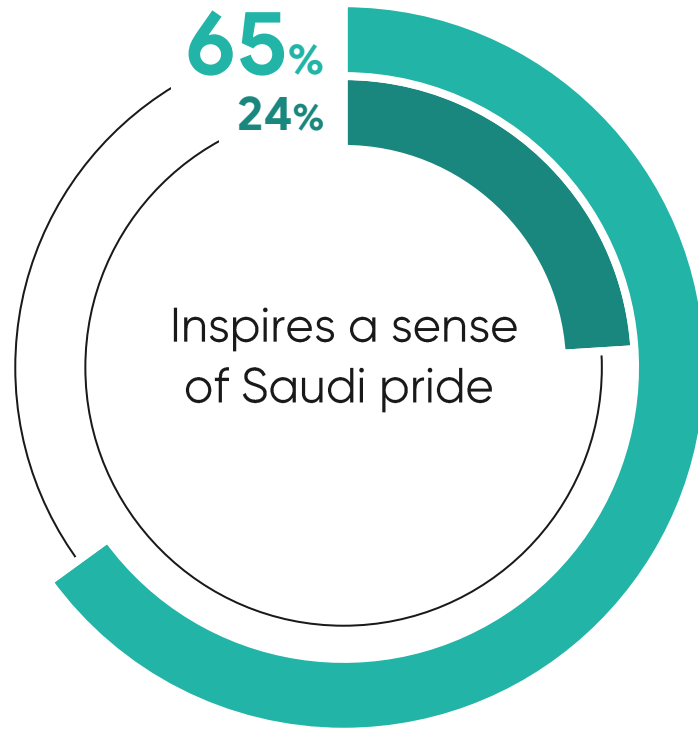
stc

Ipsos Influence Index Score

195

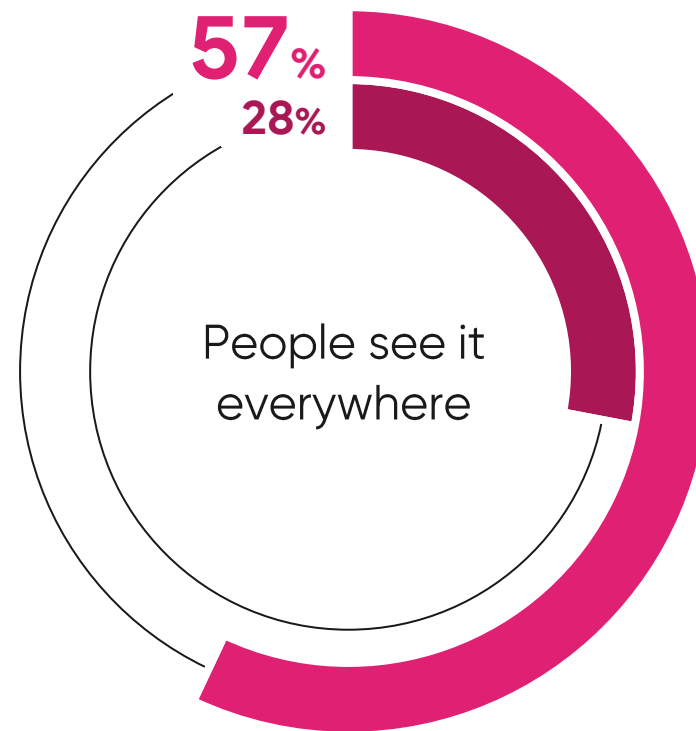
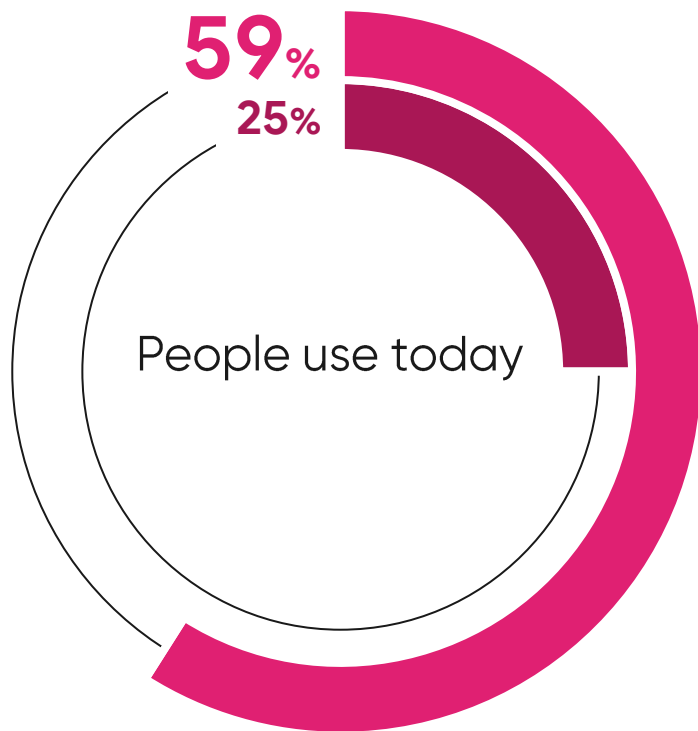






