

The

MOST

INFLUENTIAL

BRANDS

in Kuwait

2026



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01

INTRODUCTION

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.

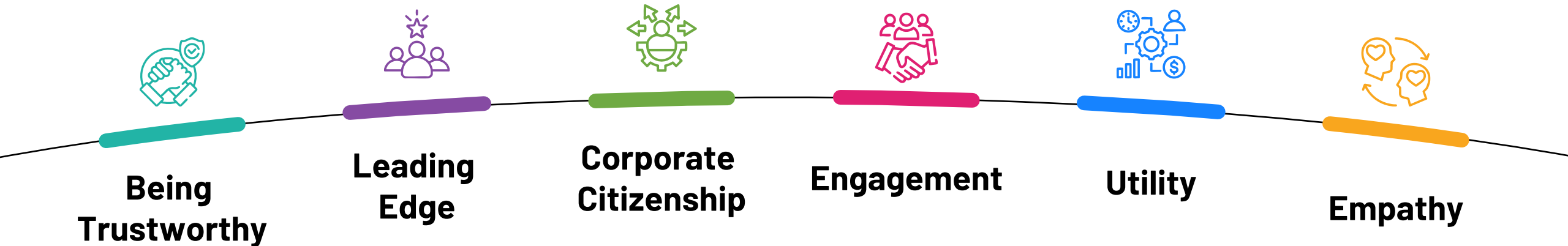
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in Kuwait and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2026 edition represents the first year of this initiative in Kuwait, where 98 national and global brands were evaluated across 15 categories.

The **MOST** **INFLUENTIAL** **BRANDS** in Kuwait **2026**

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:



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



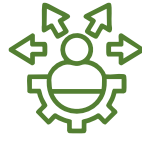
Then Measure What Drives It Across 6 Dimensions...



BEING
TRUSTWORTHY



LEADING
EDGE



CORPORATE
CITIZENSHIP



ENGAGEMENT



UTILITY



EMPATHY

Fueled By An In-depth Analysis Within Each Dimension

TRUSTWORTHY



- People highly recommend it
- Is a reliable resource
- Is trusted
- People have confidence in the brand
- Continues to get better
- People are willing to defend
- Inspires a sense of Kuwaiti pride
- Represents characteristics people want to have/reflect
- People would like to interact with more
- 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
- Is dependable
- Understands consumers' needs
- Has a strong future
- 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

LEADING EDGE



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

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

EMPATHY



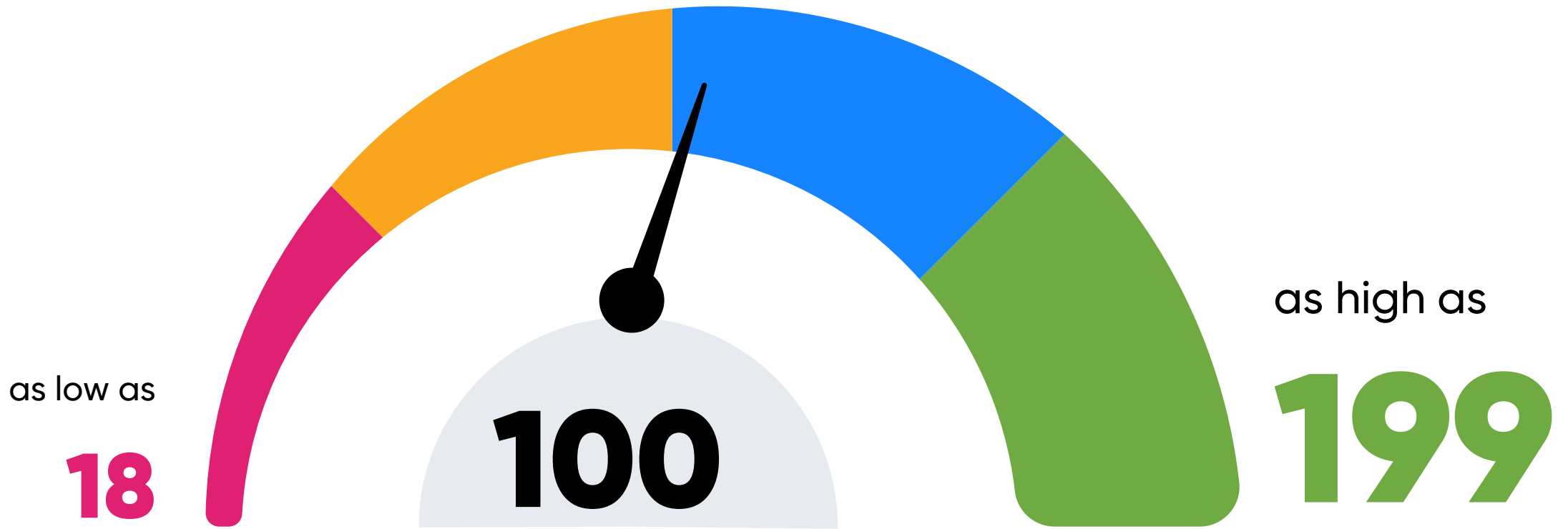
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

OVERVIEW OF KEY FINDINGS

02

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 Kuwait, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of **199**, and the lowest scoring **18**.



The Influence Drivers Of The Kuwaiti Market

Trustworthiness and Leading Edge were the biggest drivers of brand influence in Kuwait for 2026, followed by Engagement and Corporate Citizenship.



BEING TRUSTWORTHY

33%



LEADING EDGE

26%



ENGAGEMENT

15%



CORPORATE CITIZENSHIP

11%



EMPATHY

9%



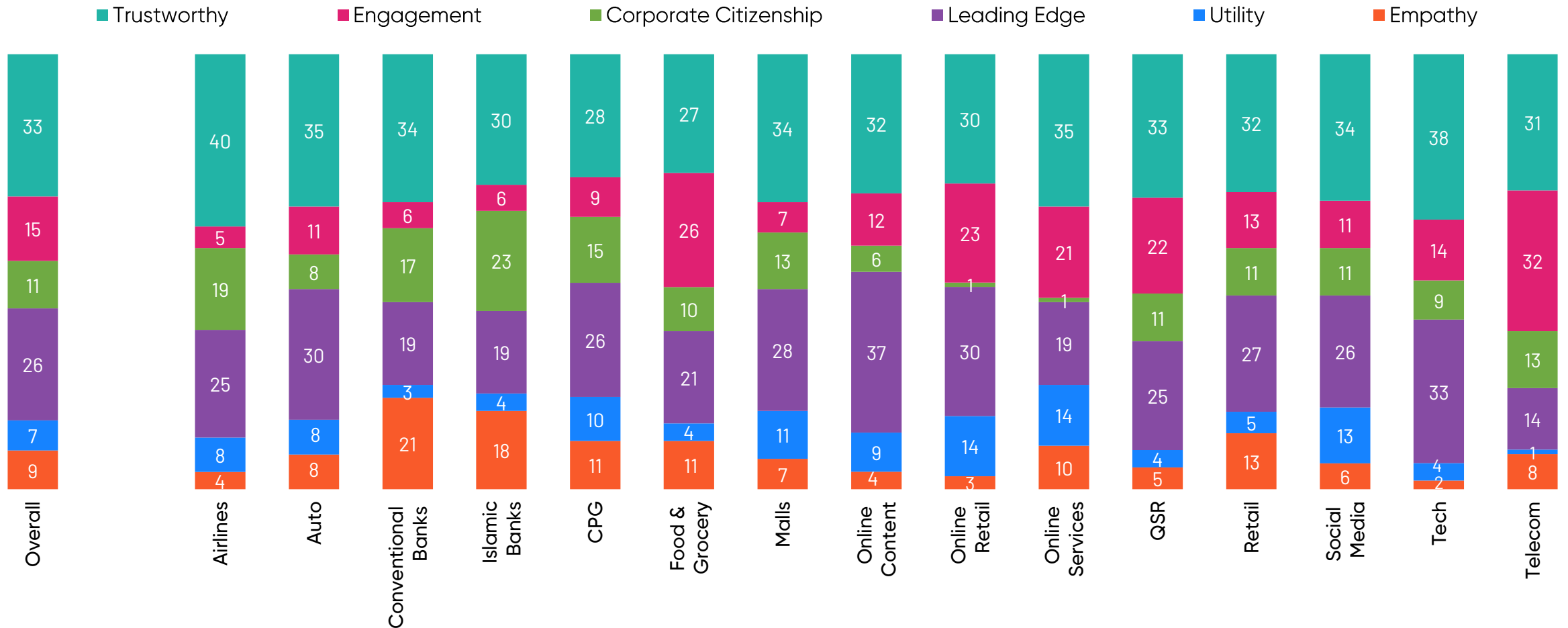
UTILITY

7%



Influence Drivers In Kuwait – 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, Technology and New Opportunities are fueling brand influence in Kuwait

01 Trust Leading The Market

In today's Kuwaiti market, brands that genuinely understand and anticipate consumer needs, coupled with providing meaningful value, stand out. This consumer-centric approach fosters trust, which remains a fundamental pillar for influence and lasting relationships.



02 Digital Influence Catalyst

In Kuwait, sectors leaning heavily into digital platforms tend to see amplified influence. With the increasing integration of technology into daily life, brands that effectively leverage digital channels foster stronger connections, driving higher engagement and brand loyalty.



03 Embracing Change for Future Growth

In Kuwait's evolving market, consumers are looking for change and new opportunities. Brands that adapt to these shifts by offering innovative solutions are more likely to succeed, creating a promising environment for growth and transformation.



TOP 10 BRANDS IN Kuwait

03



سلطان
Sultan

139

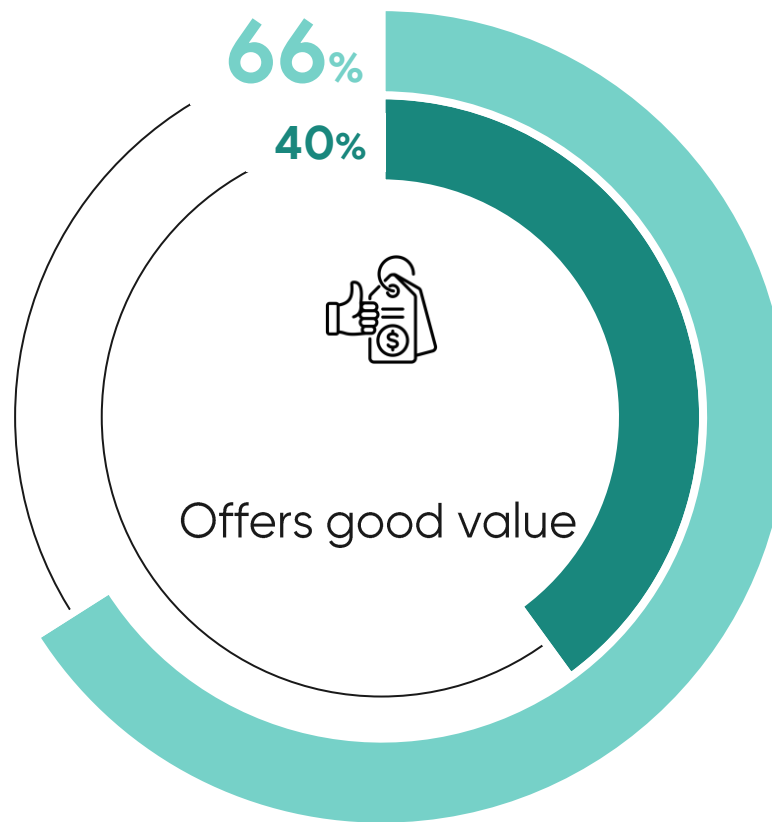
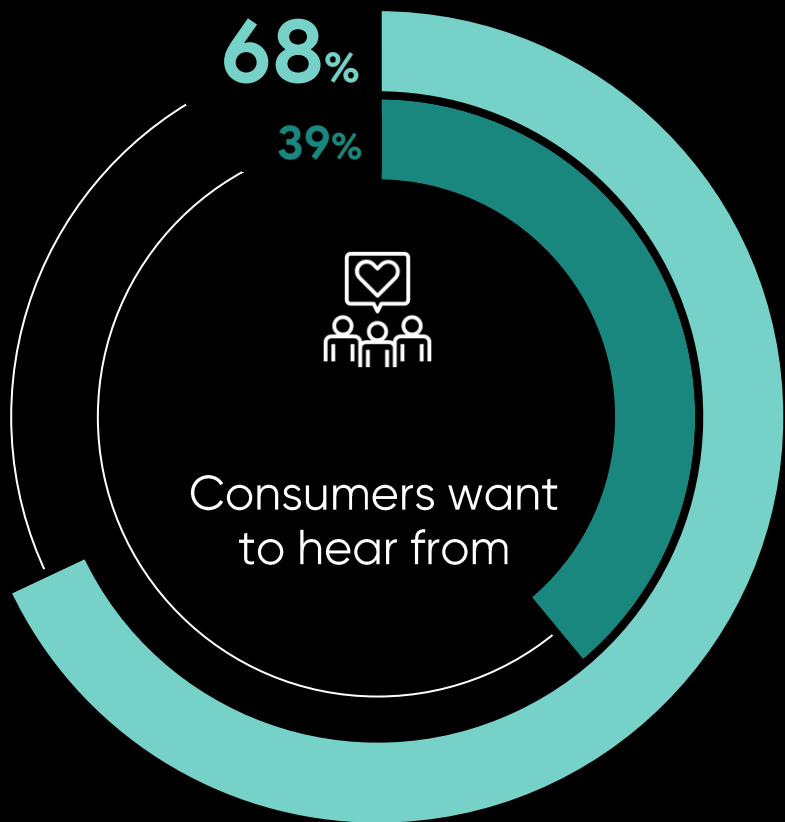
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Index Score



