

The

**MOST**

**INFLUENTIAL**

**BRANDS**

in Kuwait

**2026**

Local Brands Edition



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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.

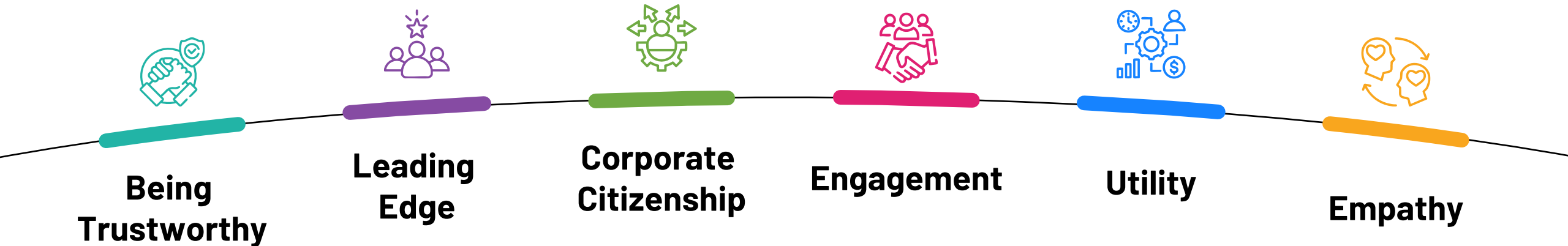
# The **MOST** **INFLUENTIAL** **BRANDS** in Kuwait

# 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 with another brand

## EMPATHY



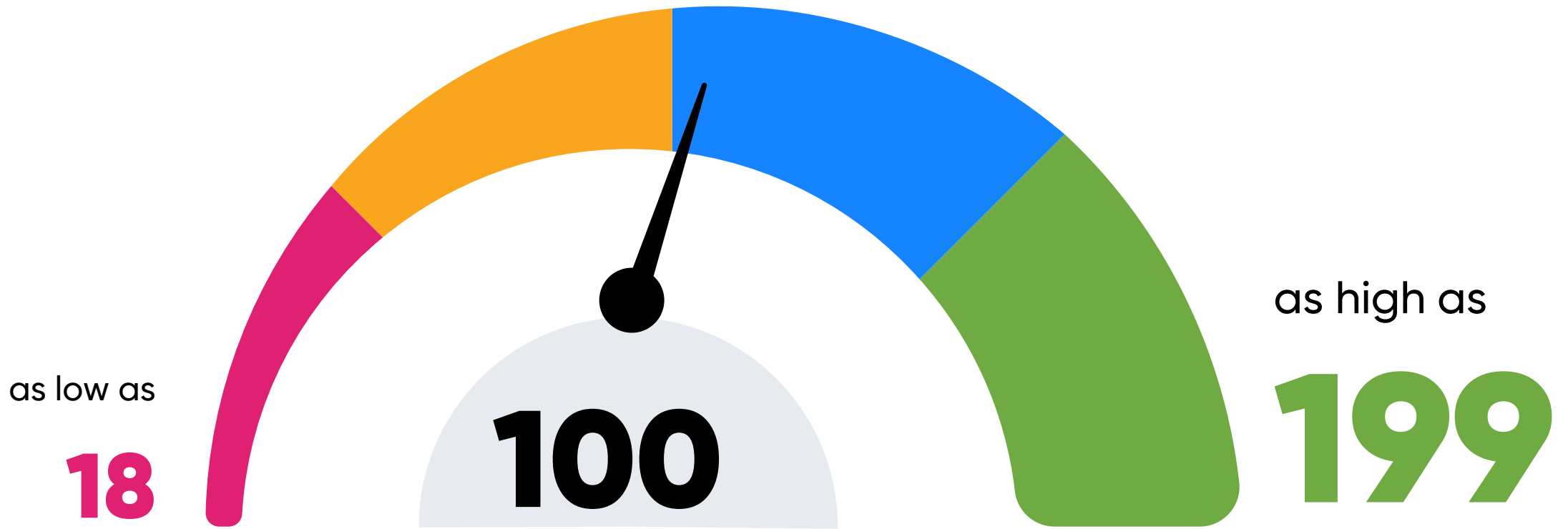
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

# 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%



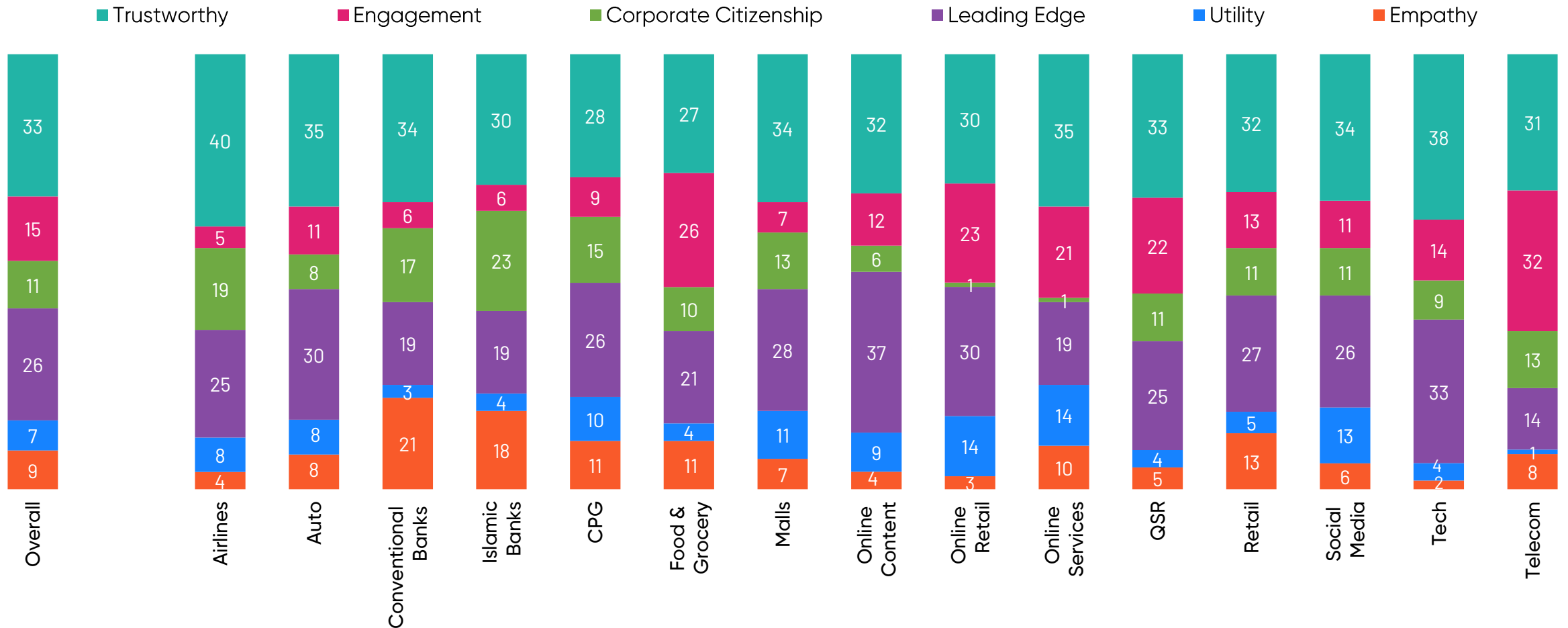
UTILITY

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

Cultural Alignment, Adaptive Innovation, and Consistent Engagement Drive Brand Influence in Kuwait

## 01 Cultural Identity As A Trust Anchor

In Kuwait, the most influential brands are those rooted in local culture. There's a clear shift toward choosing brands that reflect national identity, where connection matters as much as performance. As a result, brands that align with local values and pride build deeper trust and longer-lasting relationships.