BRAND

OVERALL



BRAND

OVERALL

SAMSUNG

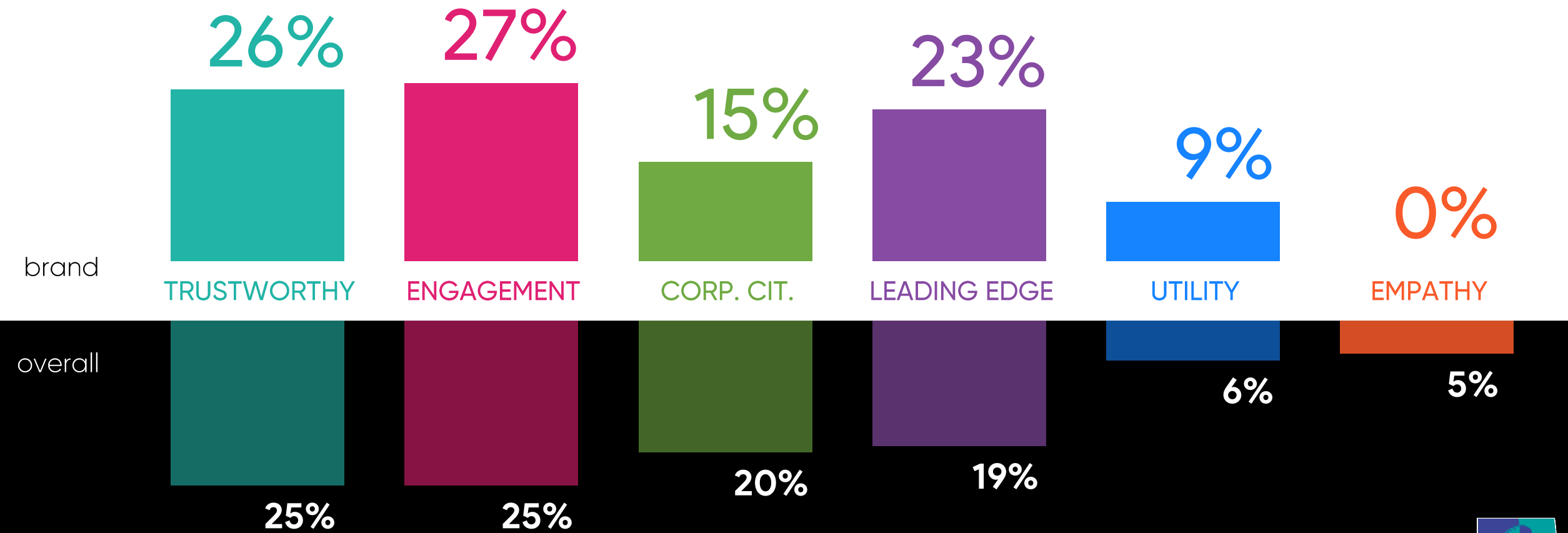
Ipsos Influence Index Score

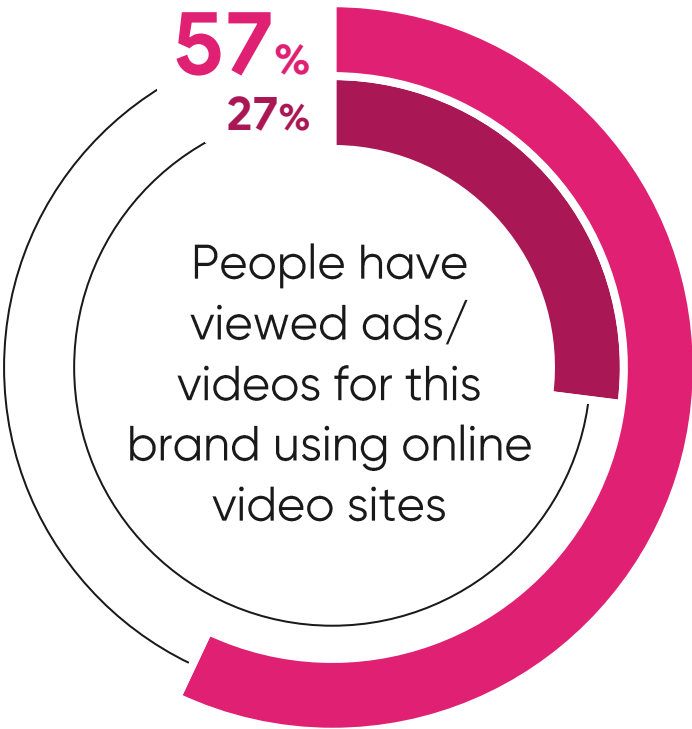
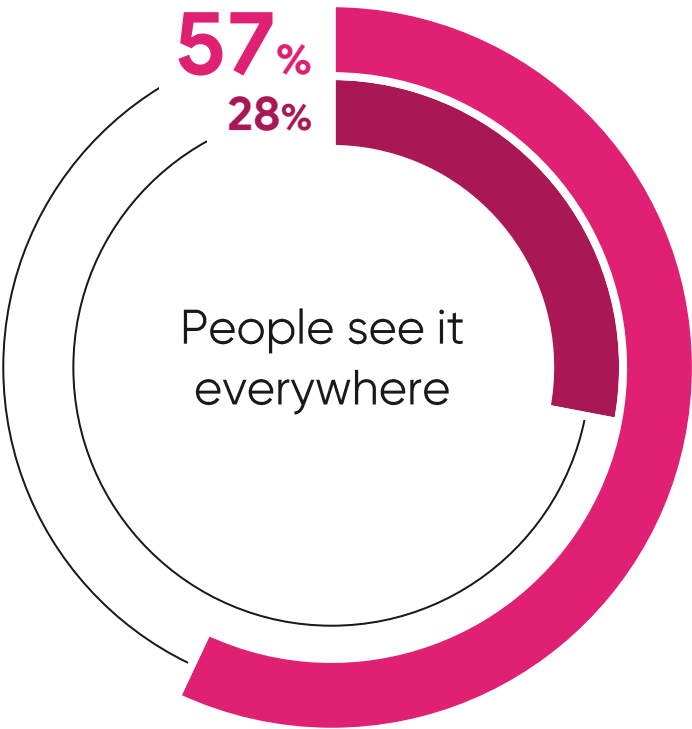
196