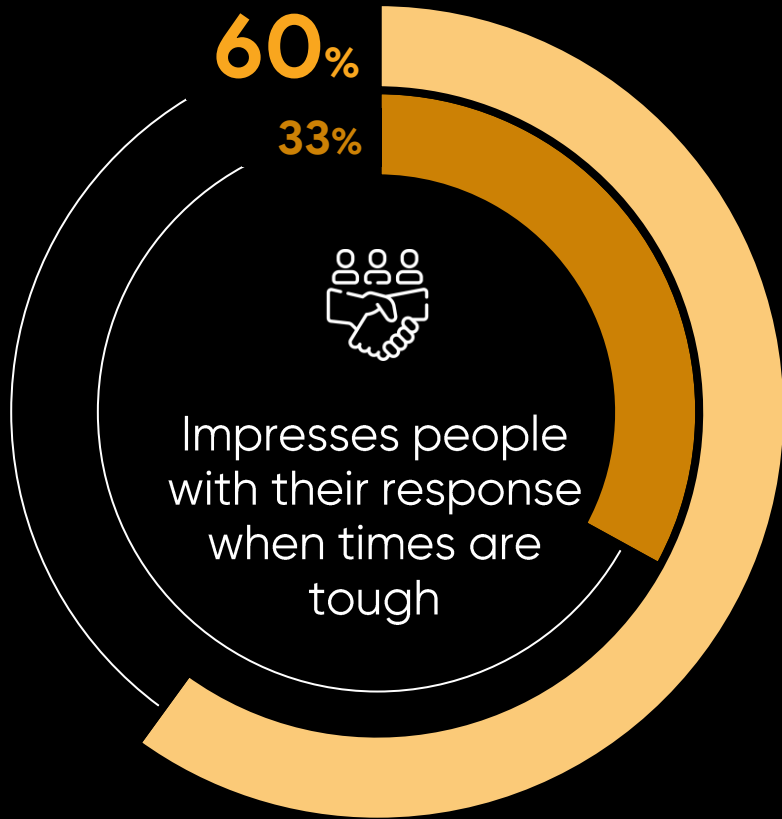


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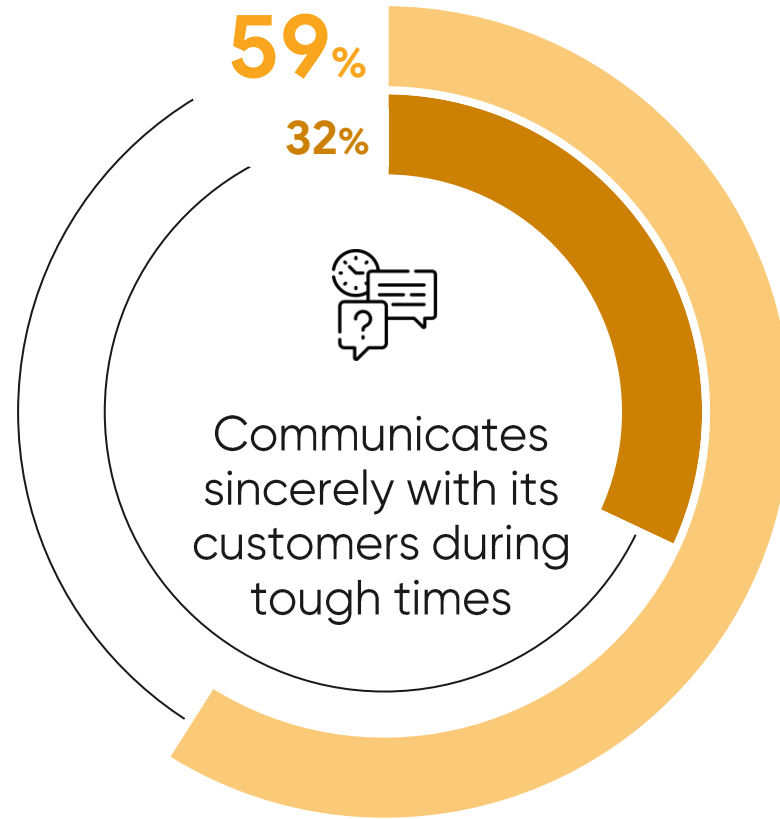
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EMPATHY



Top 2 Attributes



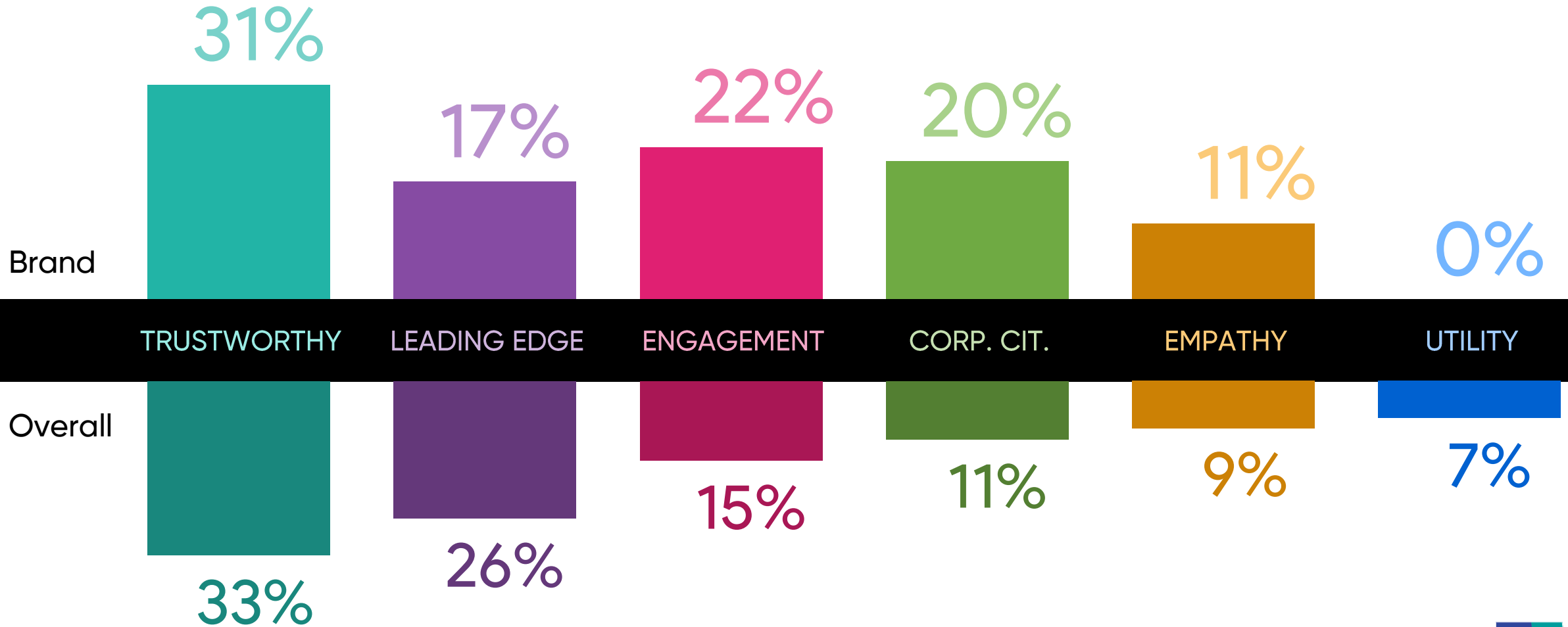
BRAND OVERALL



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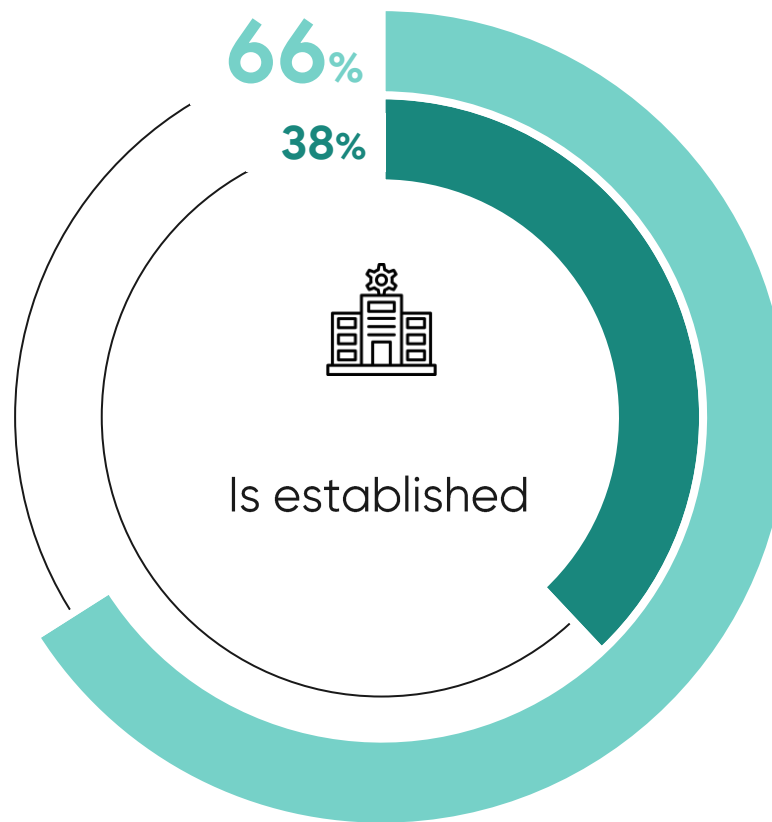
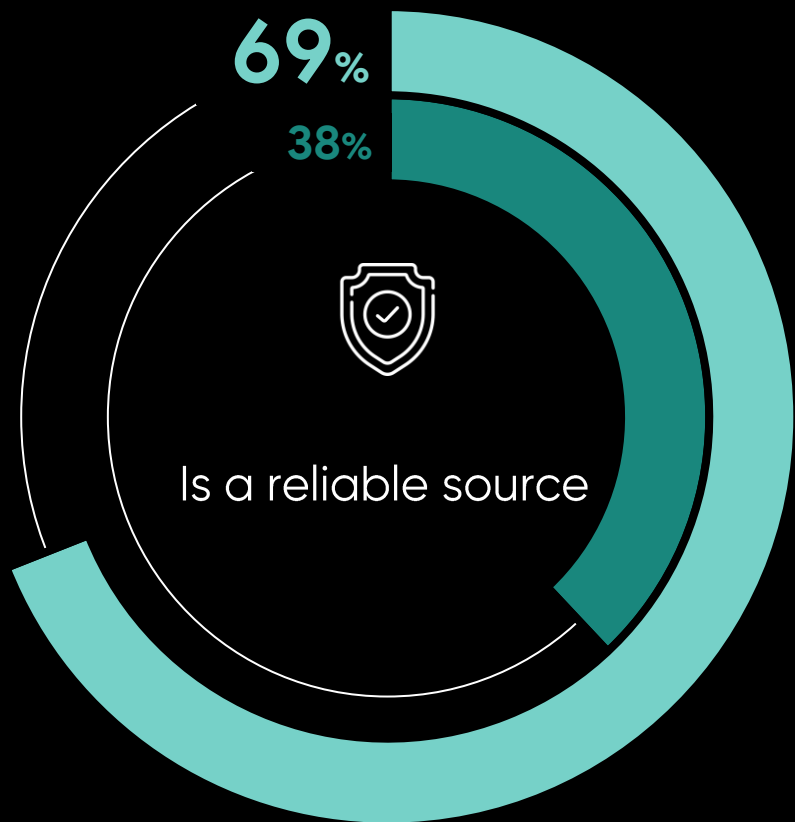
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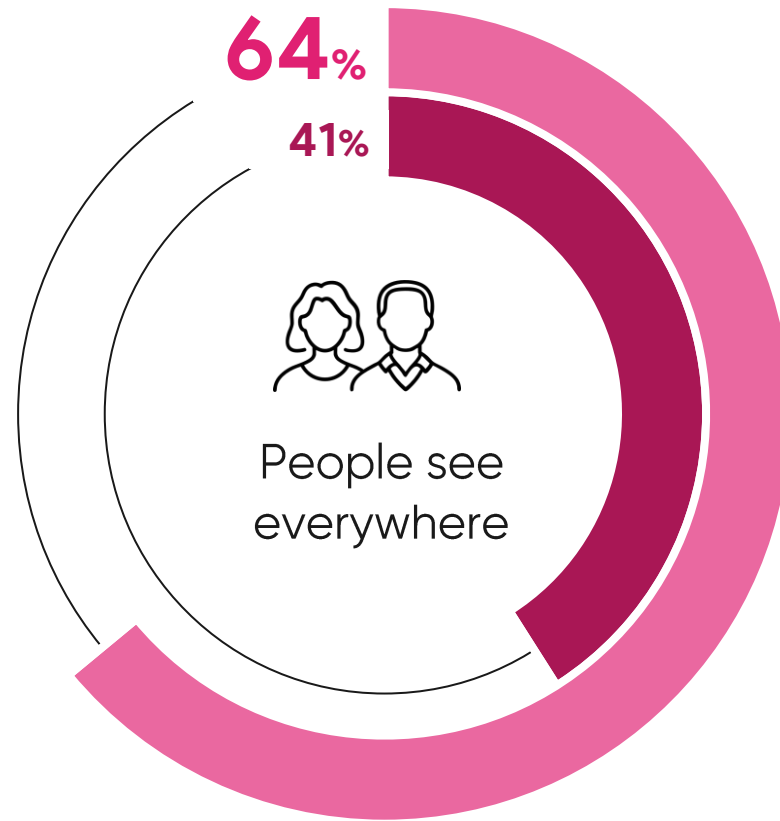
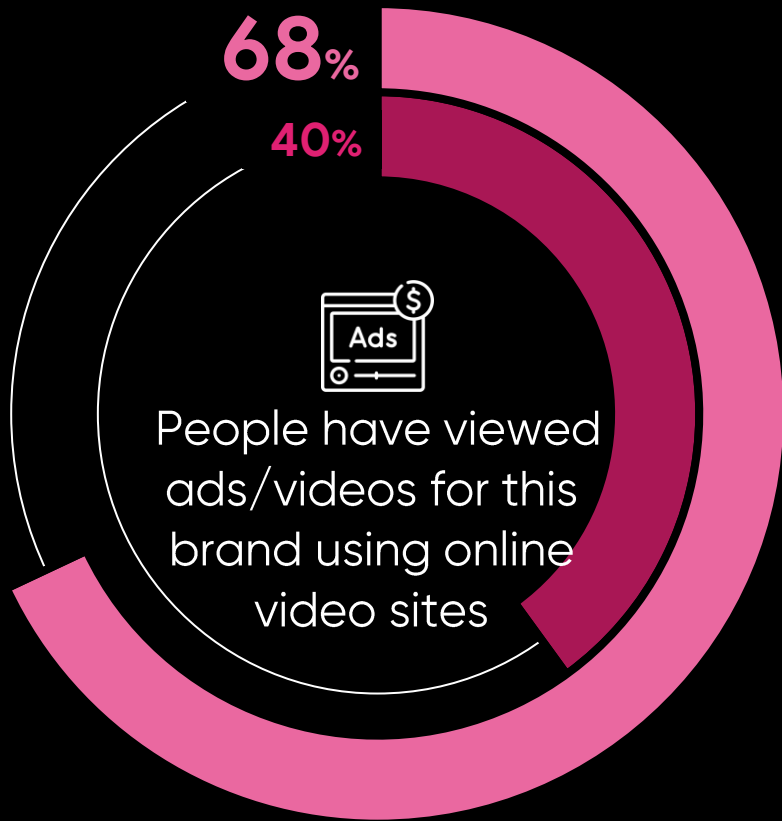
TRUSTWORTHY