## 02 Innovation Sets The Pace

Leading brands continue to move forward by adapting to change. As new technologies and consumer expectations evolve, those that respond quickly stay ahead of the curve. This not only keeps them relevant but also positions them as leaders, attracting more forward-thinking consumers.



## 03 Consistency Builds Influence

Strong brands don't just appear, they remain visible. By showing up across multiple platforms, they create a more connected and seamless experience for consumers. Over time, this builds familiarity and trust, helping them stay relevant and embedded in everyday life.



03

TOP 10 LOCAL  
BRANDS IN KUWAIT



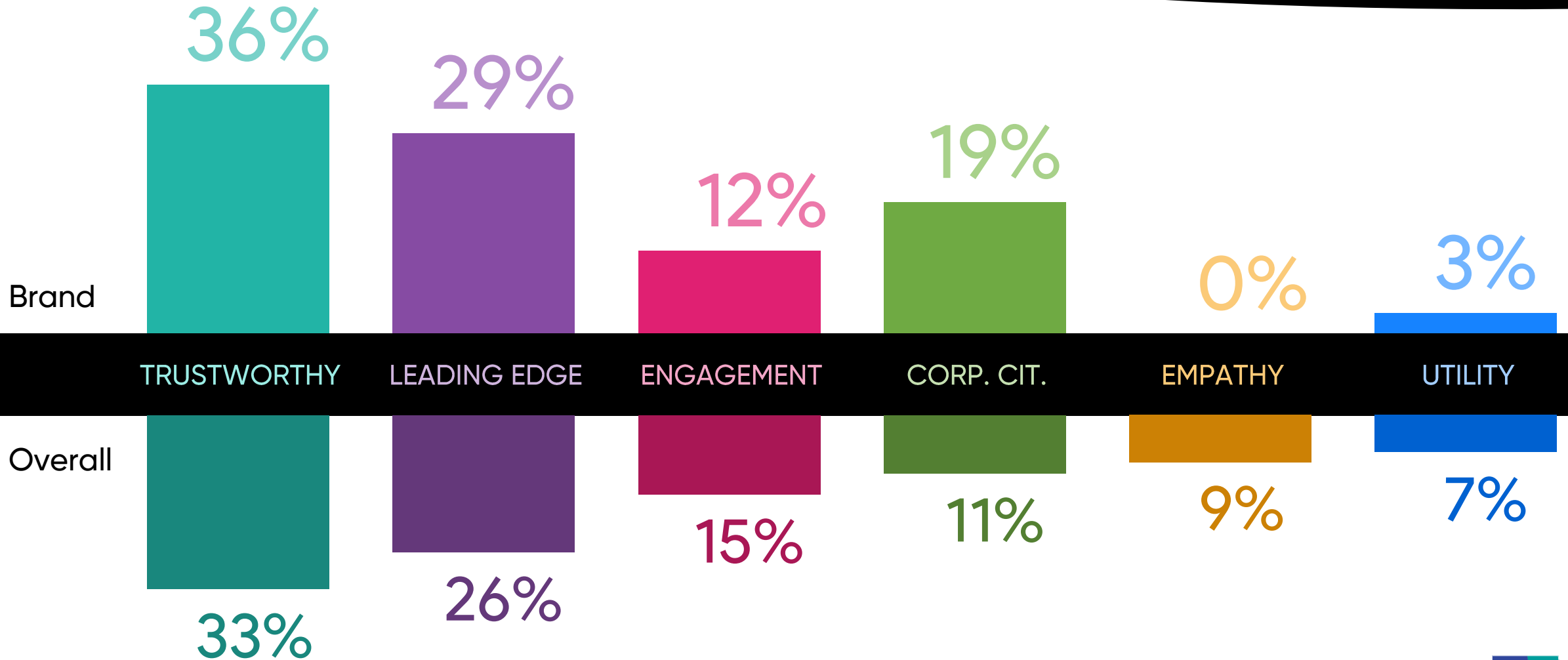
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Ipsos Influence  
Index Score



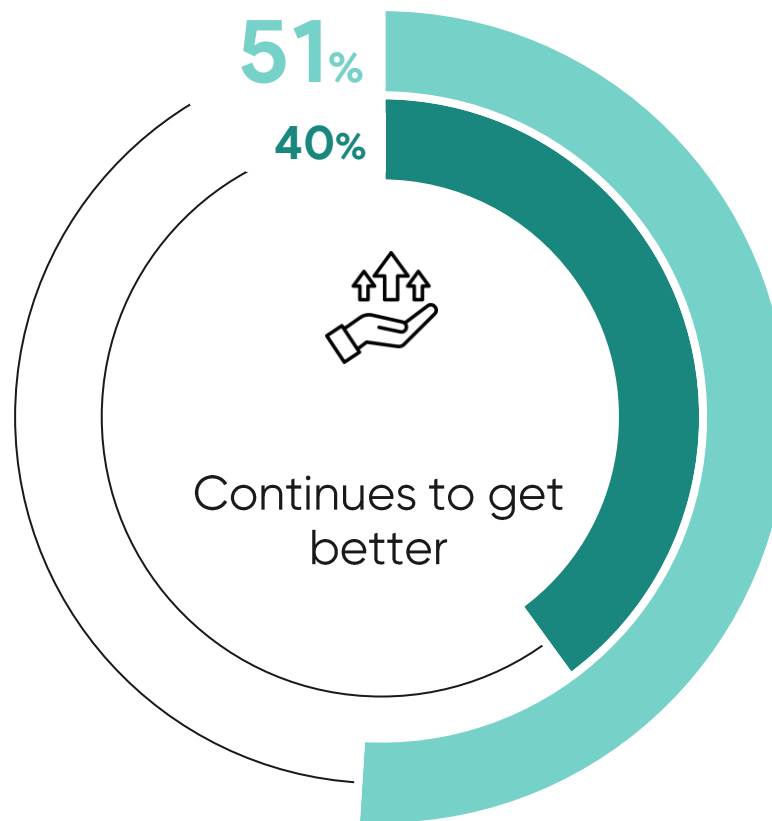
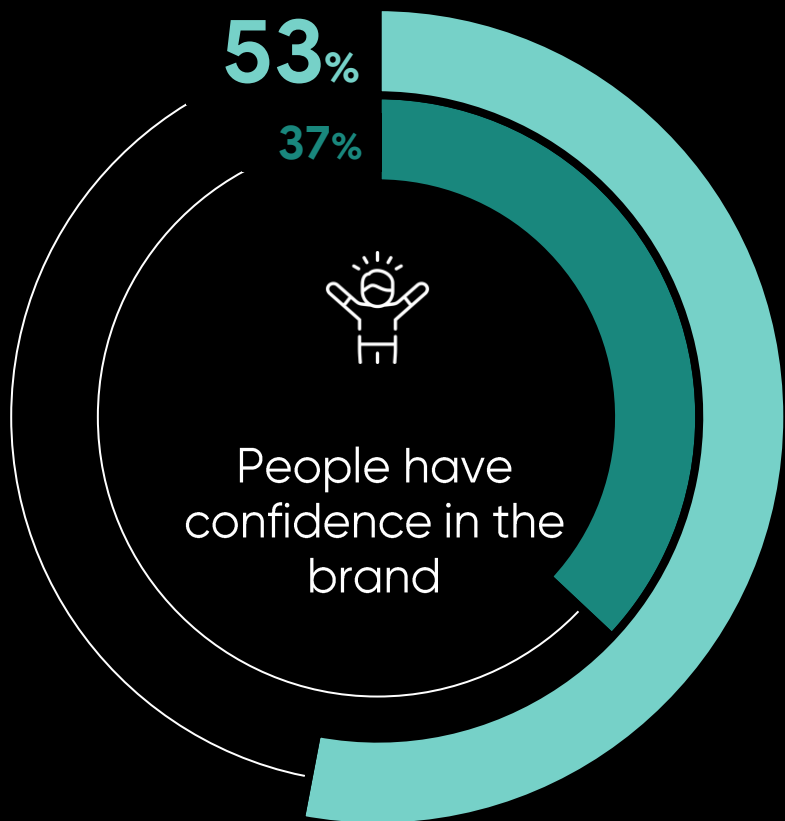