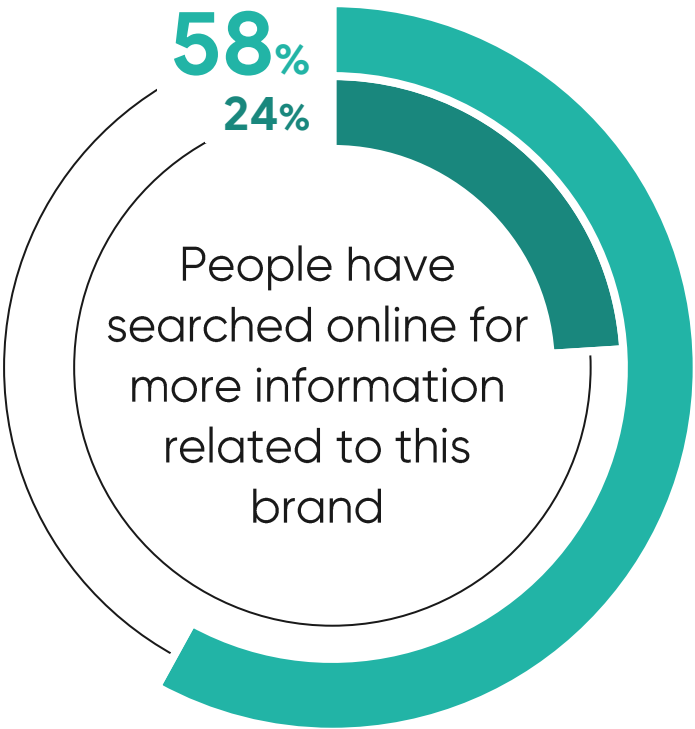
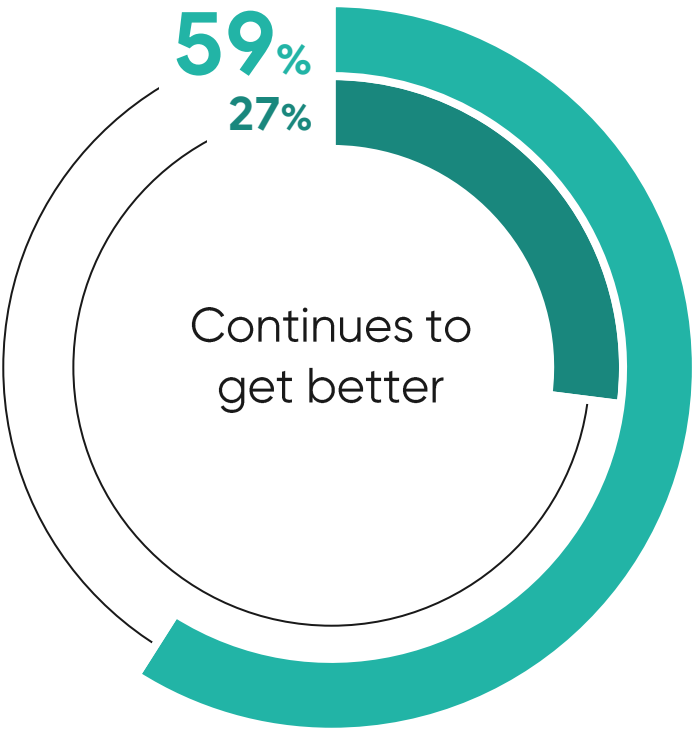
SAMSUNG