Top 2 Attributes



ENGAGEMENT

Top 2 Attributes

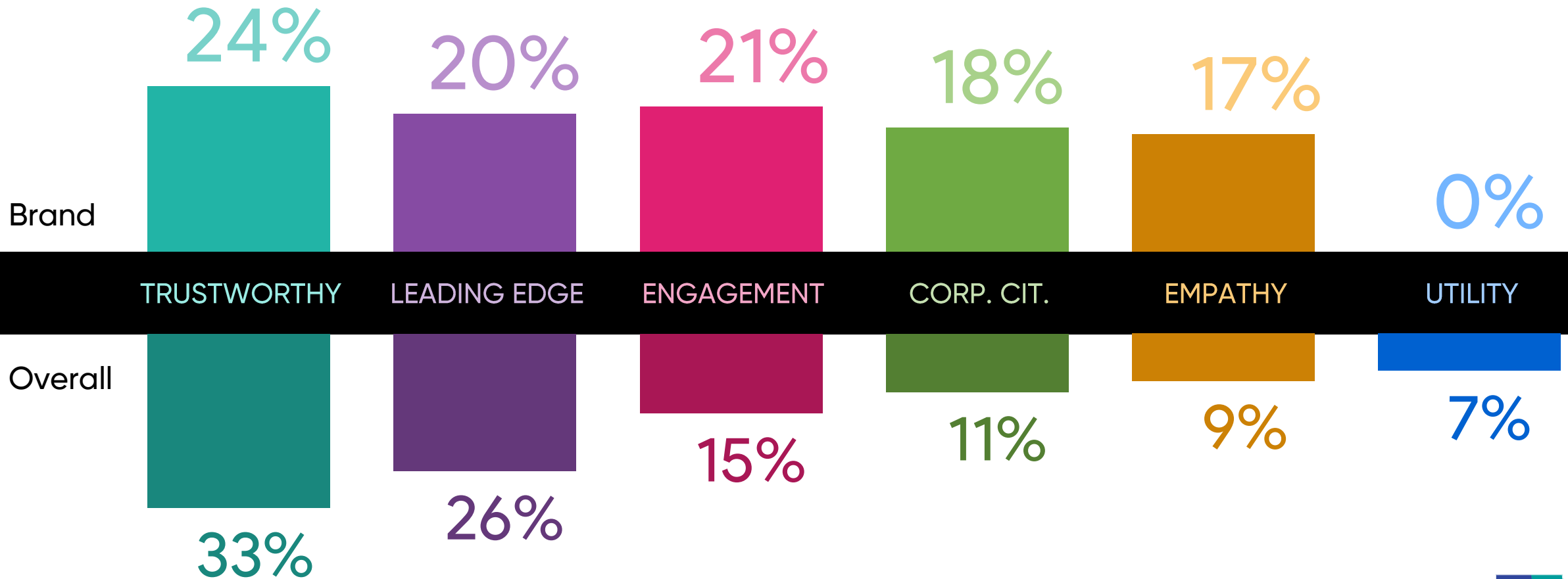




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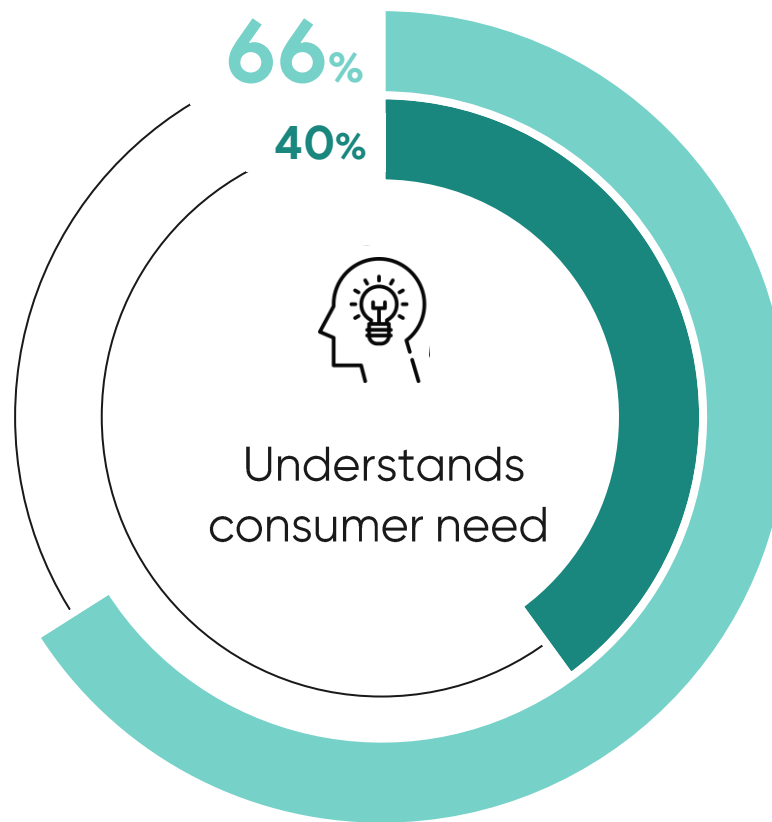
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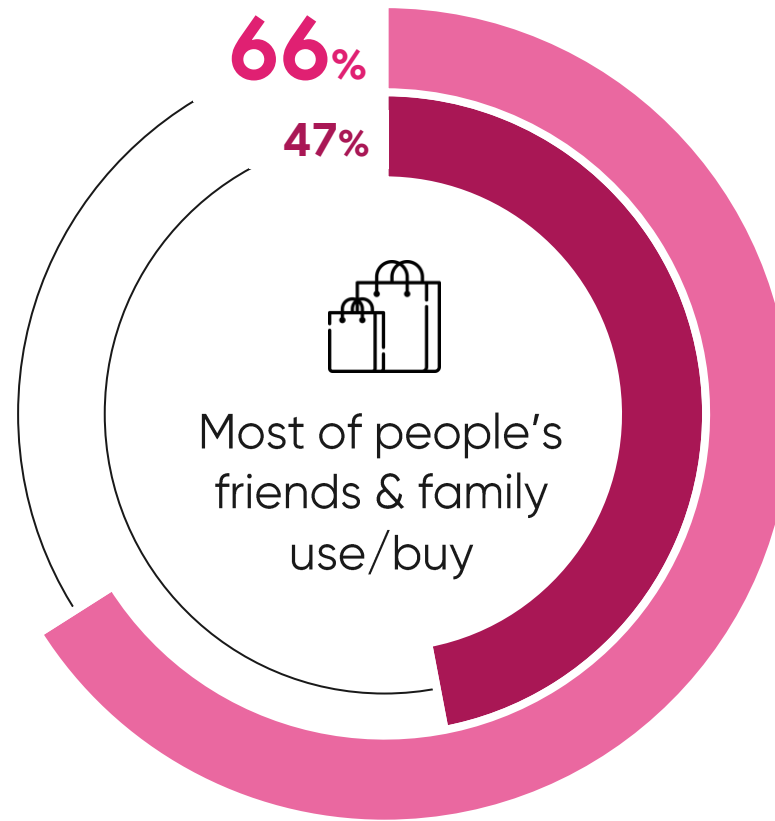
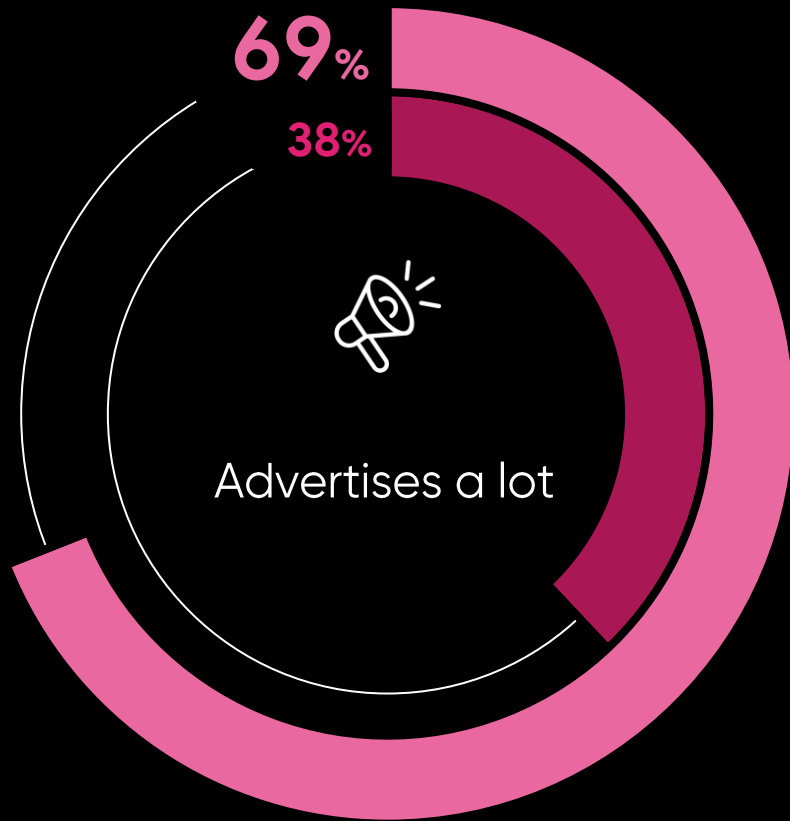
TRUSTWORTHY

Top 2 Attributes



ENGAGEMENT

Top 2 Attributes



المراعي
Almarai

BRAND OVERALL



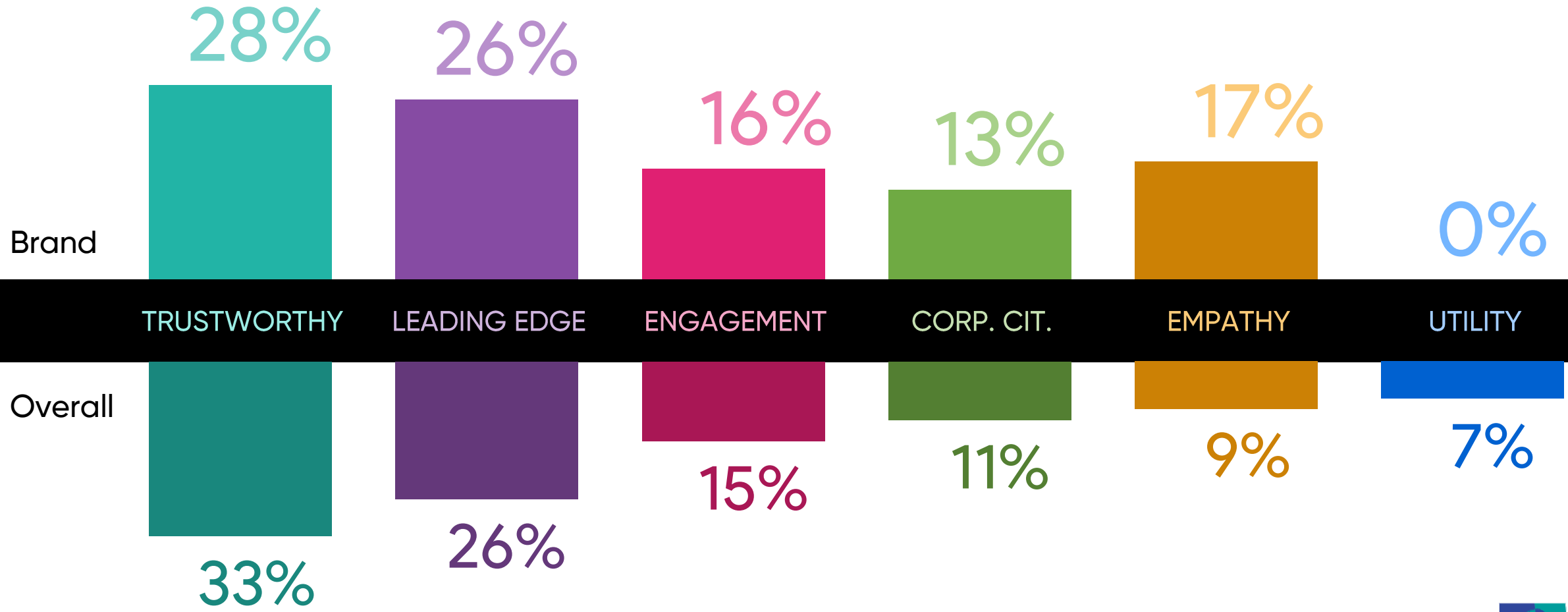
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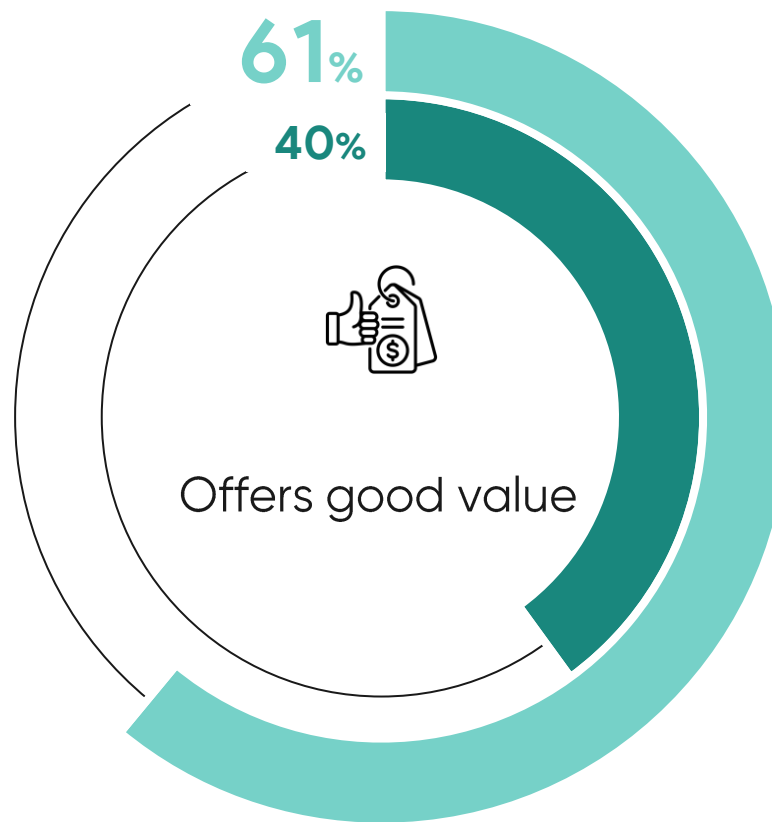


Ipsos
influence
score
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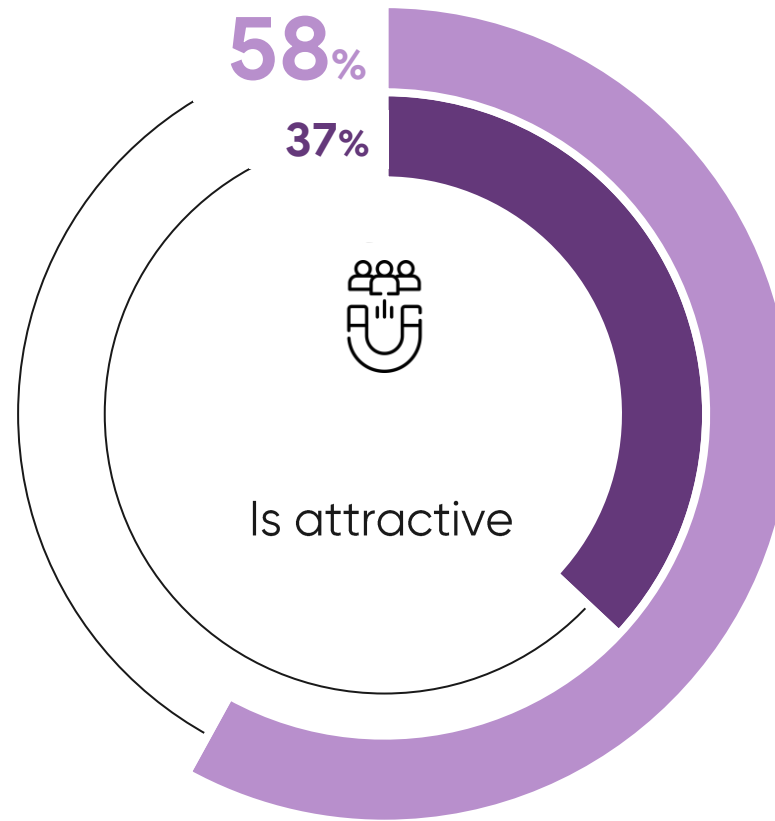
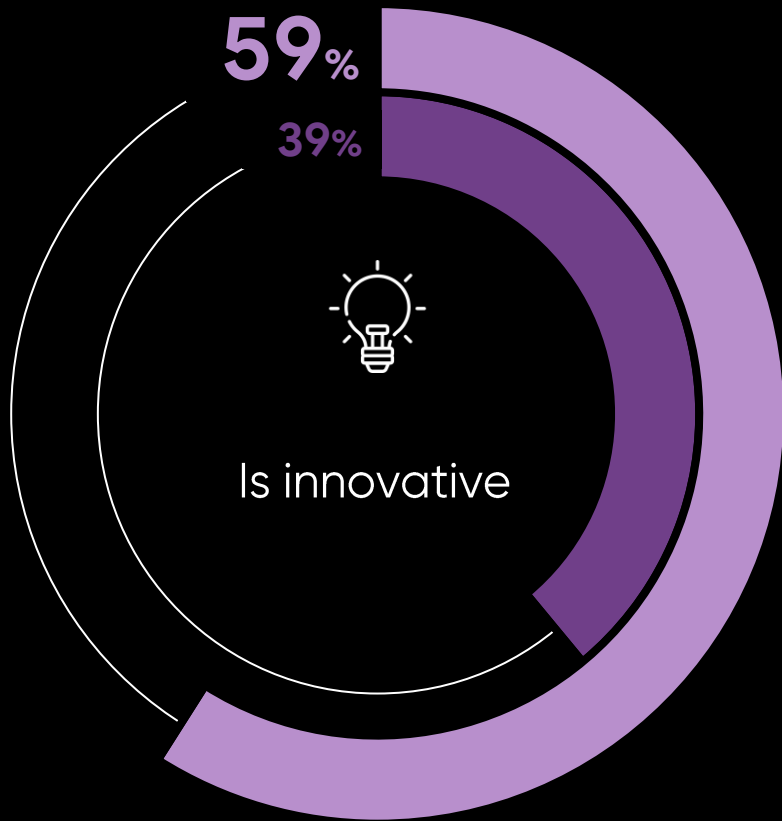
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Top 2 Attributes