Ipsos  
influence  
score  
**114**



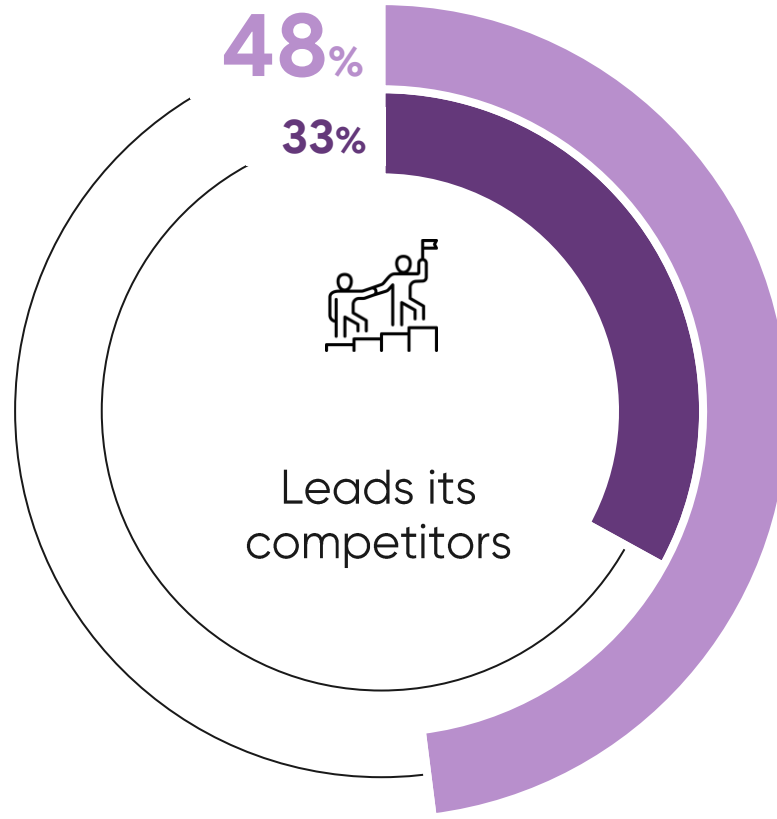
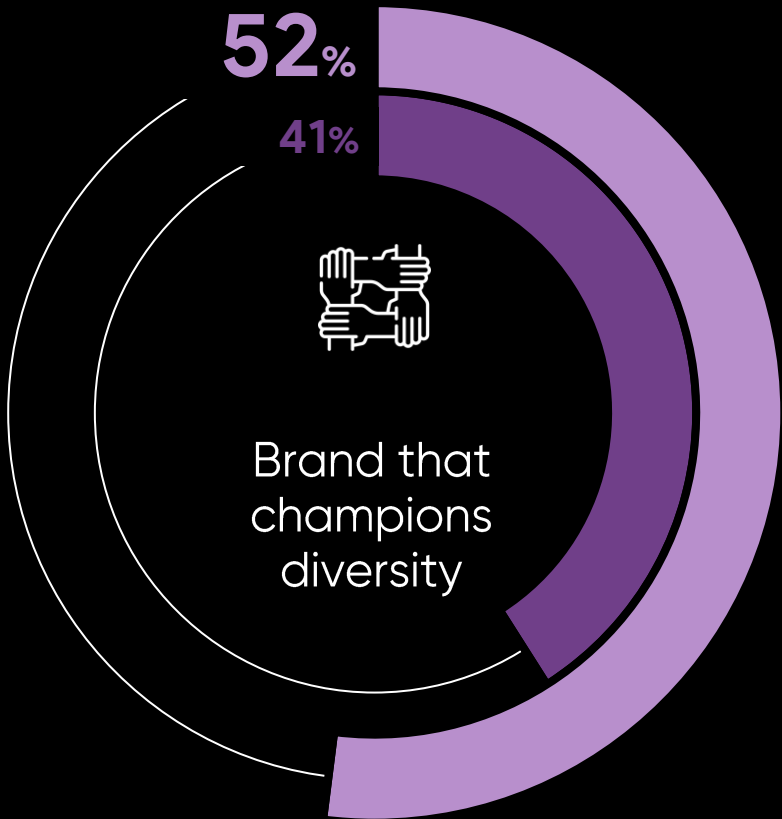
# TRUSTWORTHY