Ipsos
influence
score
196





BRAND OVERALL



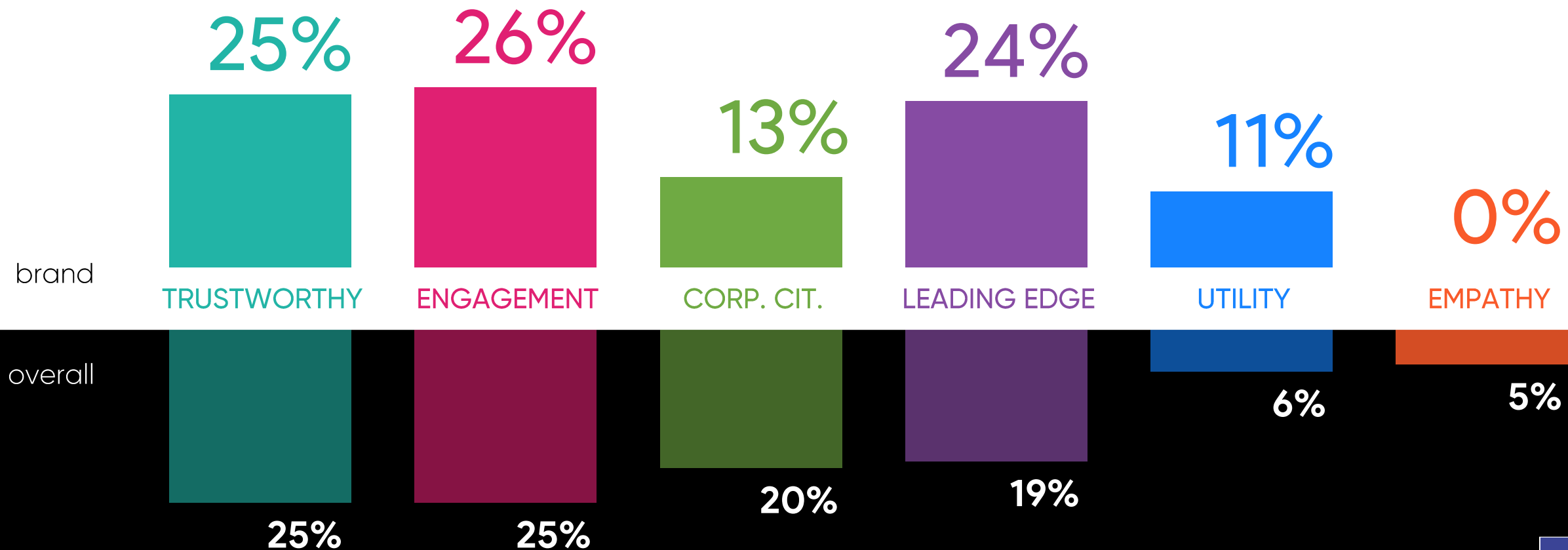
BRAND OVERALL

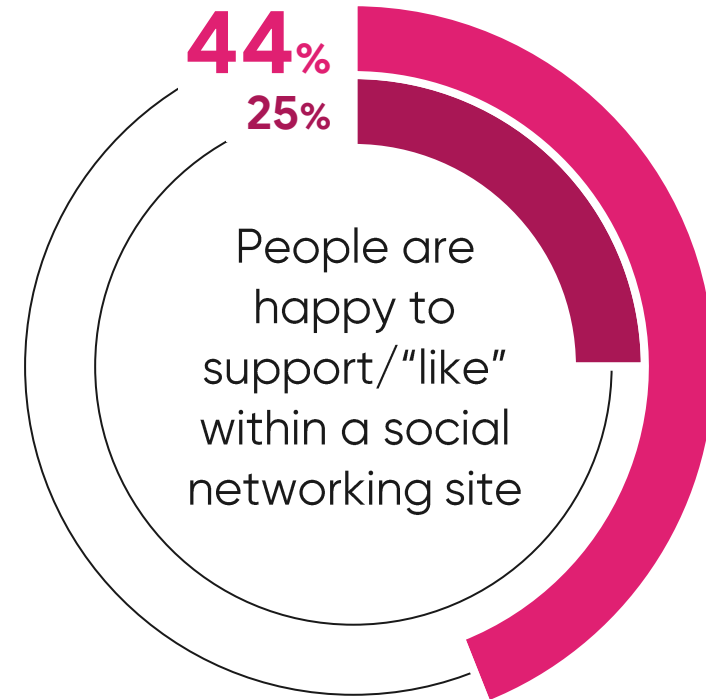
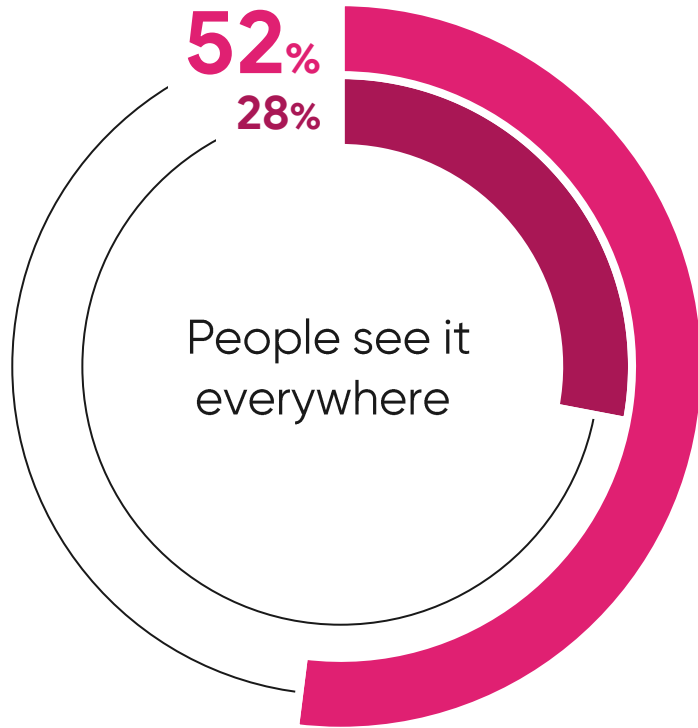


Ipsos Influence Index Score

196

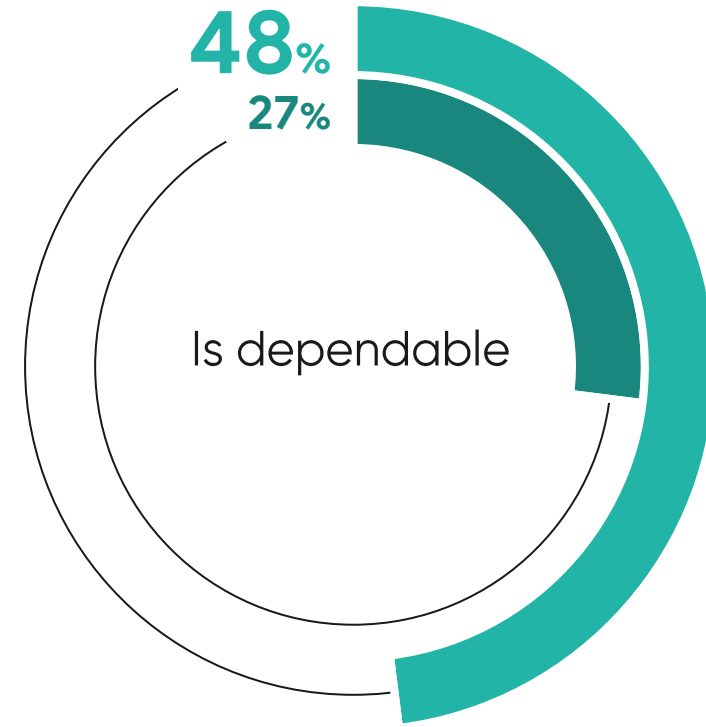
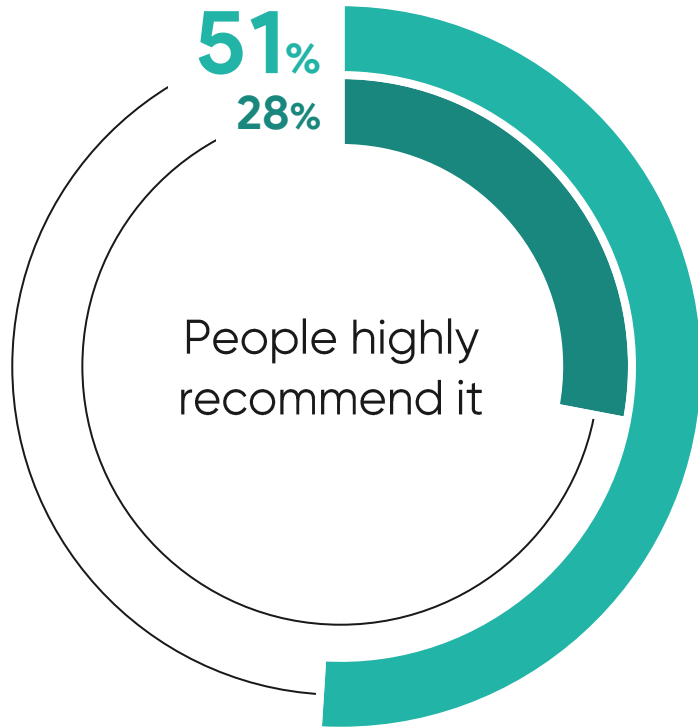