LEADING EDGE

Top 2 Attributes



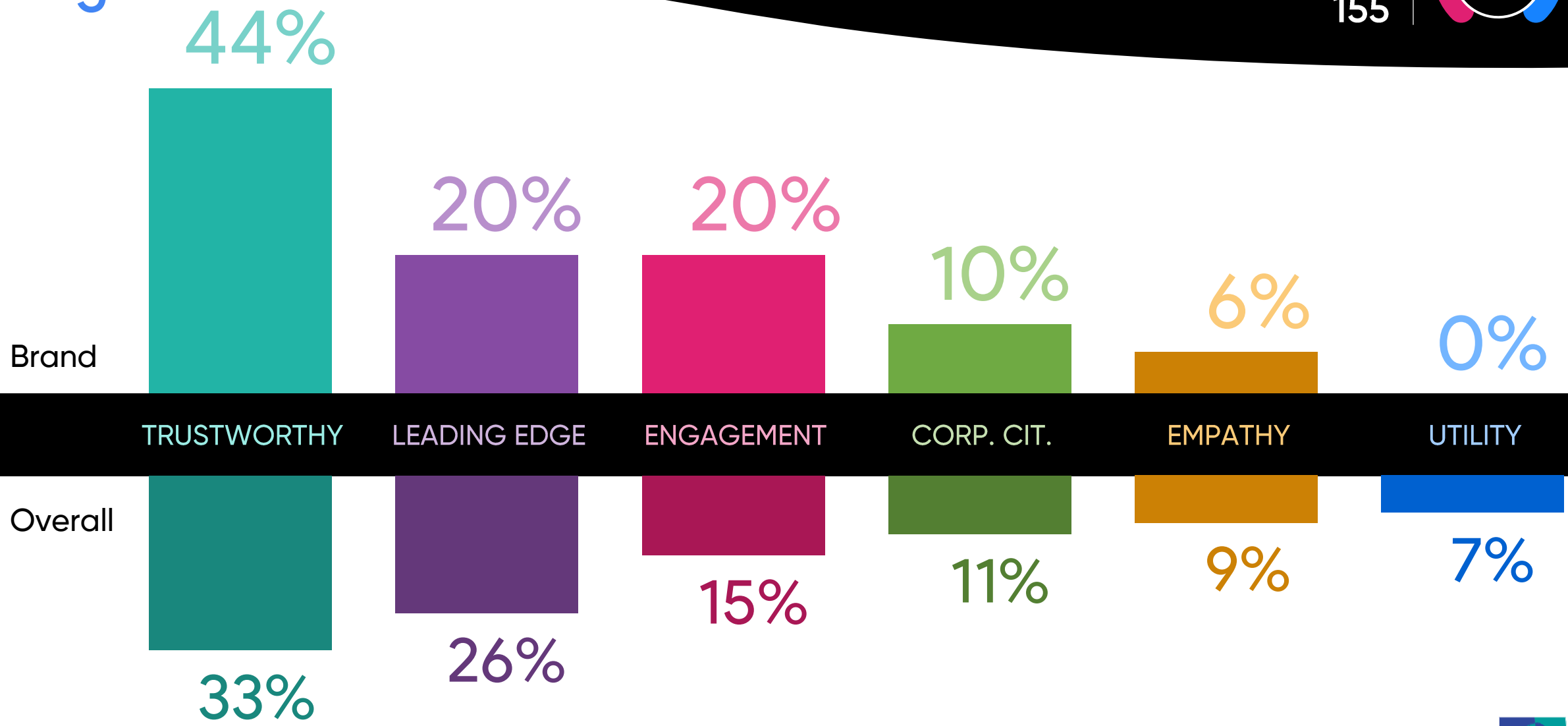
BRAND OVERALL



155

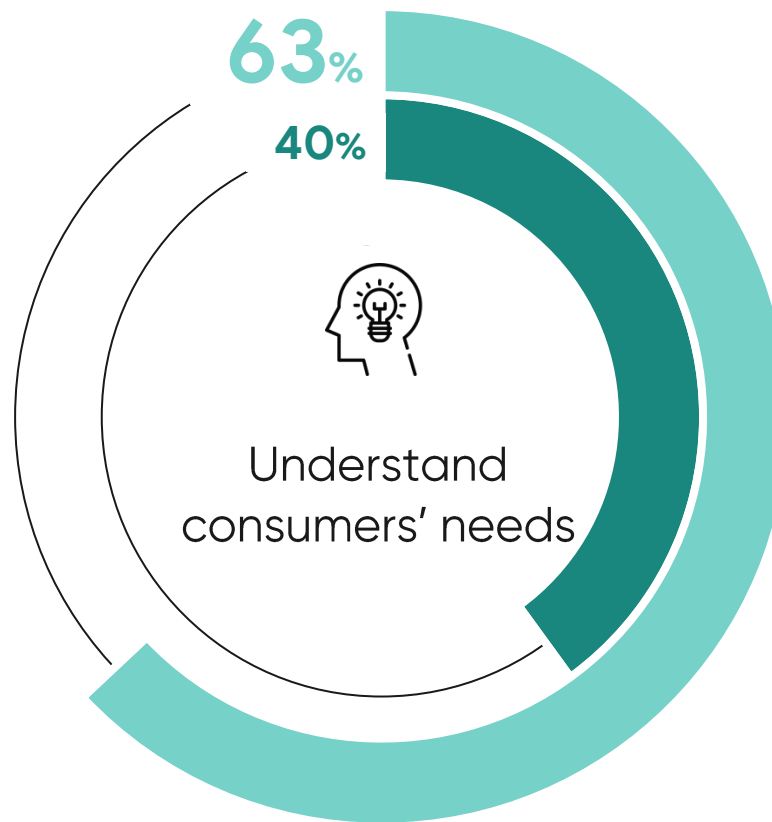
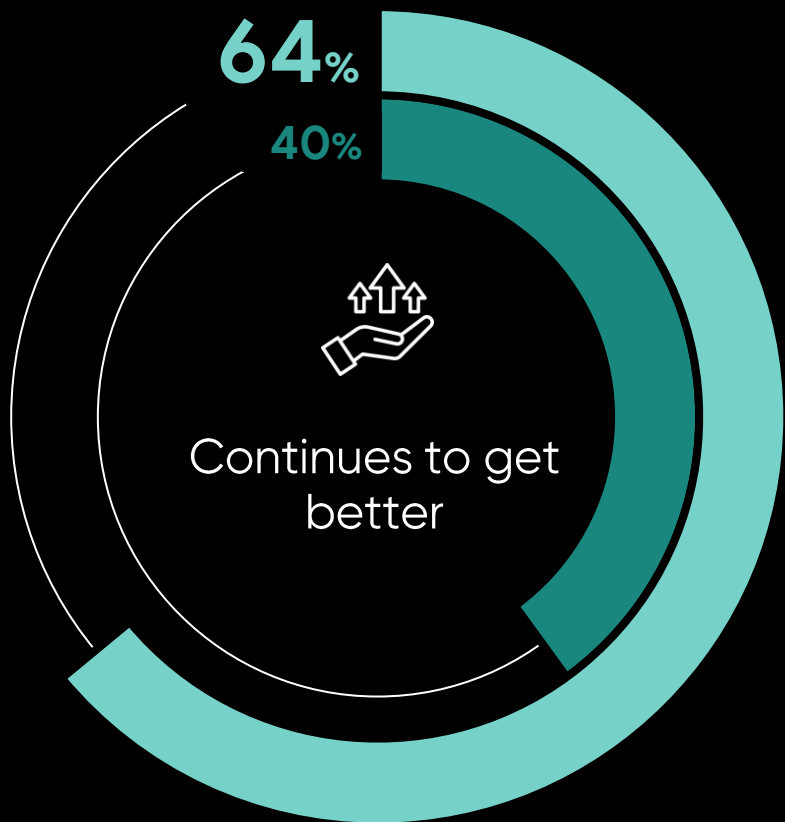
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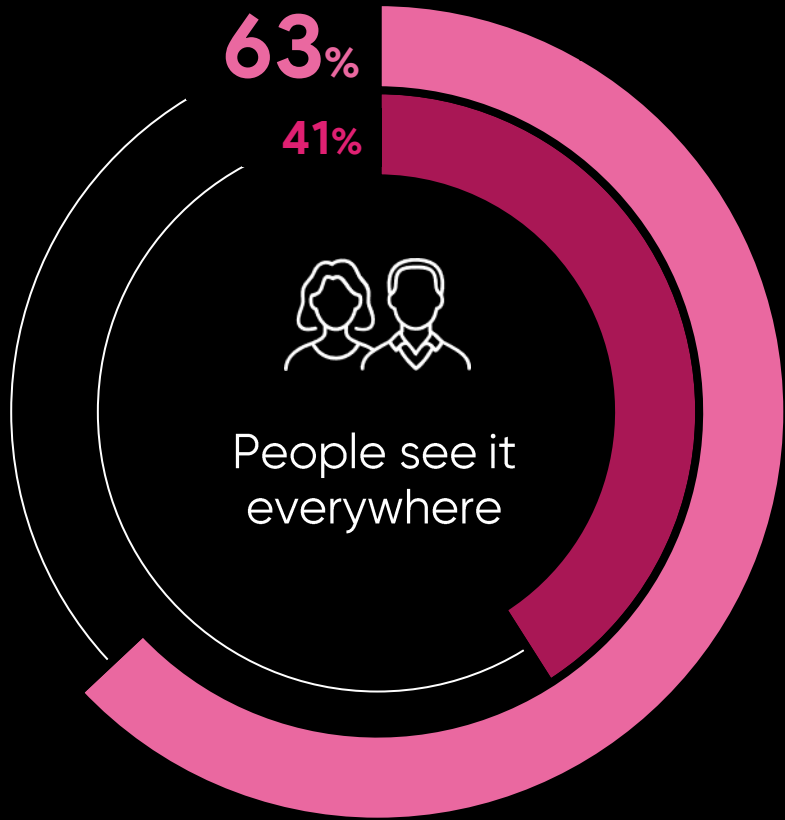


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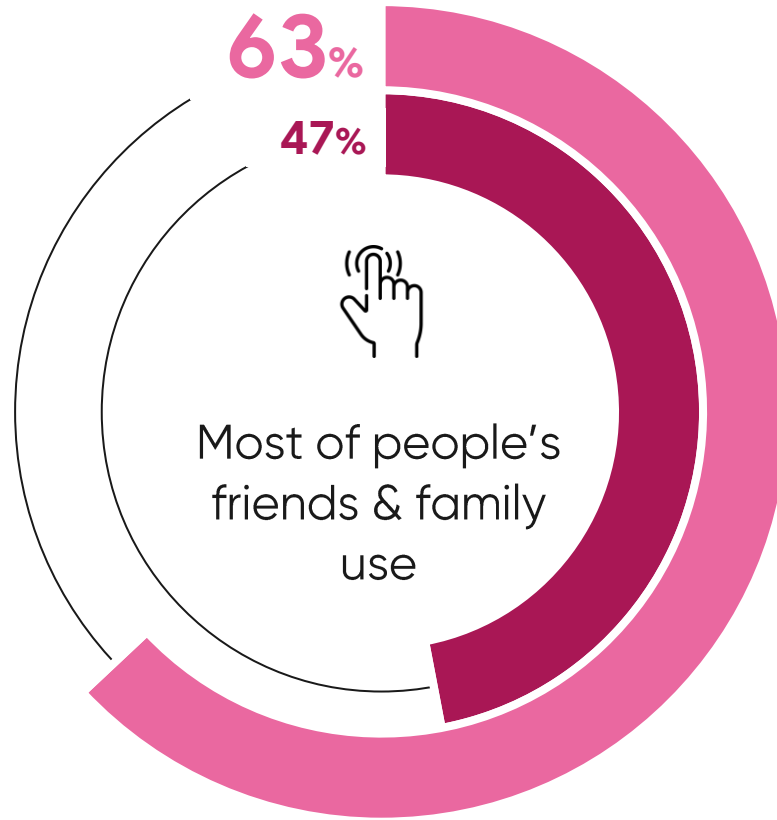
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ENGAGEMENT