## Top 2 Attributes



BRAND OVERALL

## Top 2 Attributes



BRAND OVERALL

the place to be

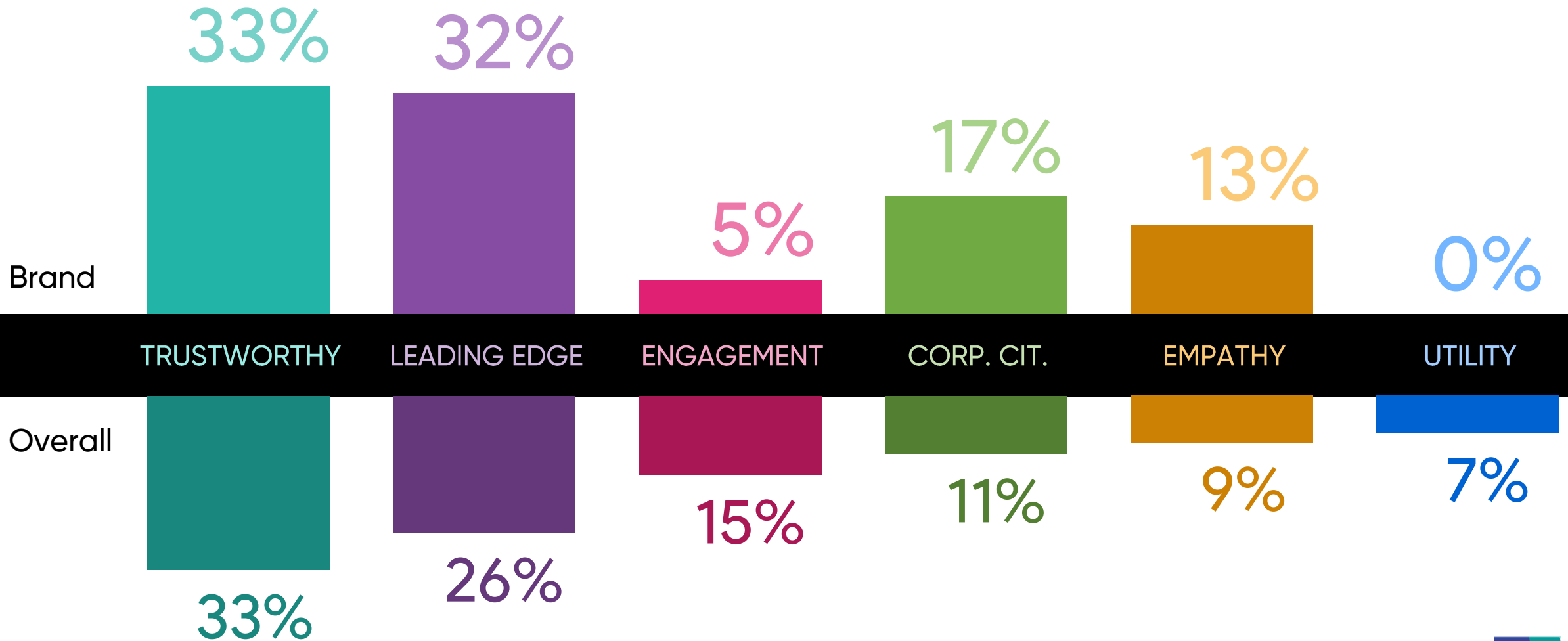
الأشنيوز

THE AVENUES

119

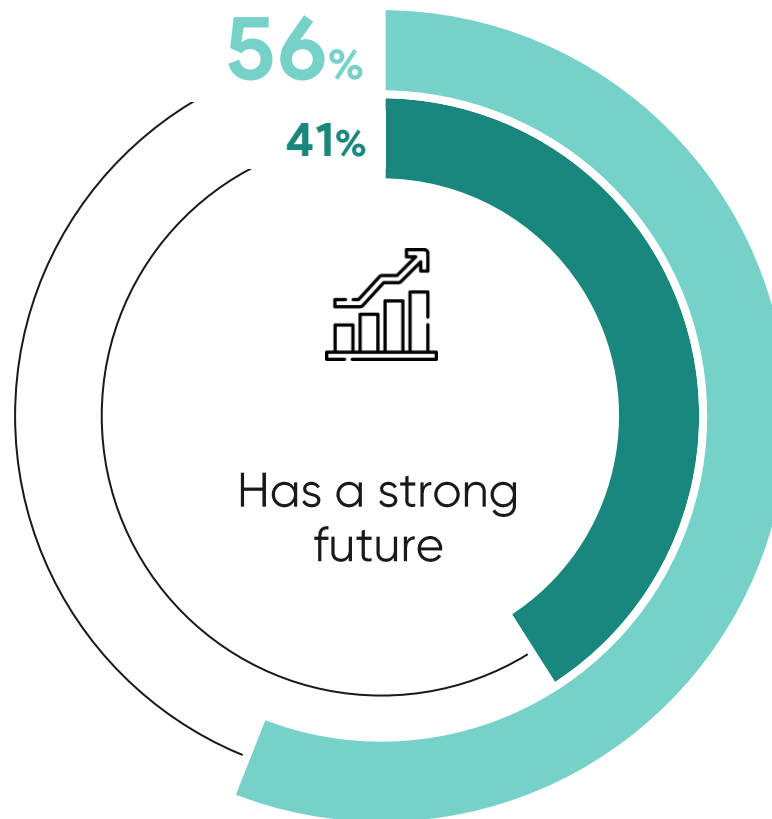
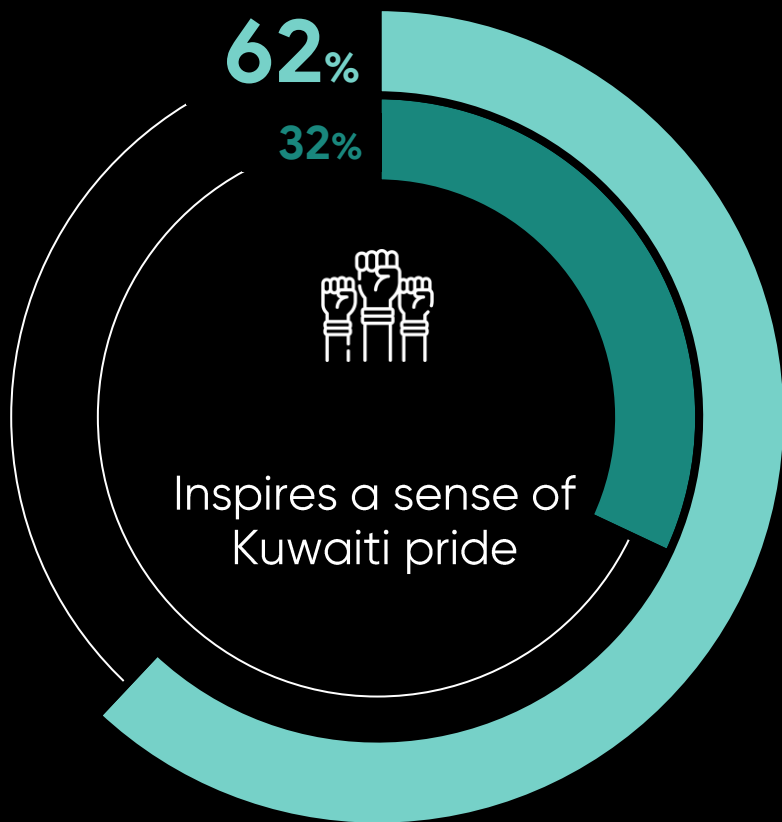
Ipsos Influence  
Index Score