BRAND

OVERALL



BRAND

OVERALL

Google

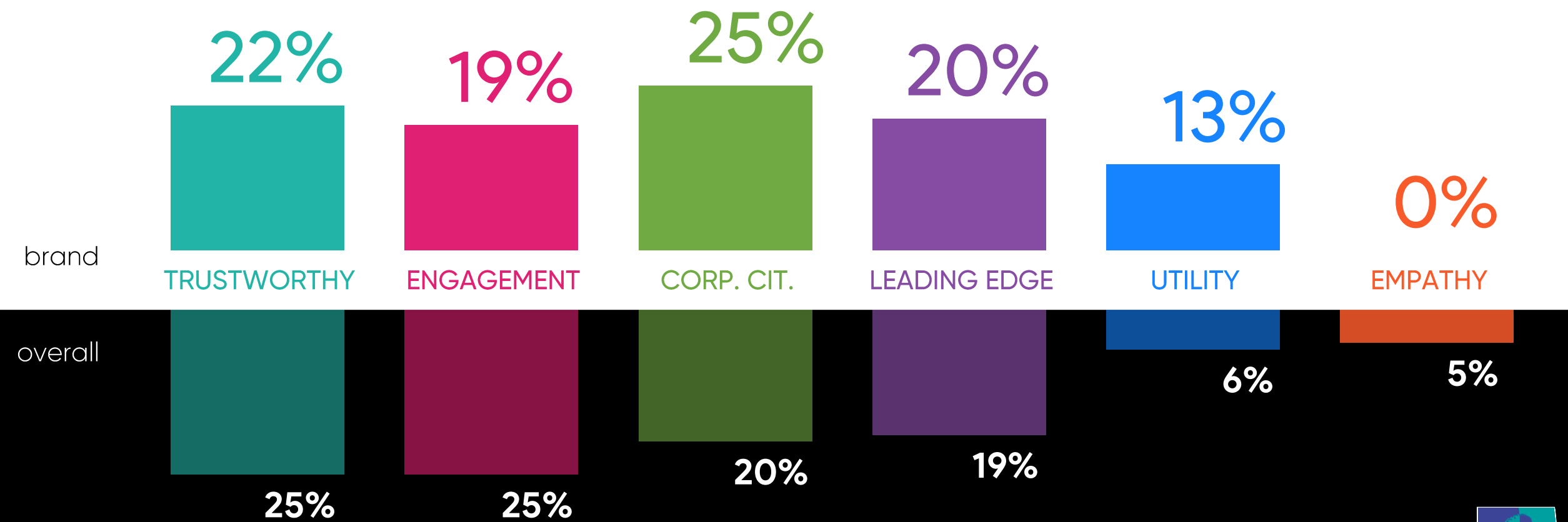
Ipsos Influence Index Score

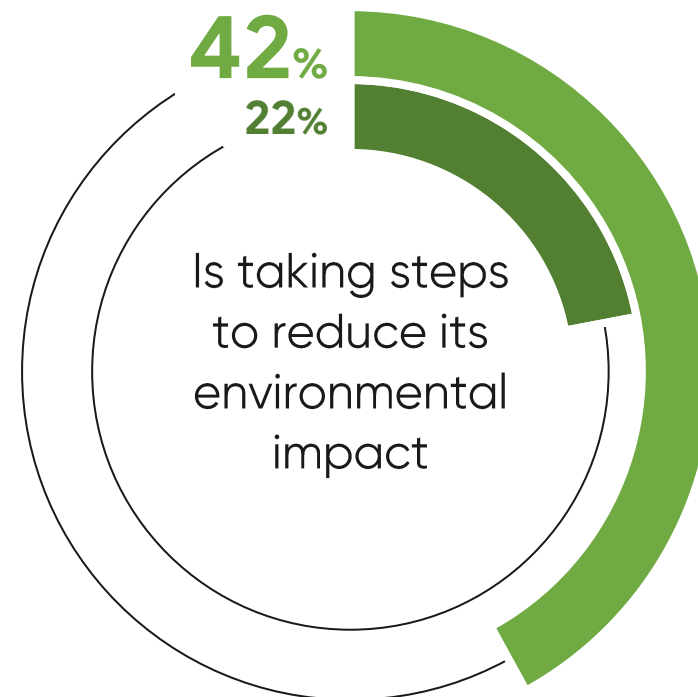
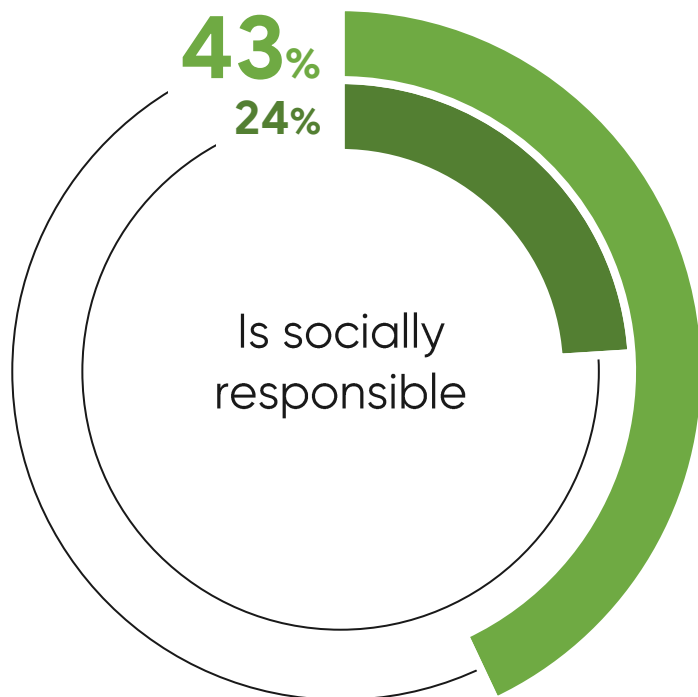
202