Top 2 Attributes





ChatGPT

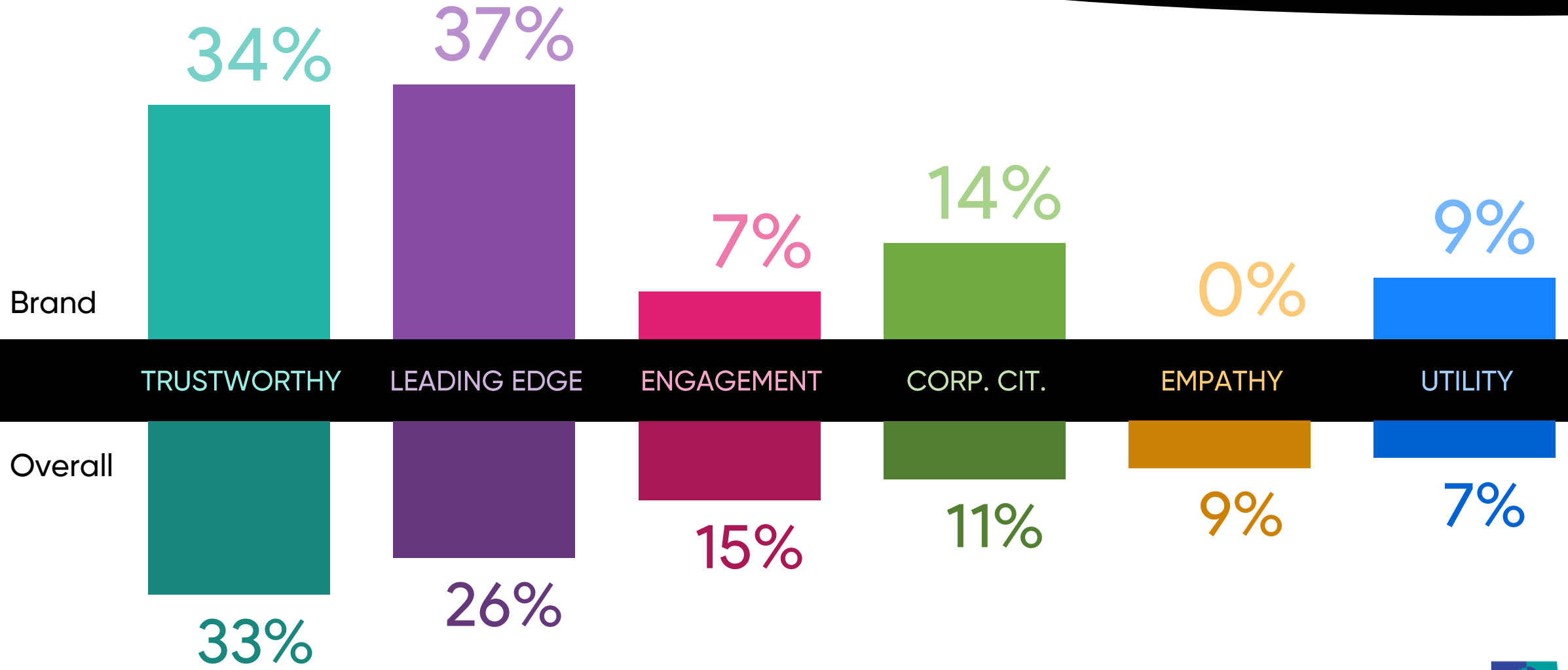
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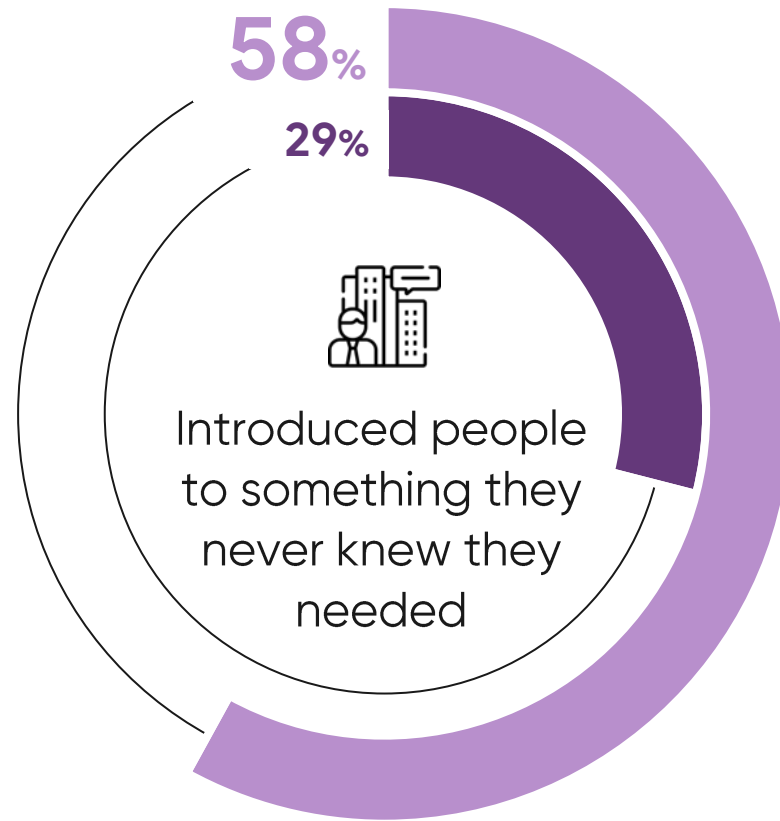
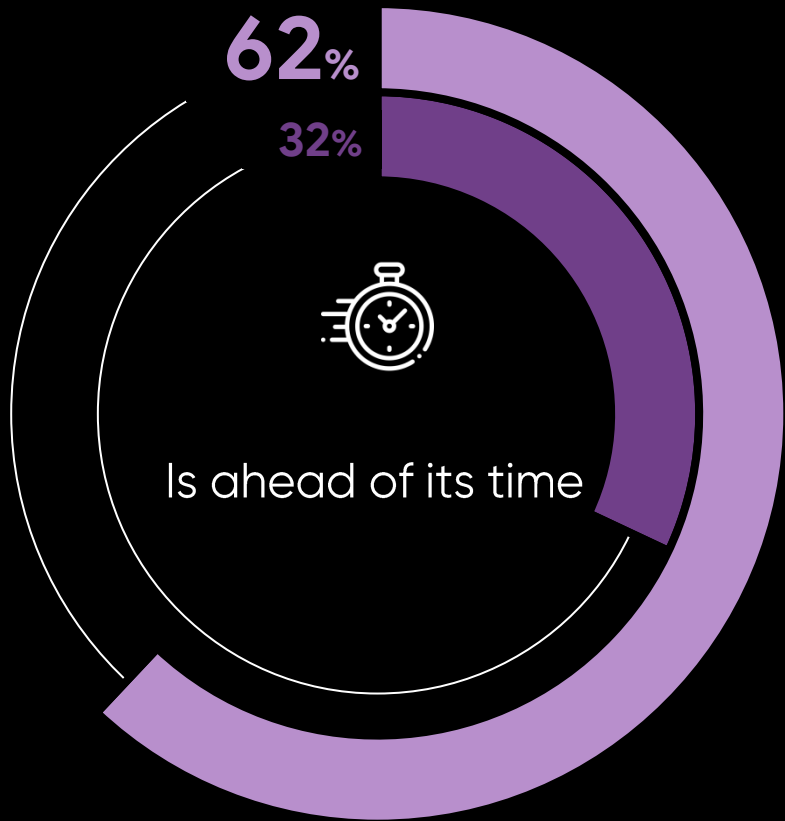




Ipsos
influence
score
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Top 2 Attributes

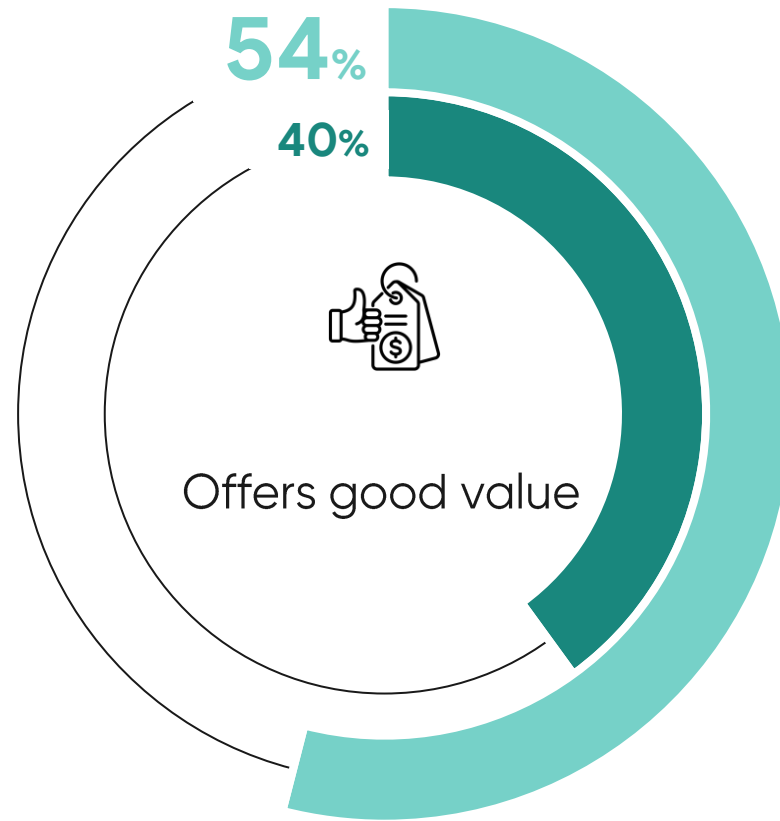
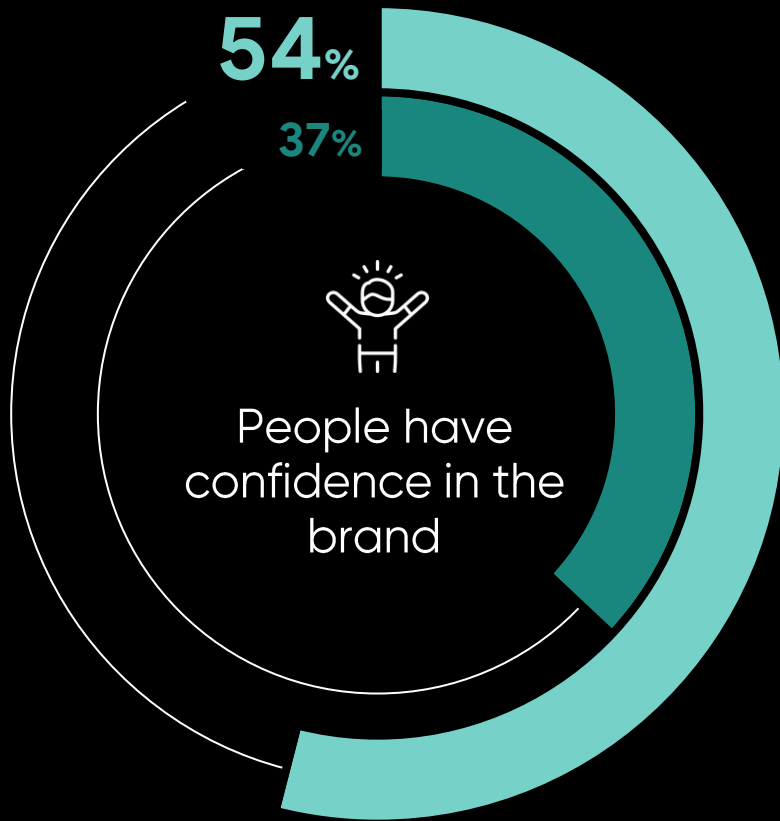


ChatGPT



TRUSTWORTHY

Top 2 Attributes





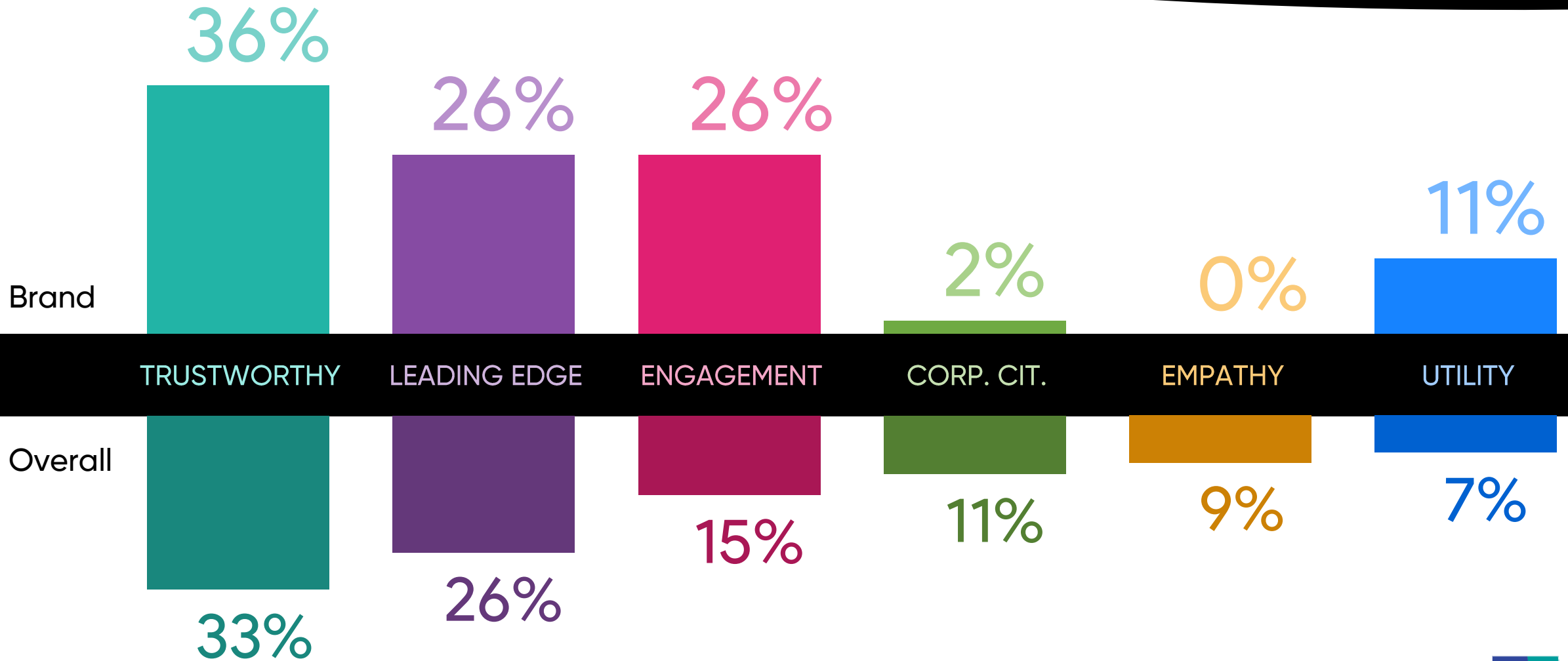
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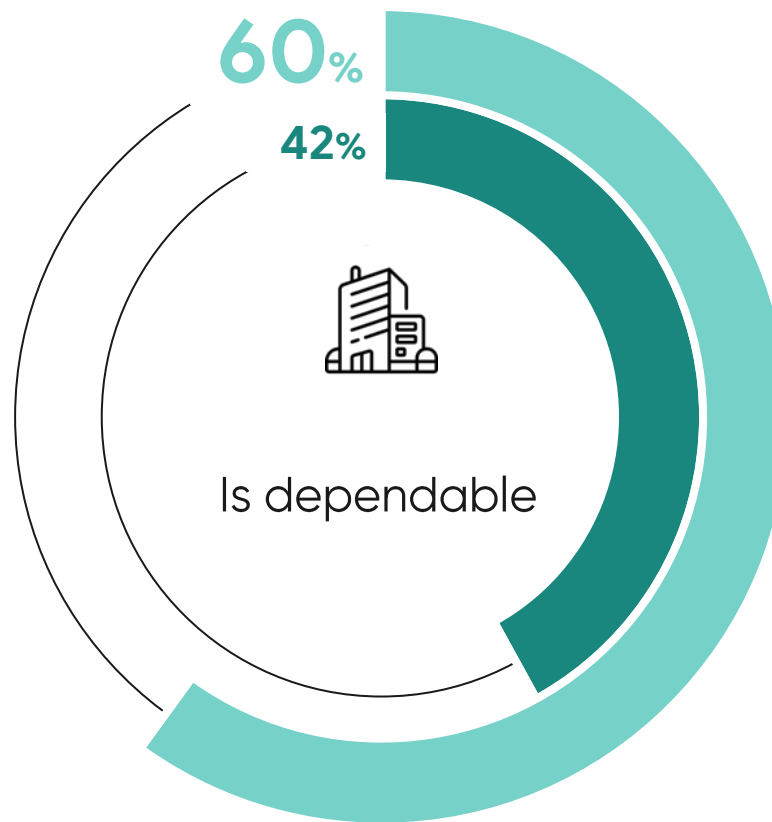
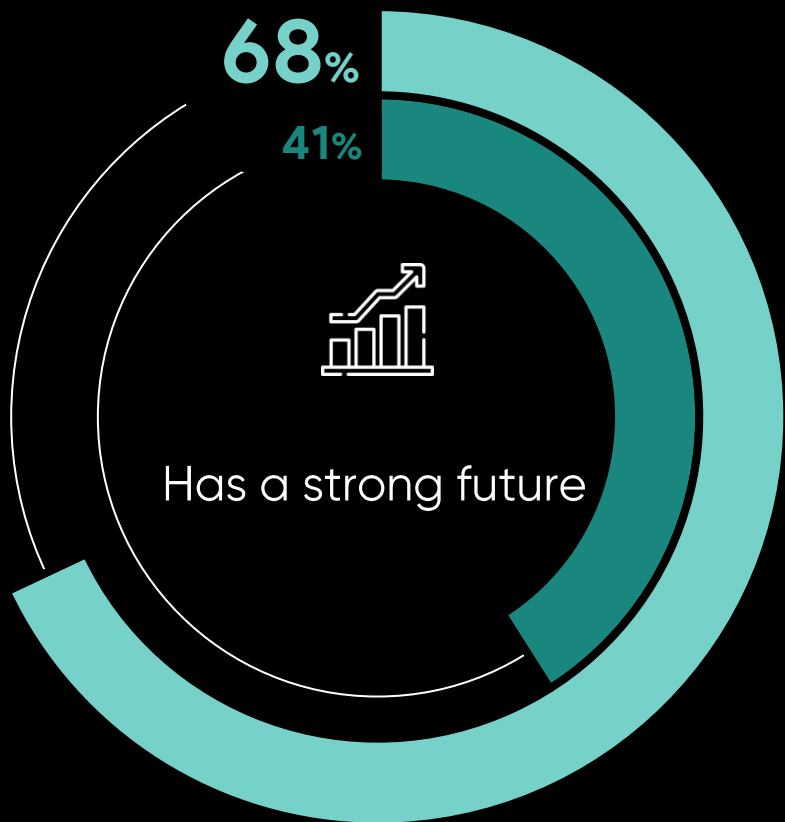