# TRUSTWORTHY

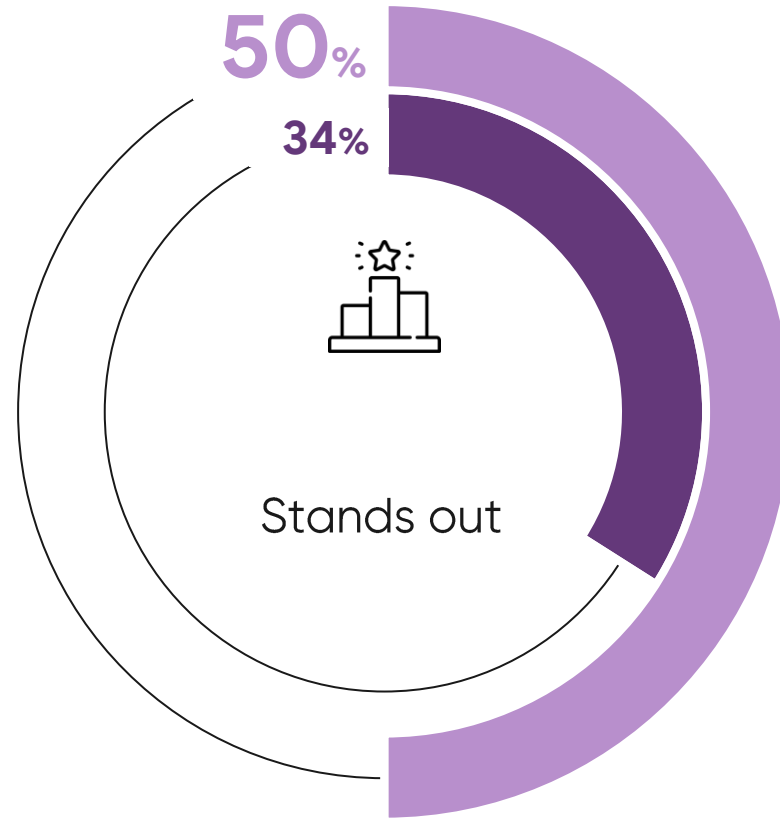
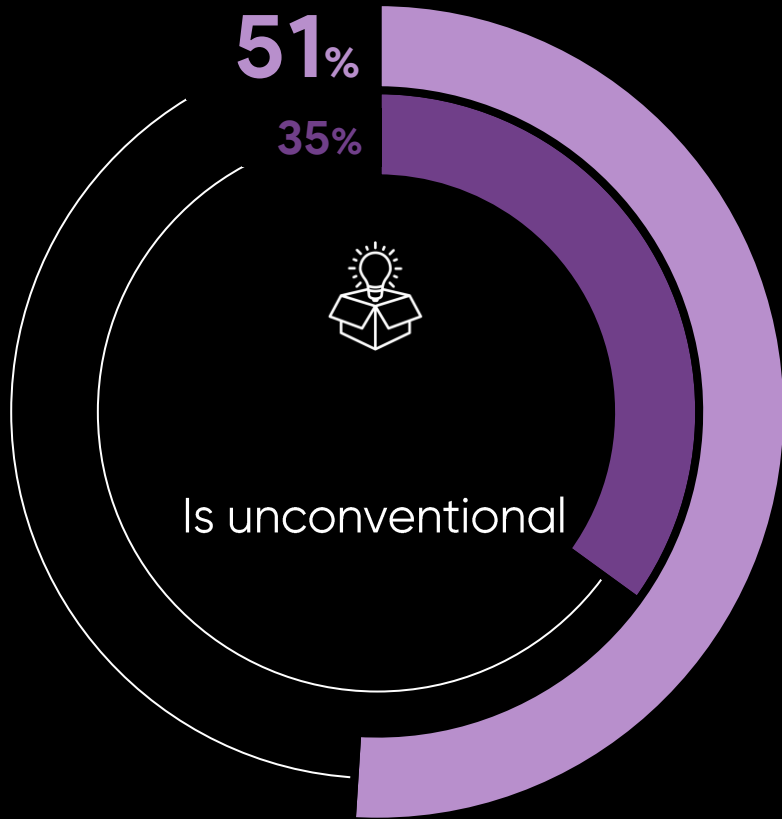
## Top 2 Attributes



the place to be  
الأفينوز  
THE AVENUES

BRAND OVERALL

## Top 2 Attributes



the place to be  
الأشياء  
THE AVENUES

BRAND OVERALL



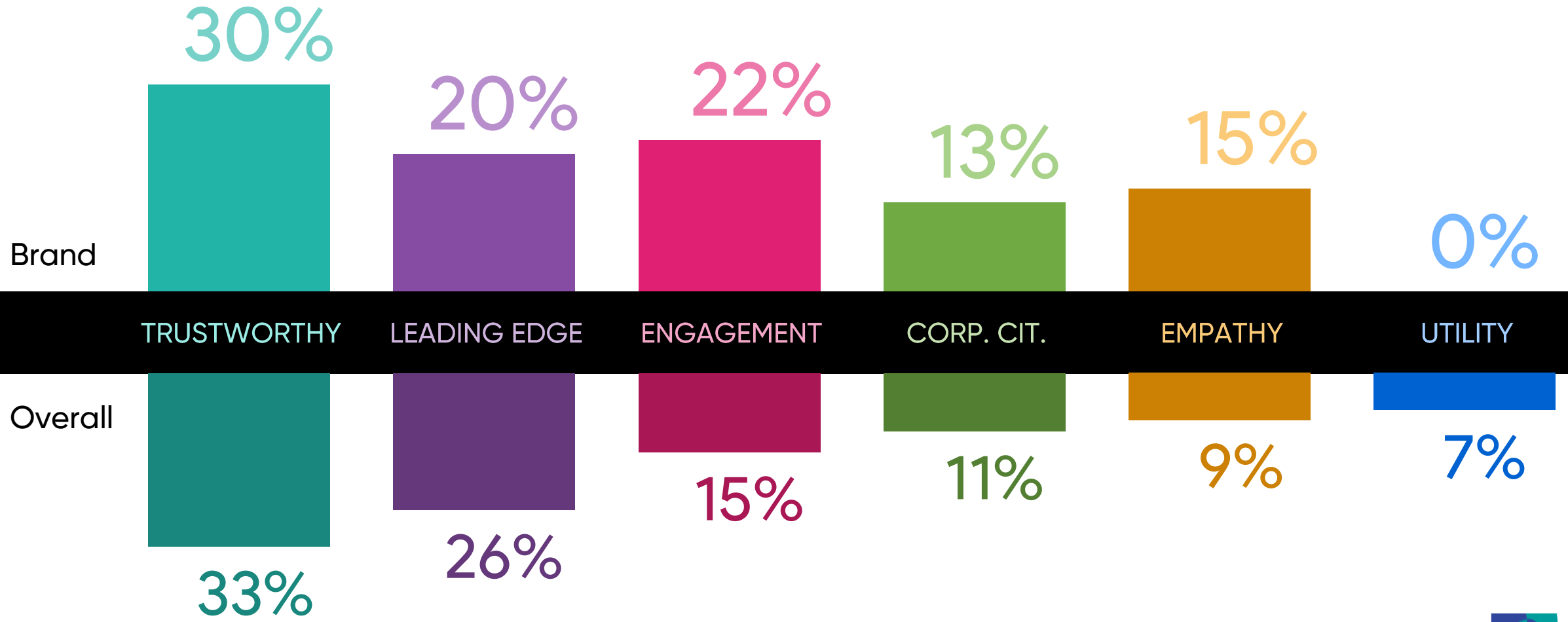
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Ipsos Influence  
Index Score