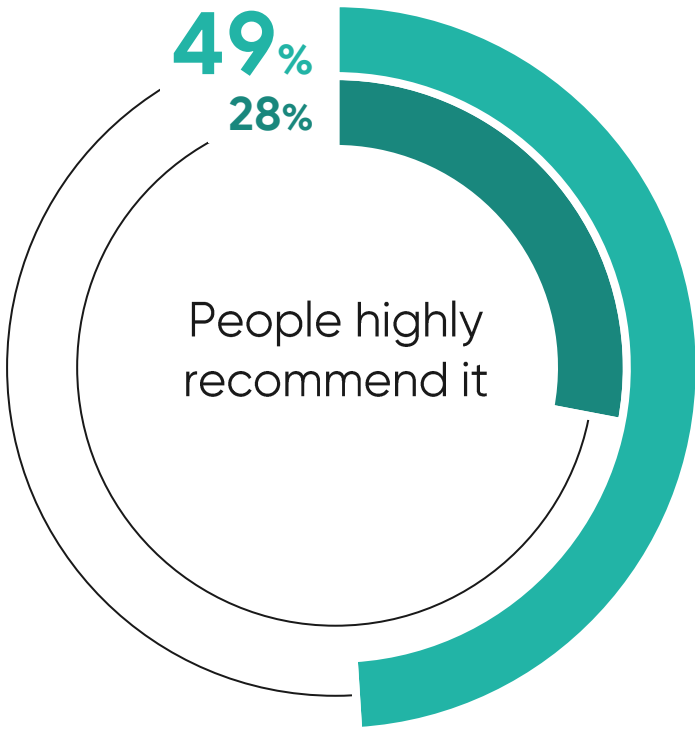
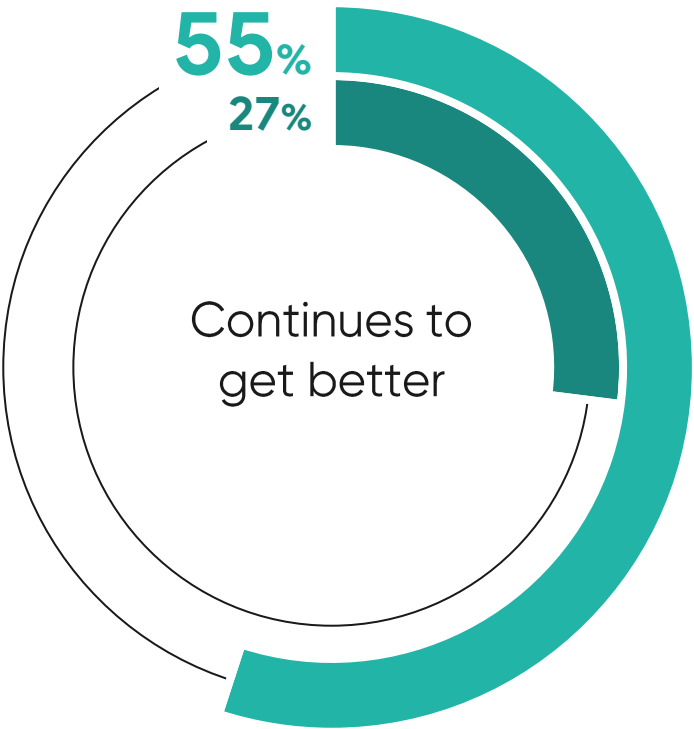
Ipsos
influence
score
202