Ipsos
influence
score
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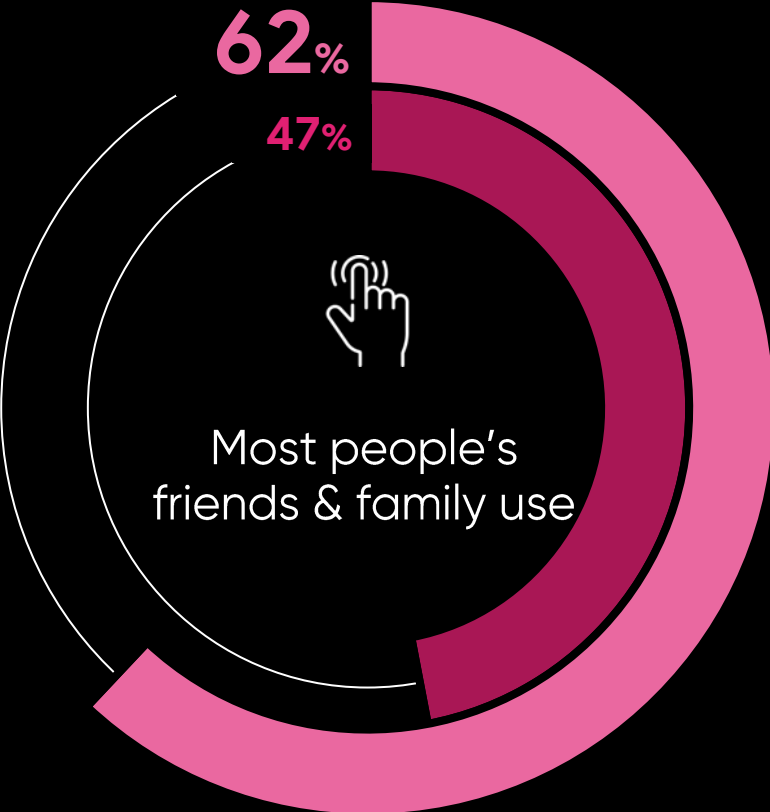
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Top 2 Attributes

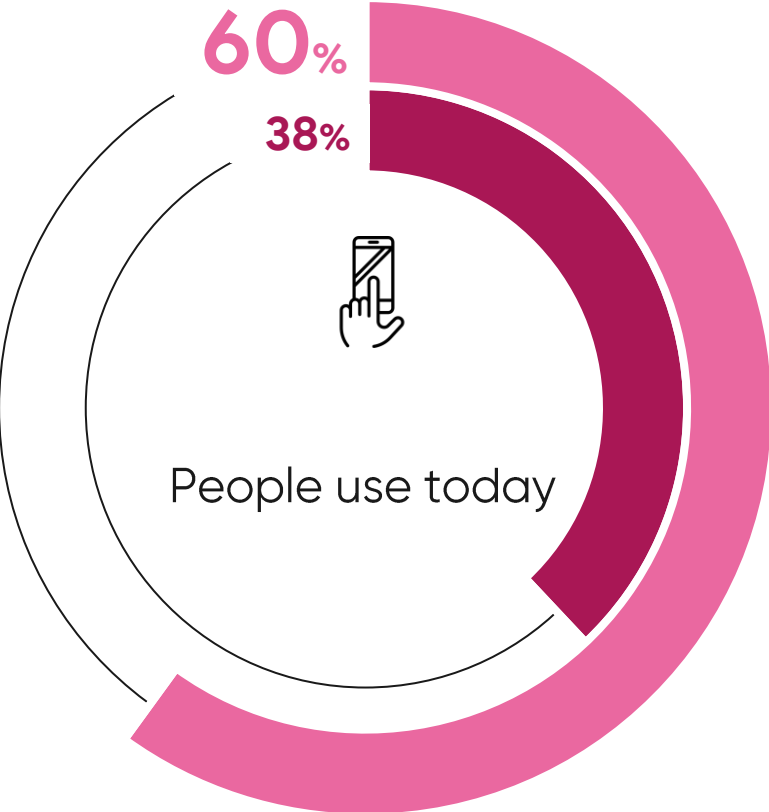


BRAND OVERALL

ENGAGEMENT



Top 2 Attributes



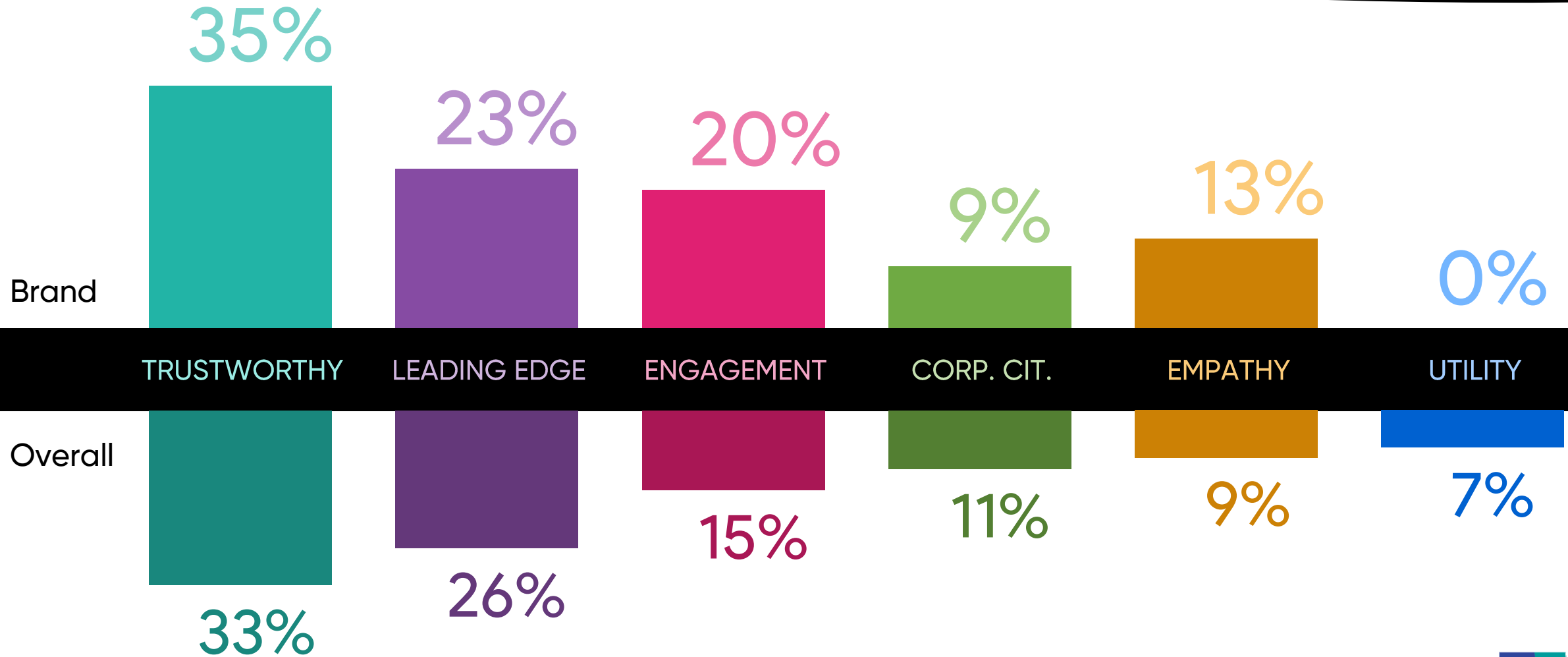
 BRAND  OVERALL



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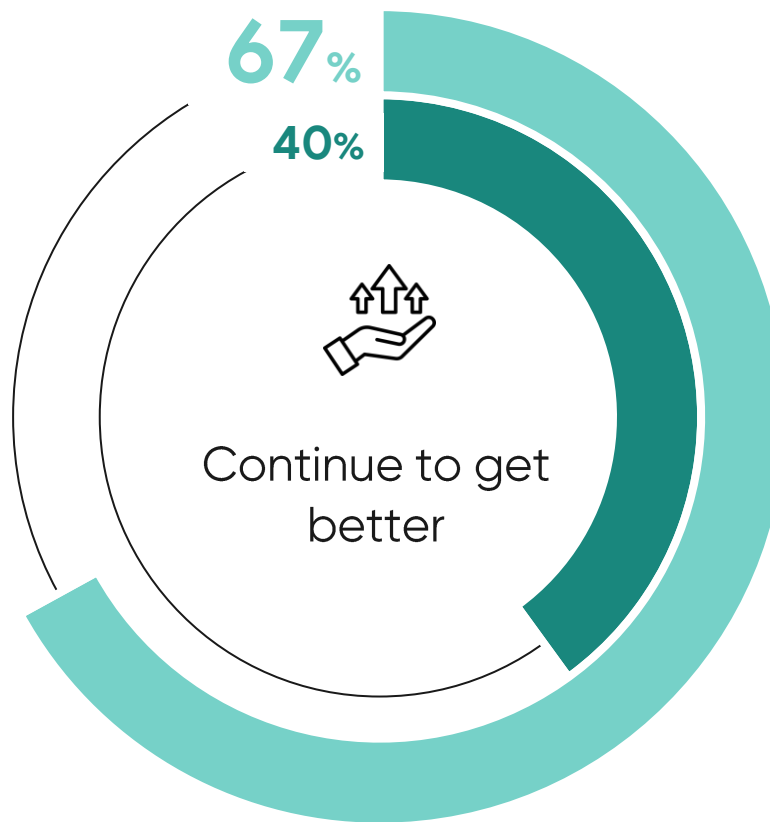
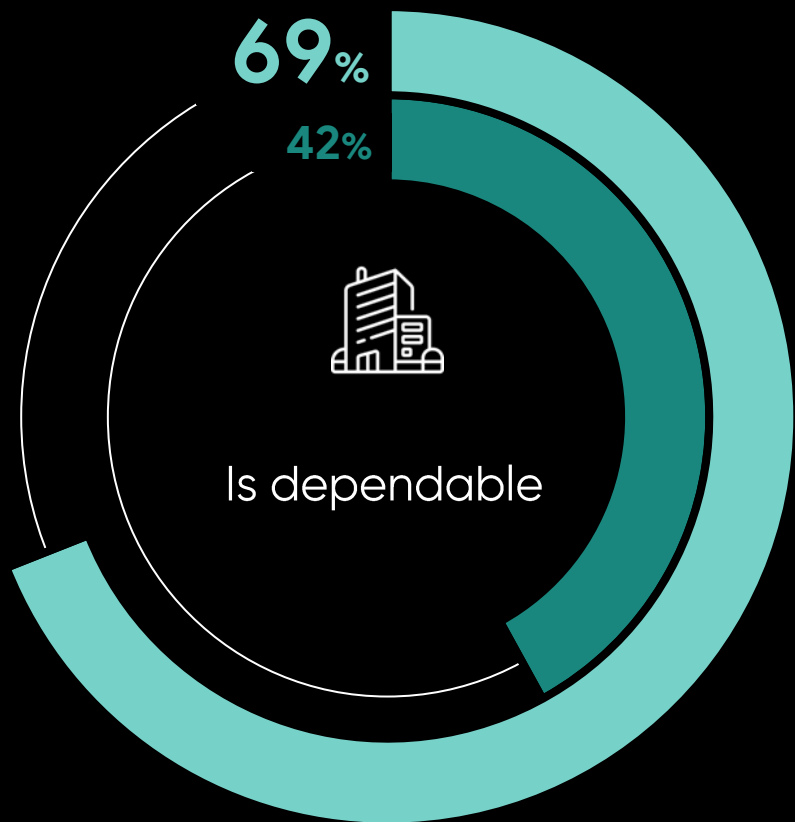
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Index Score



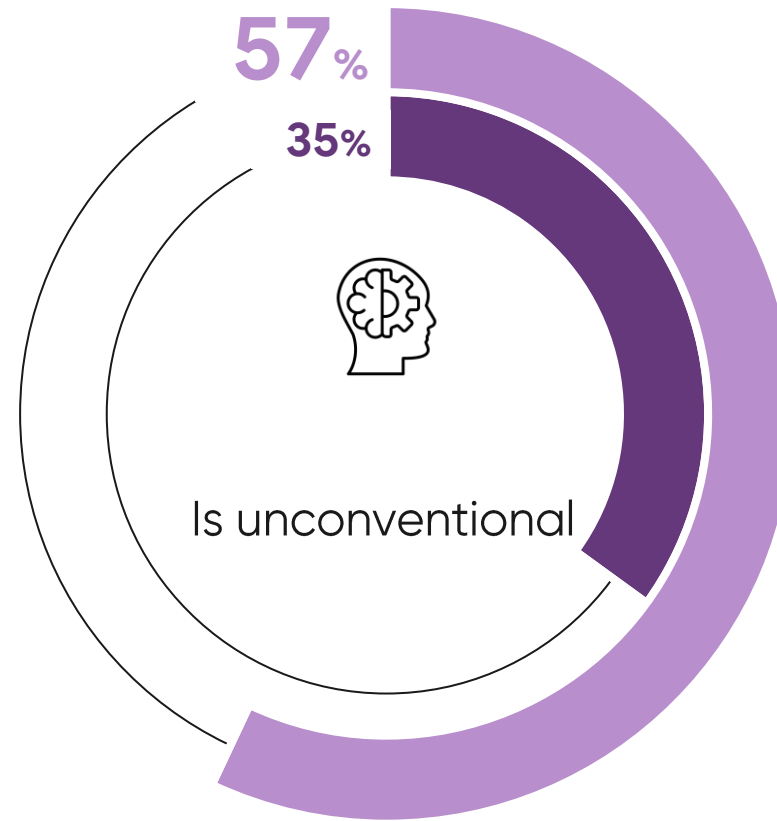
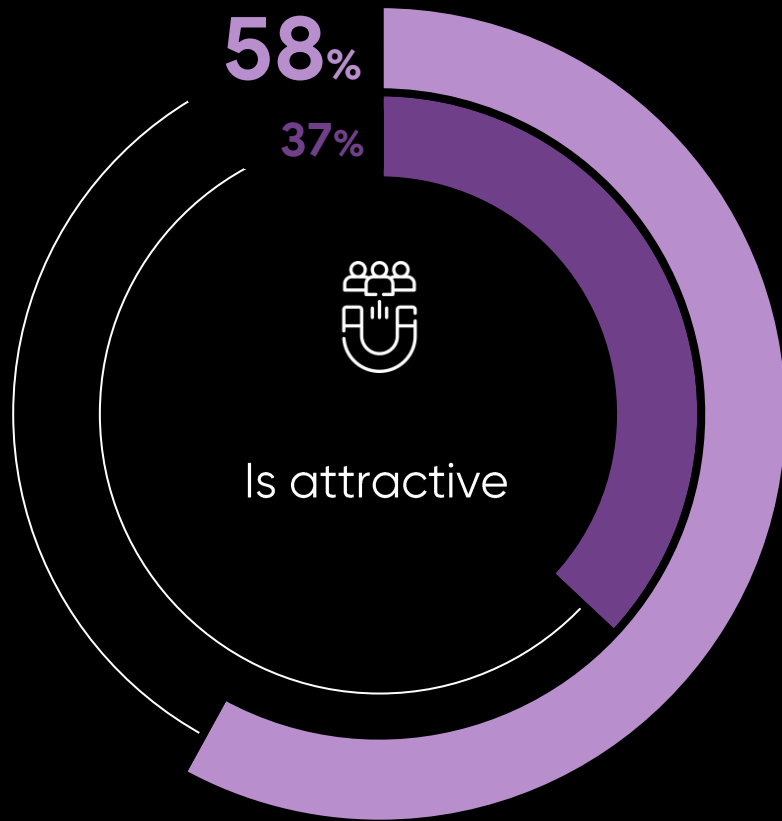