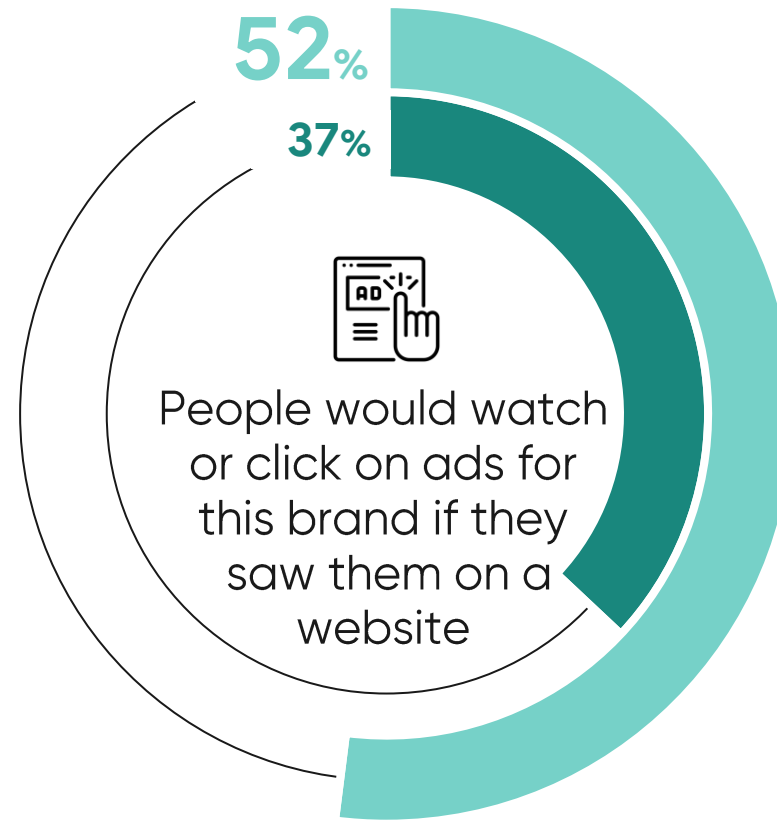
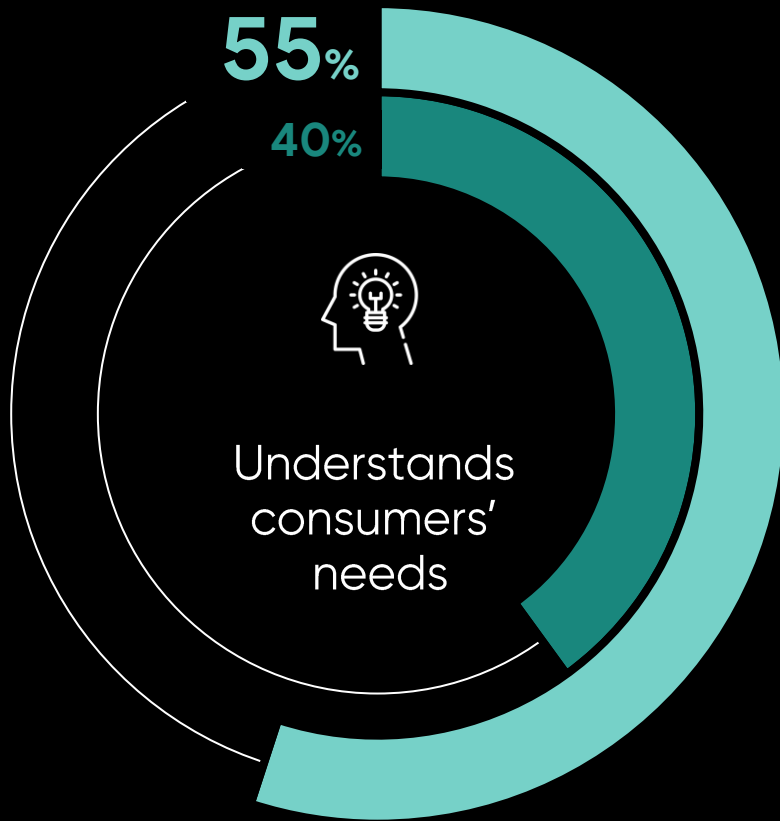


Ipsos  
influence  
score  
**123**



# TRUSTWORTHY

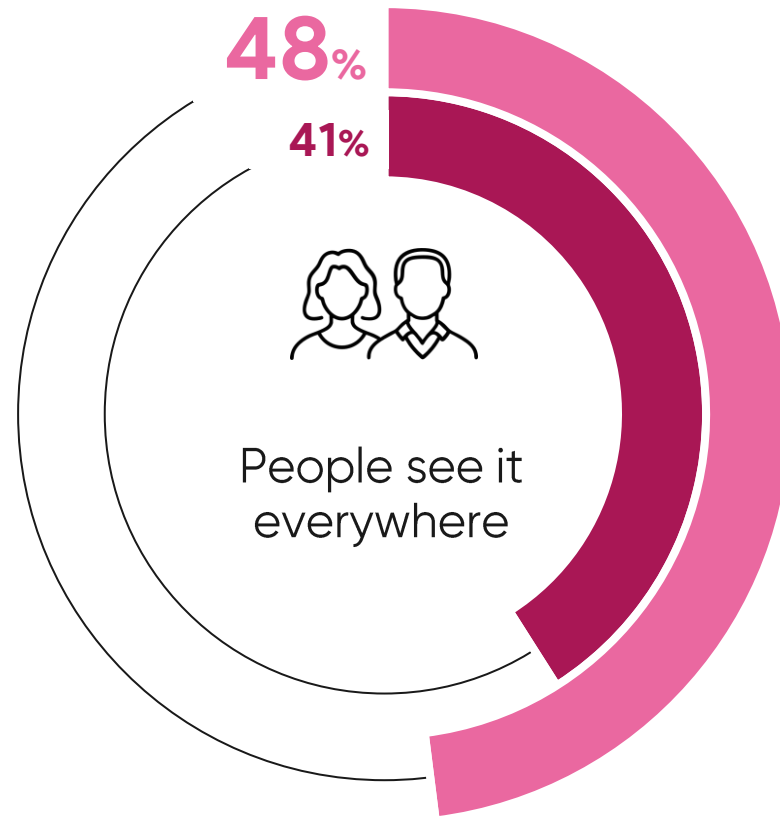
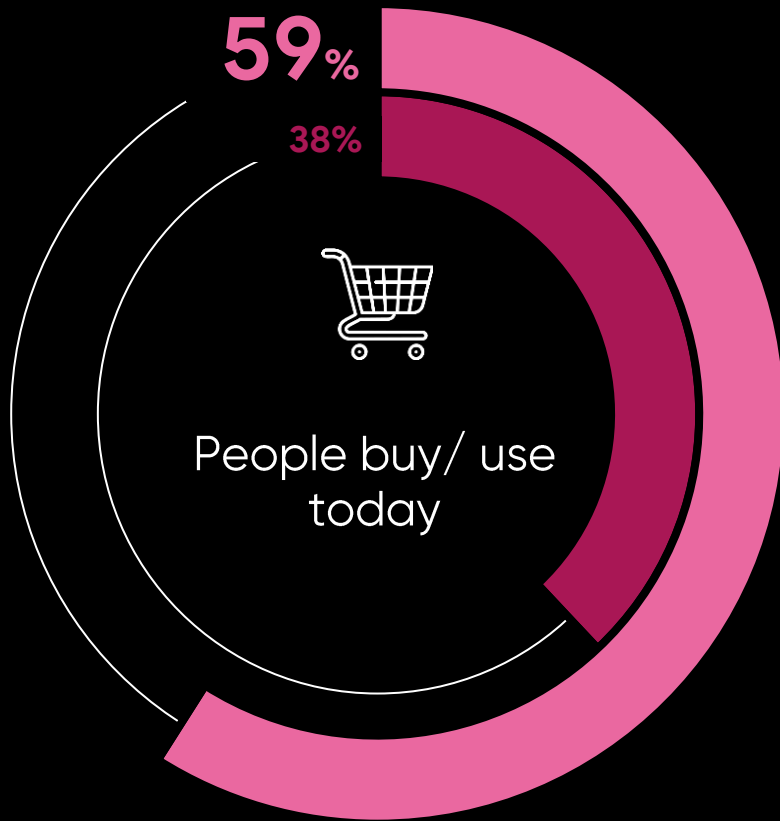
## Top 2 Attributes