BRAND

OVERALL



BRAND OVERALL



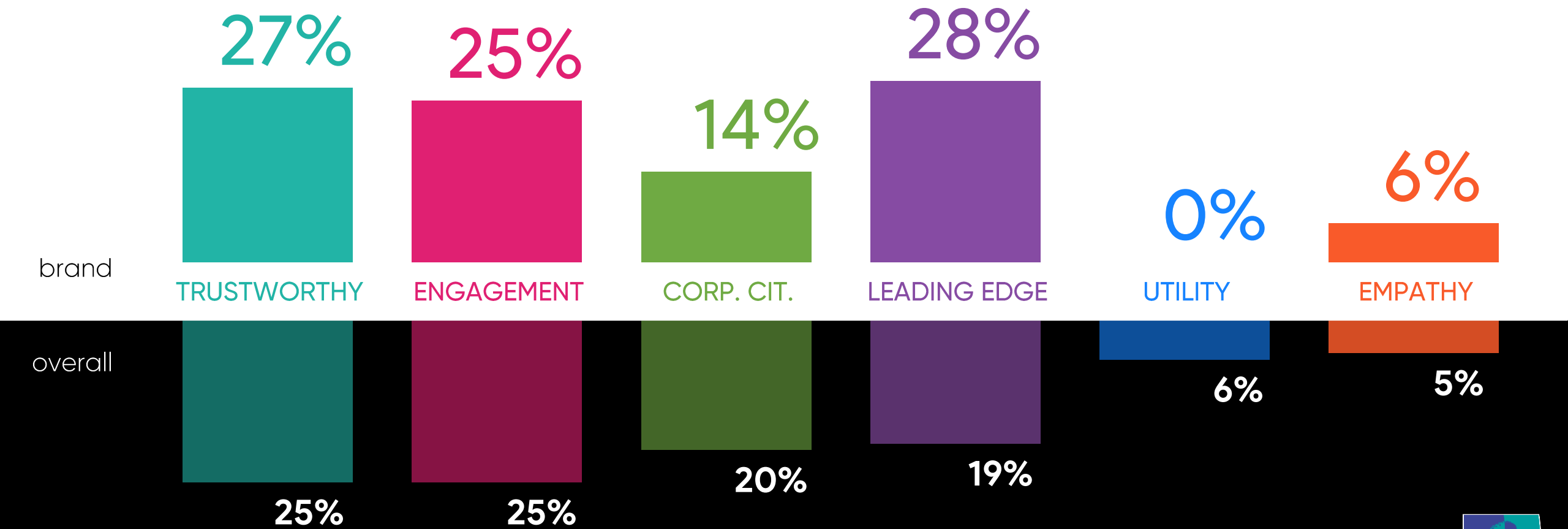
Ipsos Influence Index Score

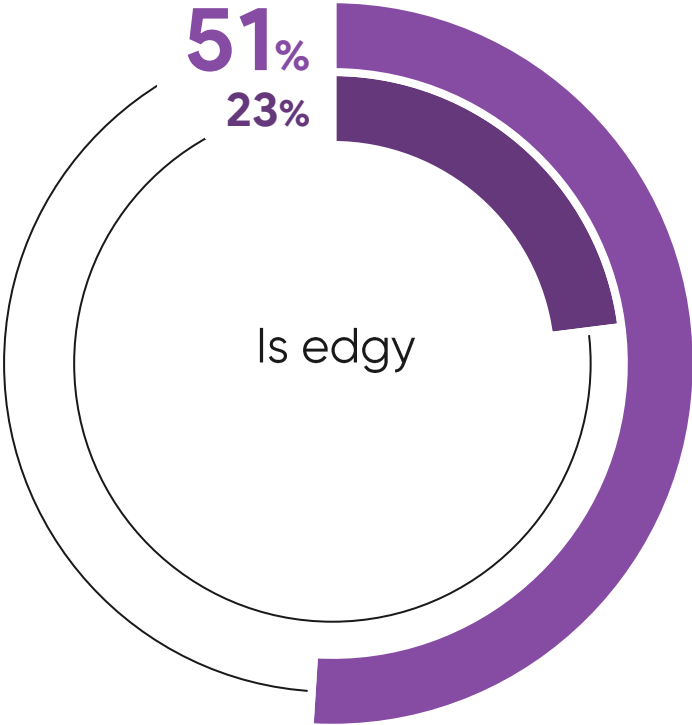
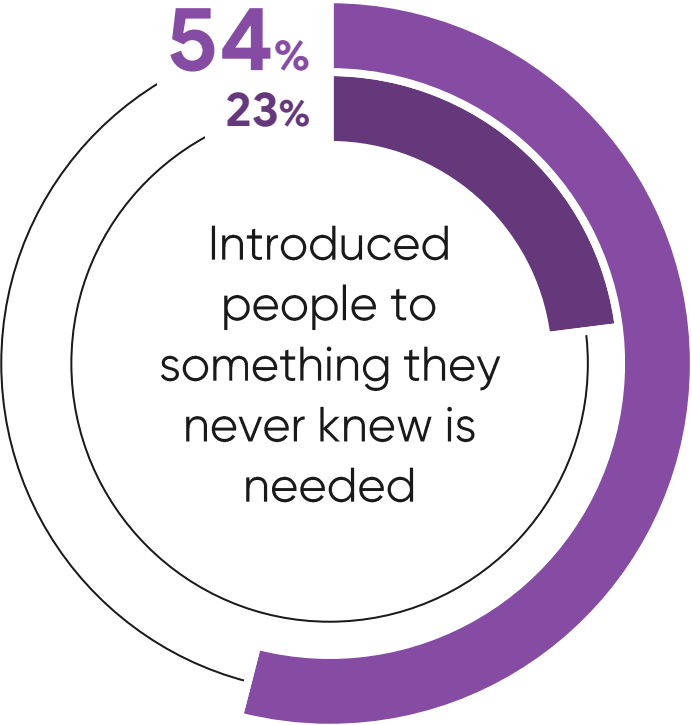
213