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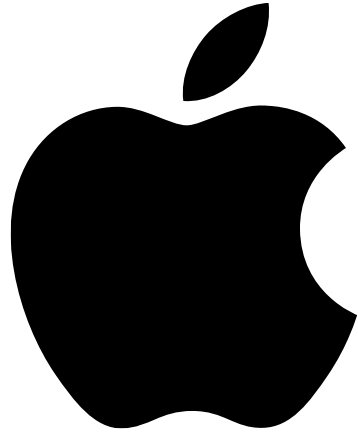
Top 2 Attributes



Top 2 Attributes



BRAND OVERALL



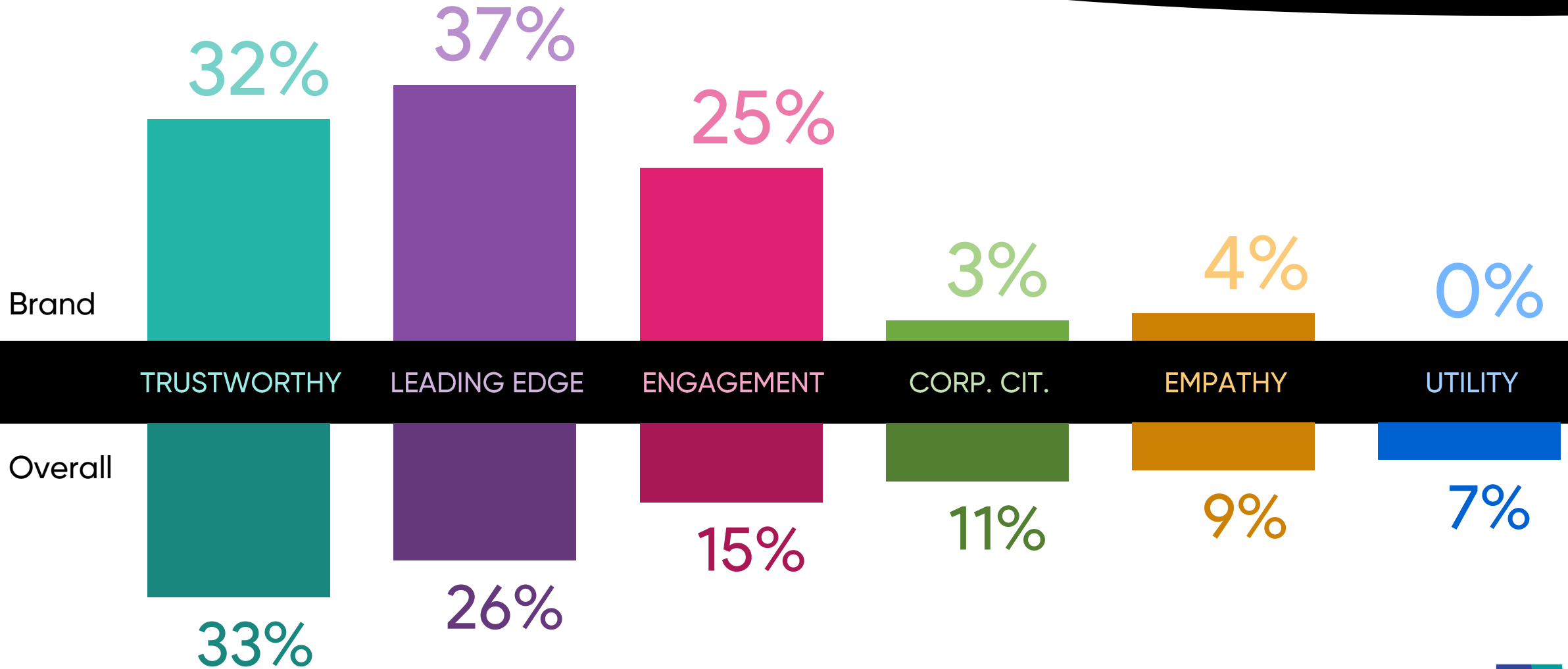
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Index Score



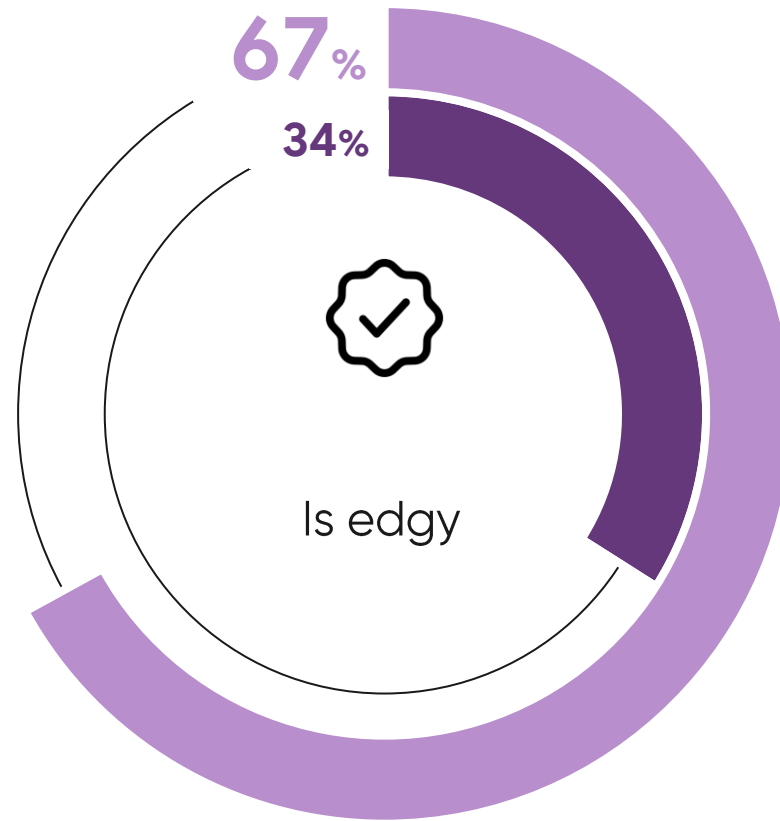
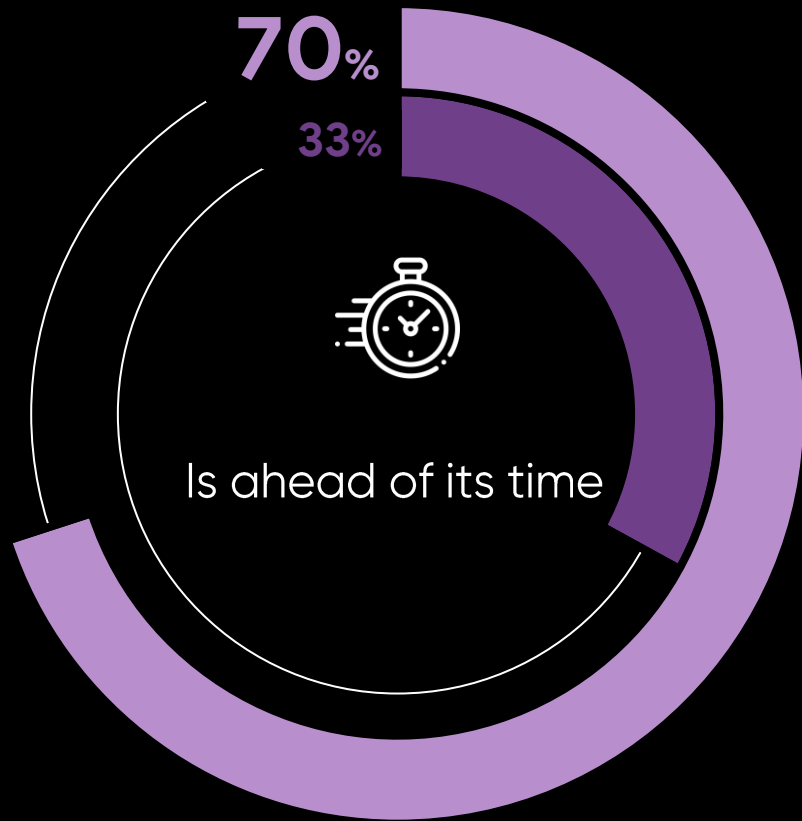


Ipsos
influence
score
167



LEADING EDGE

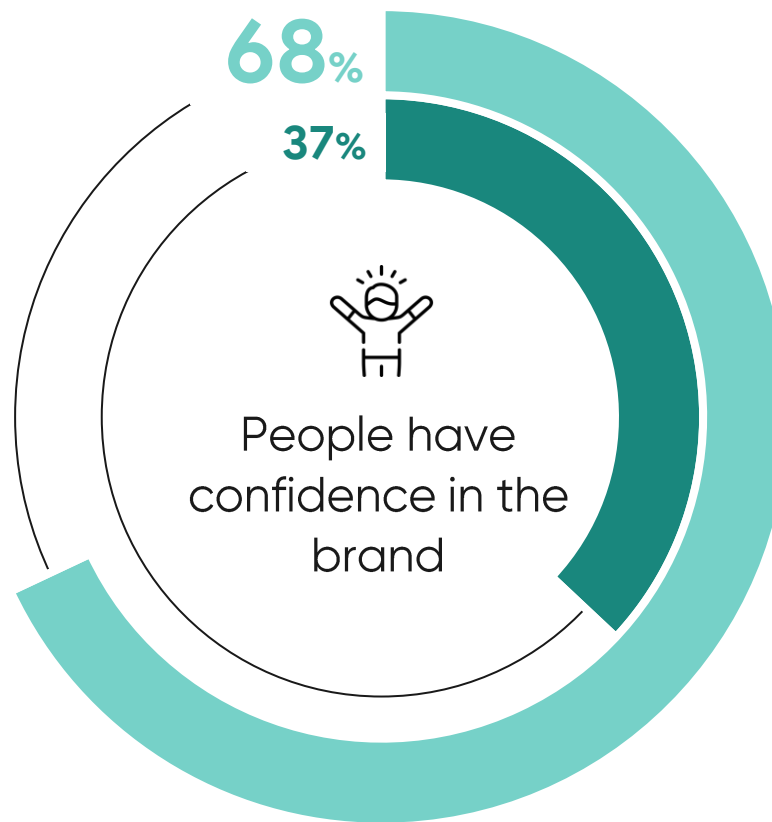
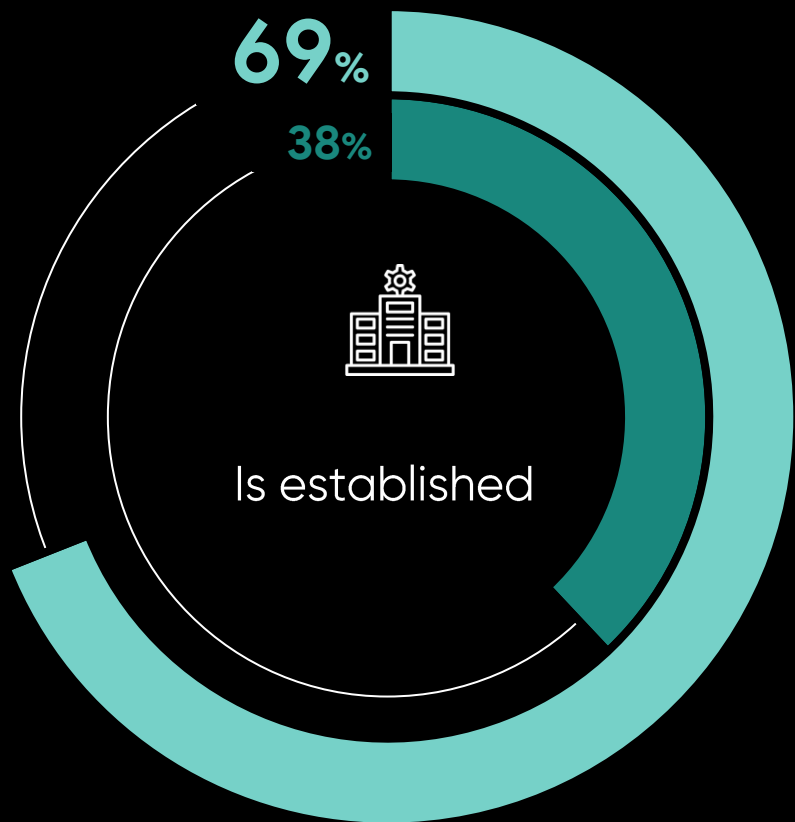
Top 2 Attributes



BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes

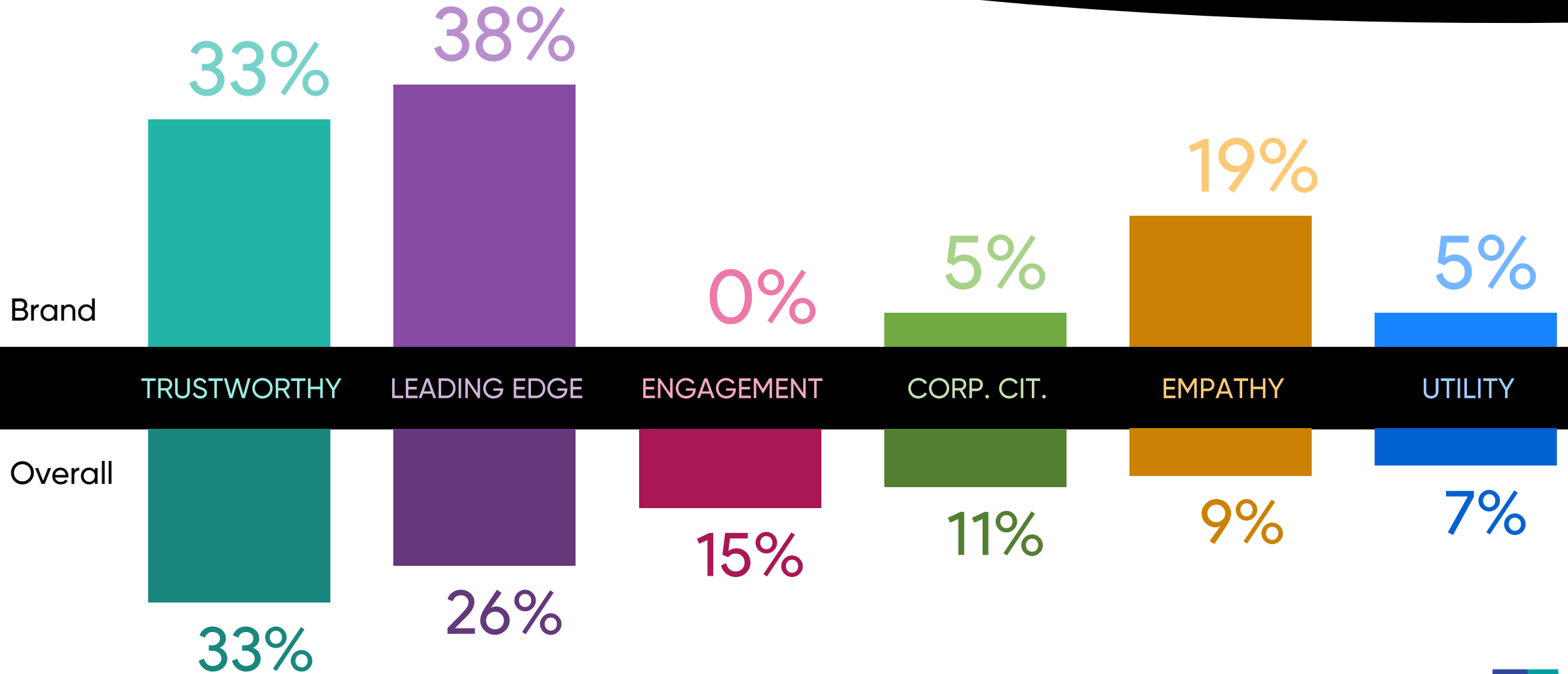




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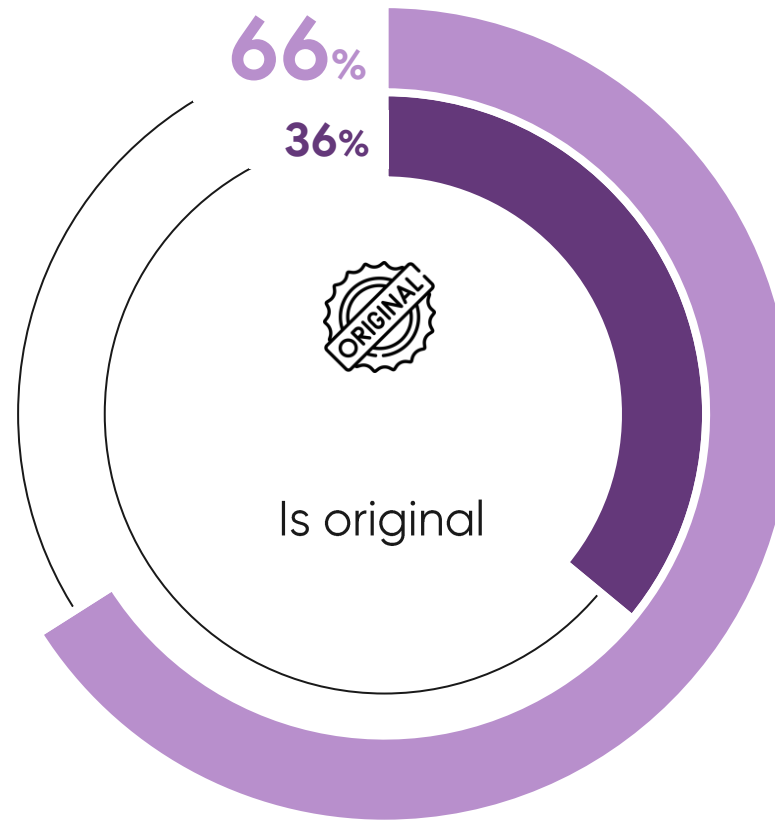
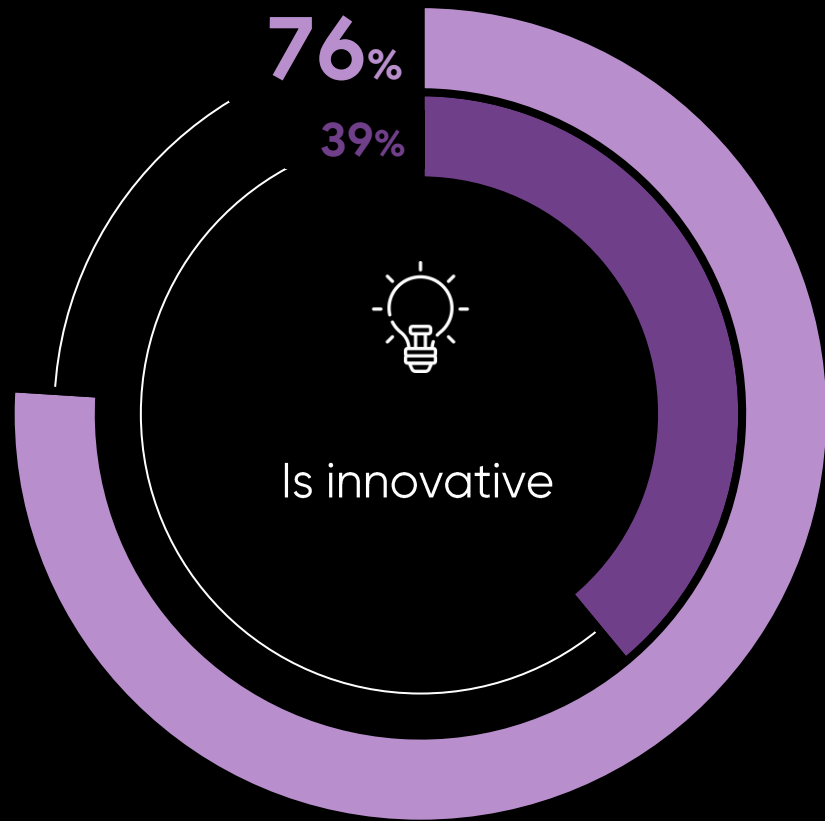
Ipsos Influence
Index Score





LEADING EDGE

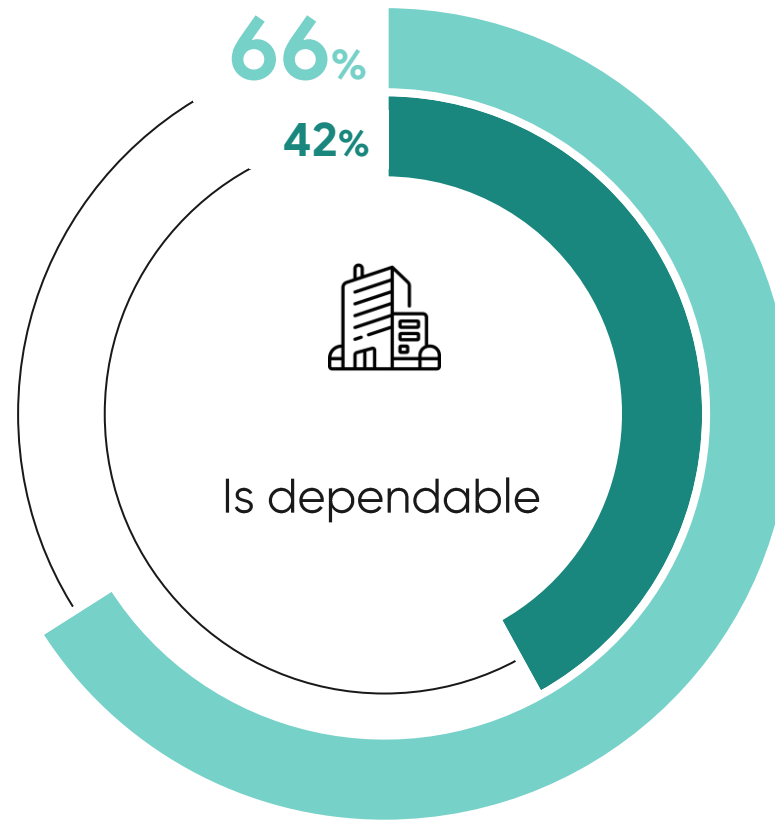
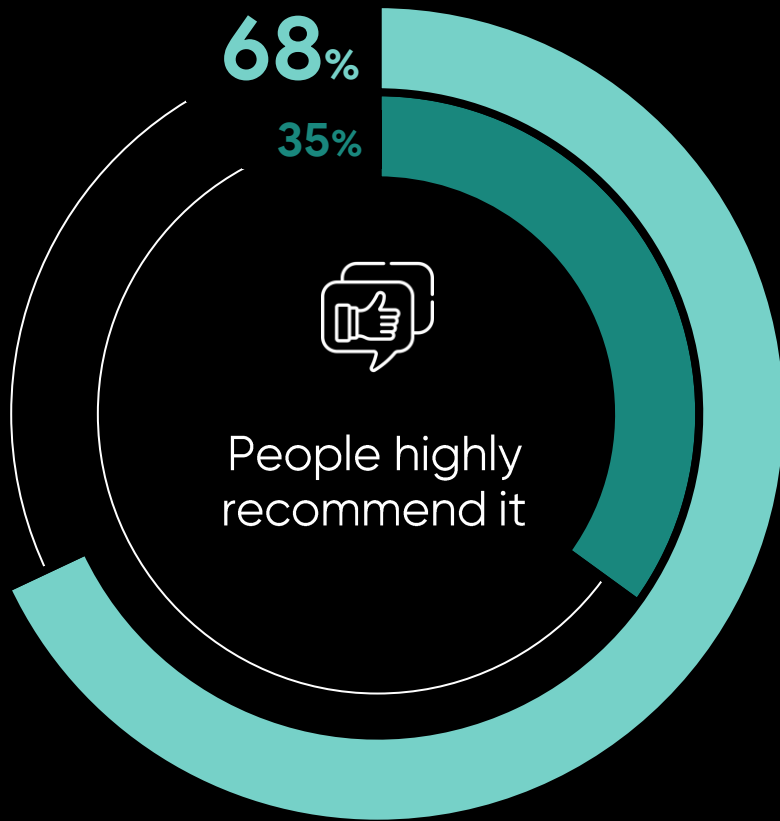
Top 2 Attributes



BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



BRAND OVERALL

TOP 10 Most Influential Brands in Kuwait


















TOP 10 Most Influential Local Brands in Kuwait



- | | | | | | | | |
|----|--|----|--|----|--|----|--|
| 03 | | 04 | | 01 | | 02 | |
| 07 | | 08 | | 05 | | 06 | |
| | | 08 | | 09 | | 10 | |

Most Influential Brands - Per Sector

Customized Brand Deep Dive Reports Available

Airlines 	Automotive 	Conventional Banks 	Islamic Banks 	CPG 
Food & Grocery 	Malls 	Online Content 	Online Retail 	Online service 
QSR 	Retail 	Social Media 	Tech 	Telecom 

Studying The 98 Most Influential Brands In Kuwait

Airlines

Emirates Airlines
Jazeera Airways
Kuwait Airways

Auto

Chery
Chevrolet
Ford
Kia
Land Rover
MG
Mitsubishi
Nissan
Toyota
Volvo

Telecom

Ooredoo
STC
Zain

Conventional Banks

Al Ahli Bank of Kuwait
Burgan Bank
Gulf Bank
National Bank of Kuwait
Weyay

Islamic Banks

Boubyan Bank
Kuwait Finance House
Kuwait International Bank
Warba Bank

QSR

Arabica Coffee
Aseer Time
Burger King
CAF Café
Caribou Coffee
Costa Coffee
Hardee's
McDonald's
Naif Chicken
PICK
Pizza Hut
Starbucks Coffee
The Coffee Bean & Tea Leaf
Yelo Pizza

CPG

Bahar
Dettol
Gillette
Johnson & Johnson
Pampers
Revlon
Septona

Online Retail

Amazon
SHEIN
Temu

Online Services

Careem
Deliveroo
Jahez
Keeta
Talabat

Retail

Abyat
Best
Centrepont
Eureka
Home Centre
IKEA
Lulu Hypermakret
Max
Sephora
The Sultan Center
Trolley
Xcite

Malls

360 Mall
The Avenues
The Gate Mall
The Warehouse Mall

Social Media

Facebook
Instagram
LinkedIn
Snapchat
TikTok
WhatsApp
X (formerly Twitter)

Online Content

Disney Plus
Netflix
OSN
Shahid
YouTube

Tech

Apple
ChatGPT
Google
Huawei
Microsoft
Samsung

Food & Grocery

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Coca-Cola
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KDD
Kuwait Flour Mills
Nescafé
Oreo
Pepsi

METHODOLOGICAL NOTES

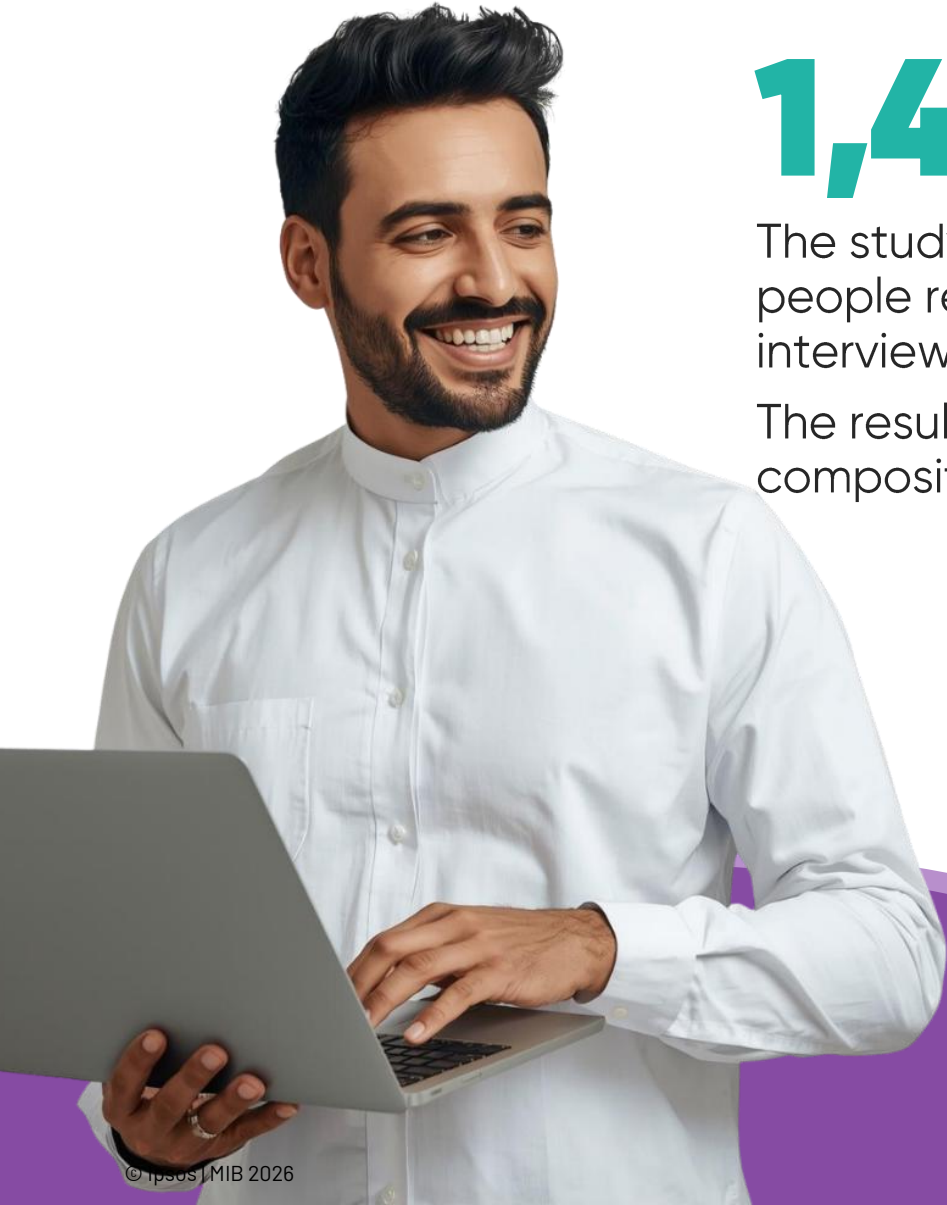
04

A Study Talking Directly To The Kuwaiti Market

1,489 adults aged 18 and above

The study was conducted in January 2026. Results are based on 1489 people residing in Kuwait, aged 18+, by computer aided personal interviews.

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



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The

MOST
INFLUENTIAL
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