BRAND OVERALL

# ENGAGEMENT

## Top 2 Attributes



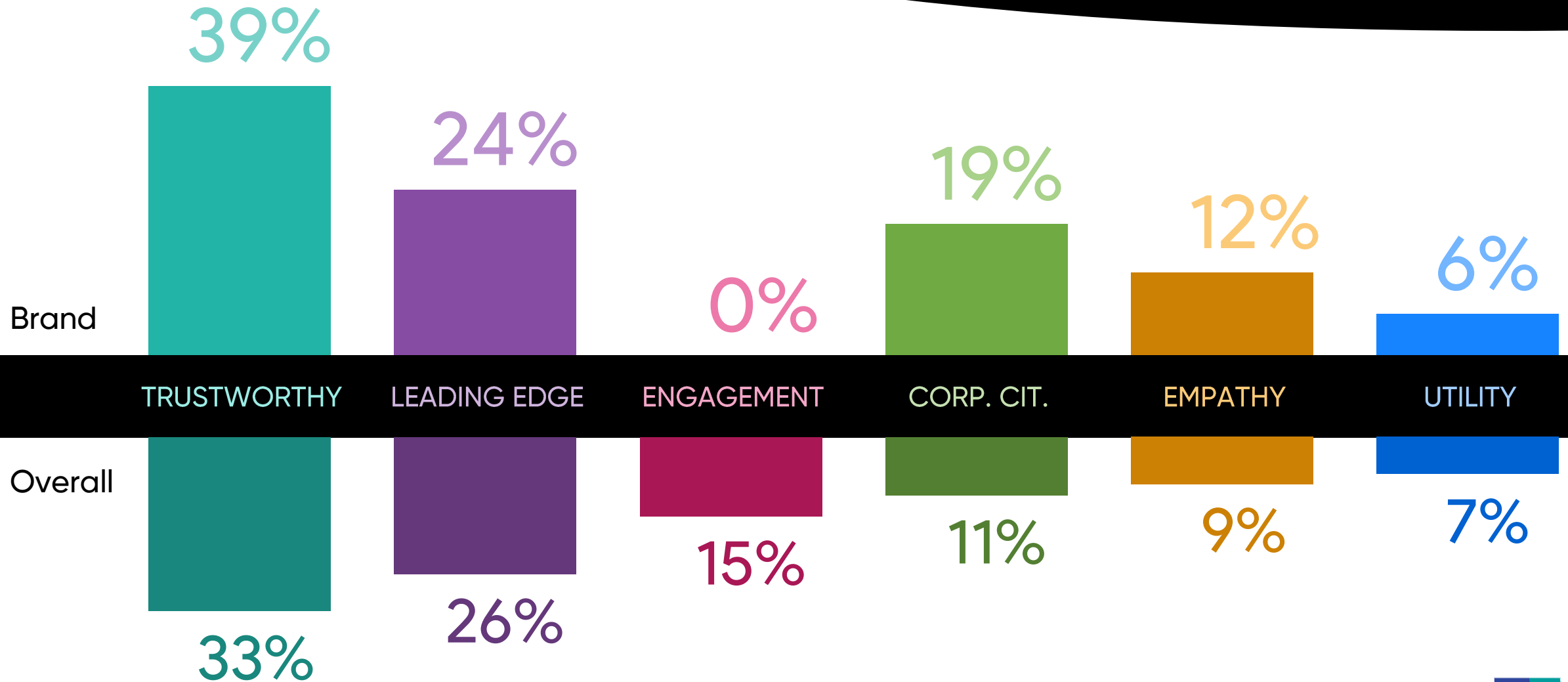
BRAND OVERALL



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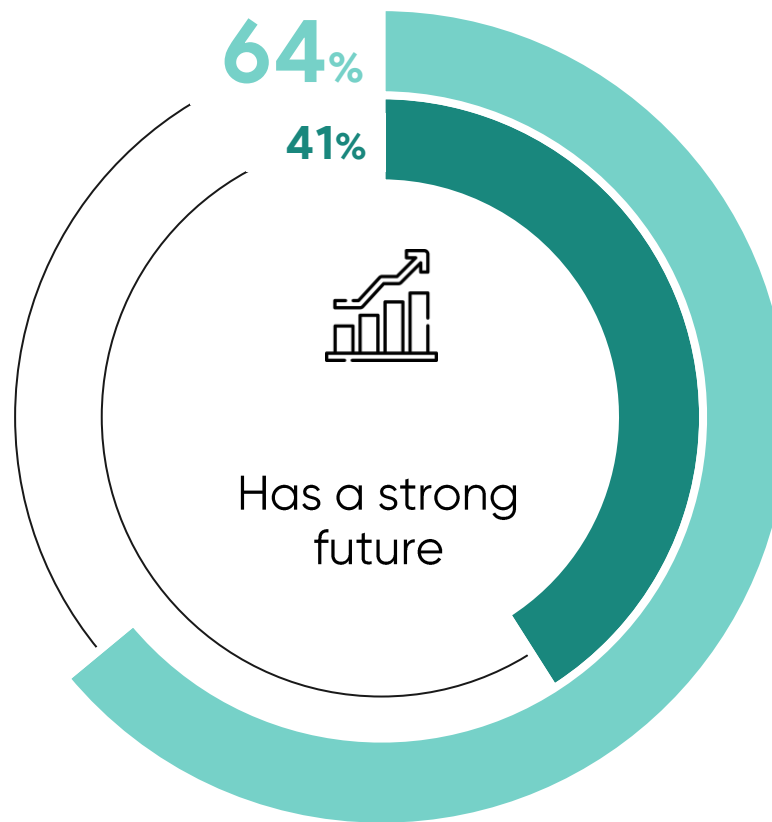
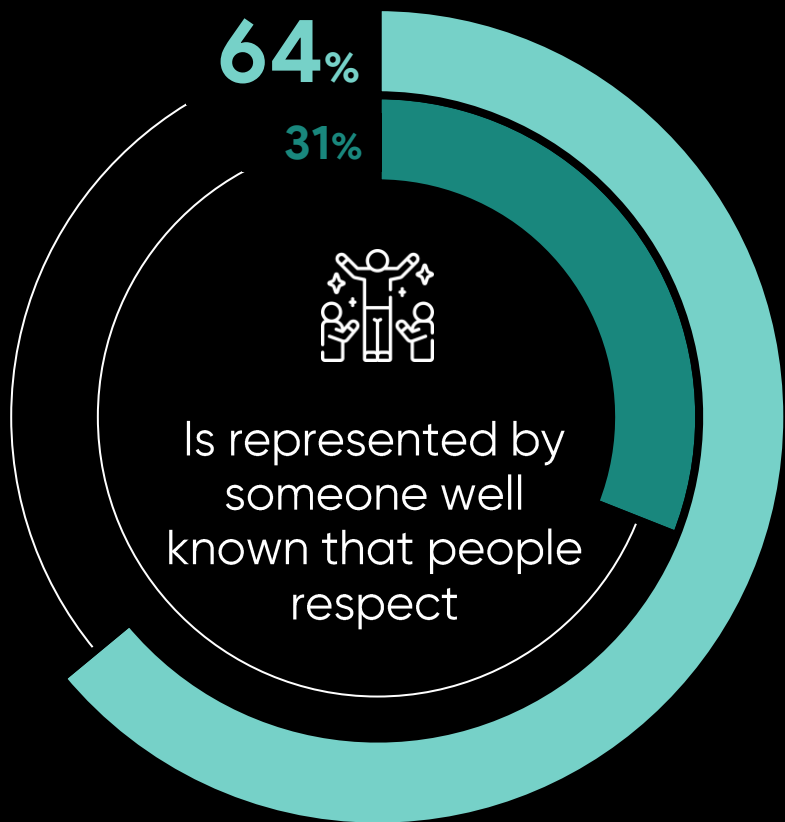
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# TRUSTWORTHY