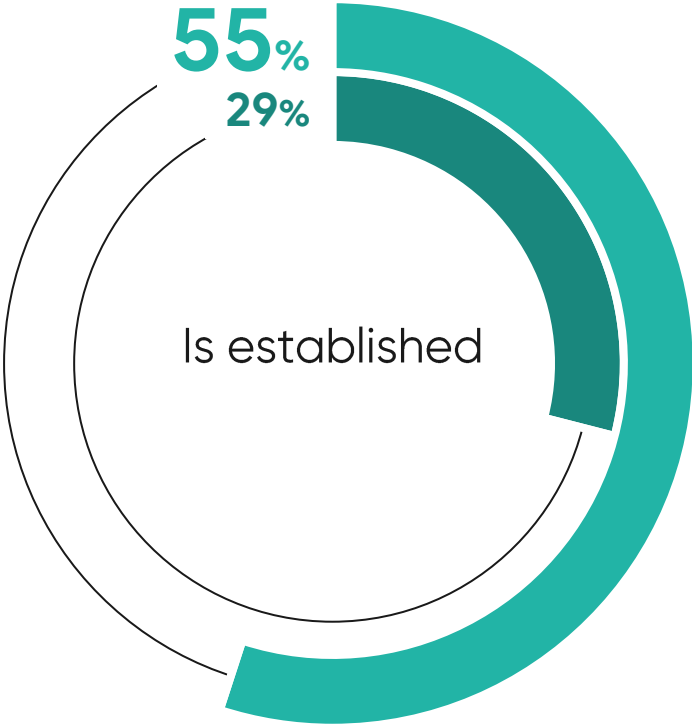
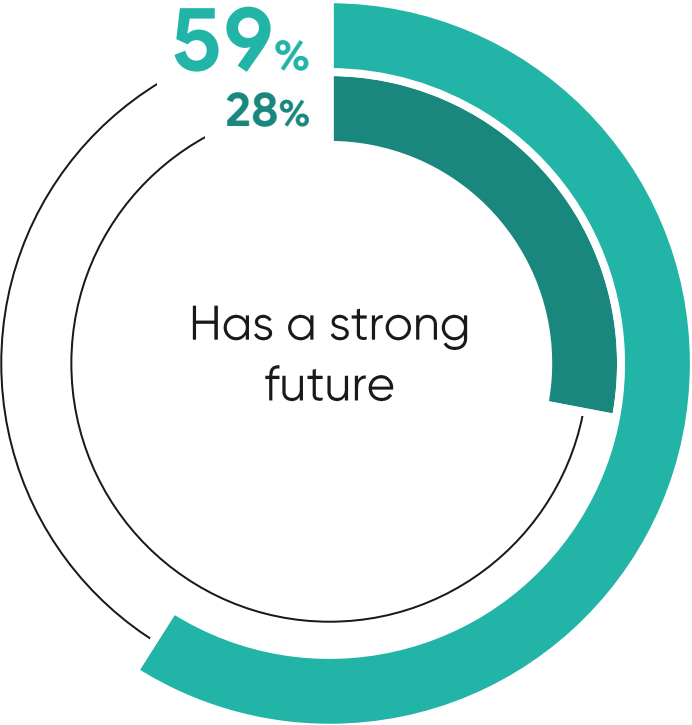


Ipsos
influence
score
213





BRAND OVERALL



BRAND OVERALL

TOP 10

Most Influential Brands in Saudi Arabia



- | | | | |
|---|--|----|--|
| 1 |  YouTube | 6 | مصرف الراجحي
alrajhi bank  |
| 2 |  | 7 |  |
| 3 |  WhatsApp | 8 |  |
| 4 |  SAMSUNG | 9 | 
بنده
panda |
| 5 |  stc | 10 | النهدي
nahdi  |

TOP 10

Most Influential Local Brands in Saudi Arabia

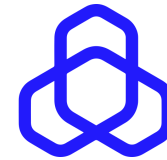


1

stc

2

مصرف الراجحي
alrajhi bank



3



4

النهدي
nahdi



5

المراعي
Almarai



6

SNB

7



8



9



10



2024 Biggest Movers – Top 10 Most Improved



2024 Rank	#50	#53	#32	#15	#45	#90	#49	#36	#51	#81
--------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

















2023 Rank	#102	#94	#68	#44	#74	#119	#75	#61	#76	#106
--------------	------	-----	-----	-----	-----	------	-----	-----	-----	------

Most Influential Brands - Per Sector

 Airlines	 Automotive	 Banking & Finance	 CPG	 Food & Grocery	 Insurance	 Media	 Online Content
 Online Retail	 Online Services	 QSR	 Retail	 Social Media	 Tech	 Telecom	

Customized Brand Deep Dive Reports Available

Studying The 120 Most Influential Brands In KSA

 Airlines	 Banking & Finance	 Food & Grocery	 CPG	 Retail	 Social Media	 Tech	
Flyadeal	Al Rajhi Bank	Afia	Ariel	AlOthaim	Facebook	Apple	
Flynas	Alinma Bank	Almarai	Comfort	Carrefour	Instagram	Google	
Qatar Airways	Banque Saudi Fransi	Al Safi Danone	Dettol	Centrepont	LinkedIn	Huawei	
Saudia Airlines	Mada	Americana	Dove	eXtra stores	Snapchat	Microsoft	
 Auto	Mastercard	Coca-Cola	Fairy	IKEA	TikTok	Samsung	
BMW	Riyad Bank	Goody	Gillette	Jarir Bookstore	WhatsApp	 QSR	
BYD	Saudi Arabia Investment Bank (SAIB)	Kinder	Head & Shoulders	LuLu Hypermarket	X (formerly Twitter)		
Ford	Saudi Awwal Bank (SAB)	Kinza	Johnson & Johnson	Nahdi	 Online Content		
Hyundai	Saudi National Bank (SNB)	Kraft	LUX	Panda			Anghami
KIA	Visa	Lay's	NIVEA	Sephora			Netflix
Lexus	 Insurance	Lurpak	Pantene	Tamimi Markets	Shahid	Barn's	
Mercedes-Benz		NADA	 Online Retail	 Online Services	Spotify	Domino's Pizza	
Nissan		Nadec	Amazon		YouTube	Dunkin' Donuts	
Toyota		Nescafé	Noon		 Telecom	Hardee's	
 Media	Al Rajhi Takaful	Nestlé	SHEIN	Almosafer		KFC	
MBC	Bupa	Nova Water	Temu	Booking.com		Kudu	
OSN	Tawuniya	Nutella		Careem		Maestro Pizza	
 Real Estate	ROSHN	Pepsi		HungerStation	Mobily	McDonald's	
		Puck		Jahez	Salam	Starbucks	
		Rabea tea		Mrsool	STC		
		Saudia Dairy		trivago	Zain		
		Sunbulah		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 January 2025. 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

2024



Saif Nimry | Managing Director- Ipsos KSA
saif.nimry@ipsos.com

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