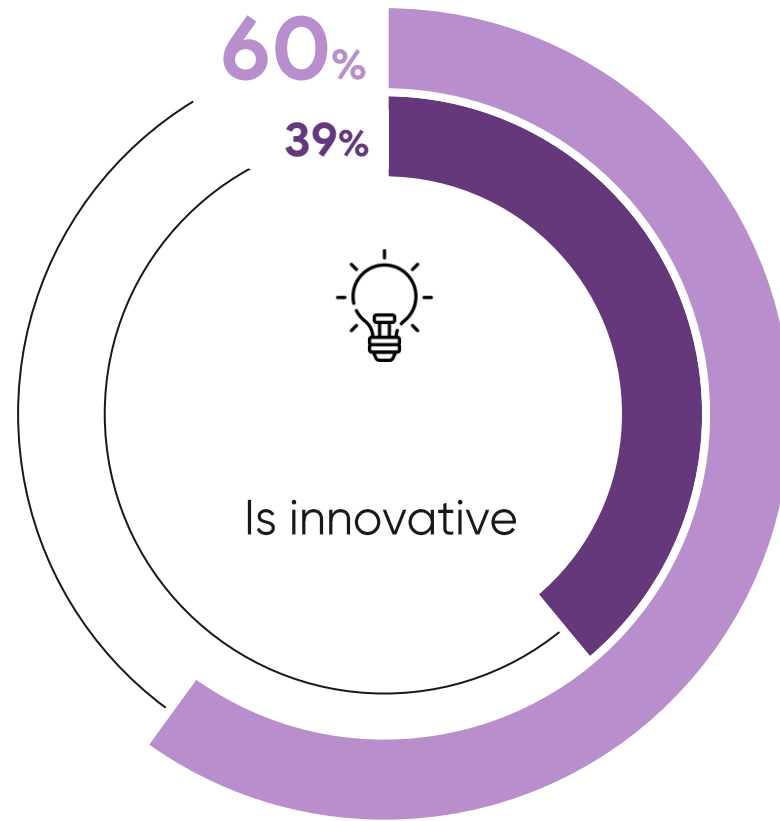
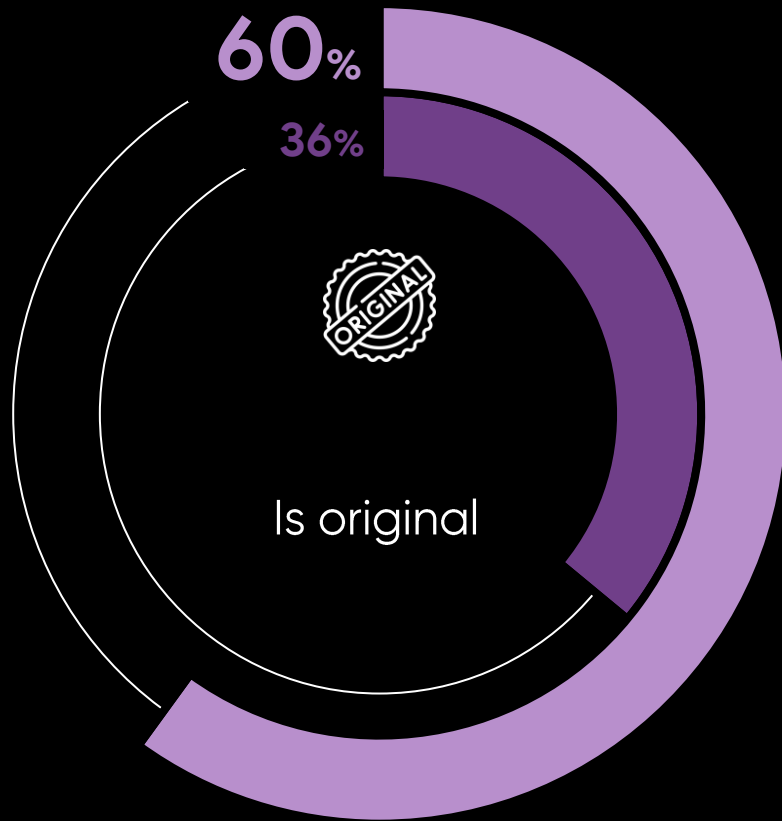
## Top 2 Attributes



BRAND OVERALL

# LEADING EDGE

## Top 2 Attributes



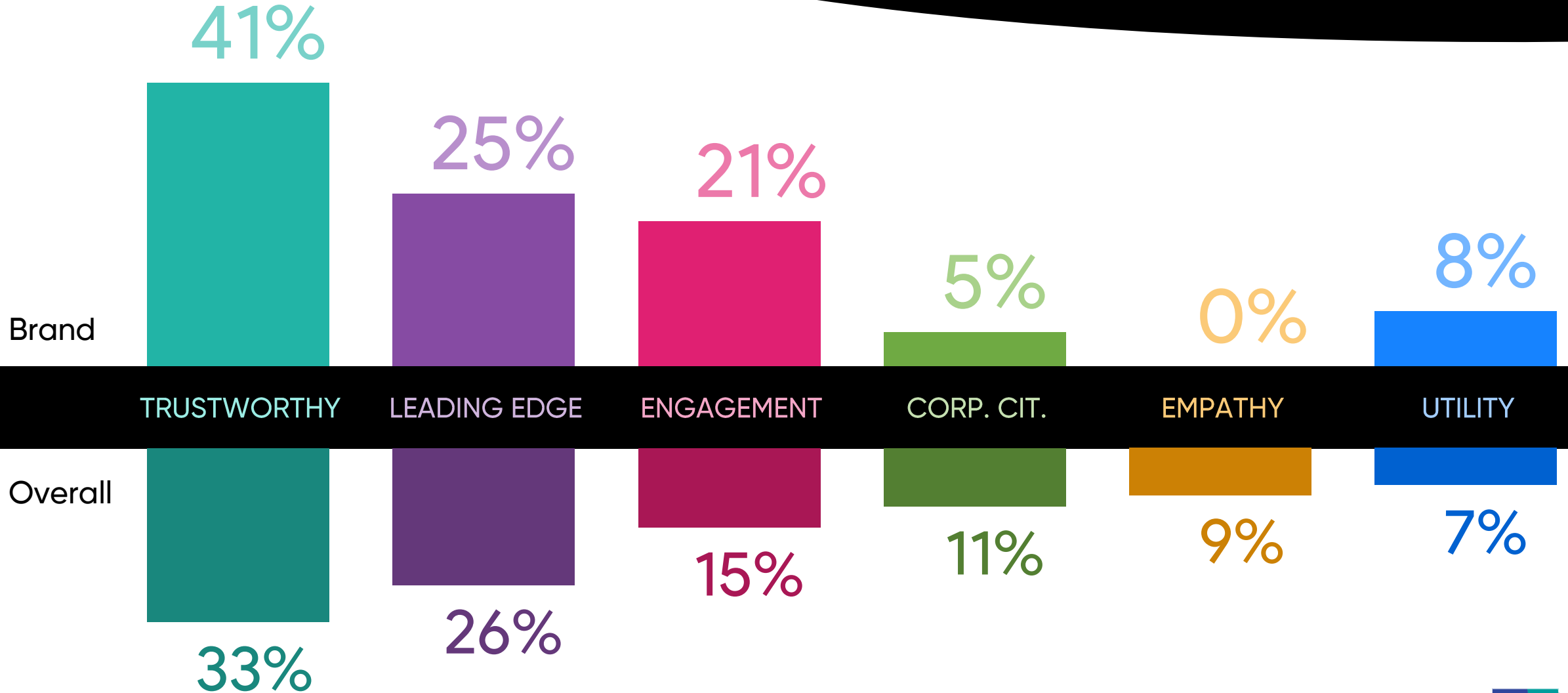
BRAND OVERALL



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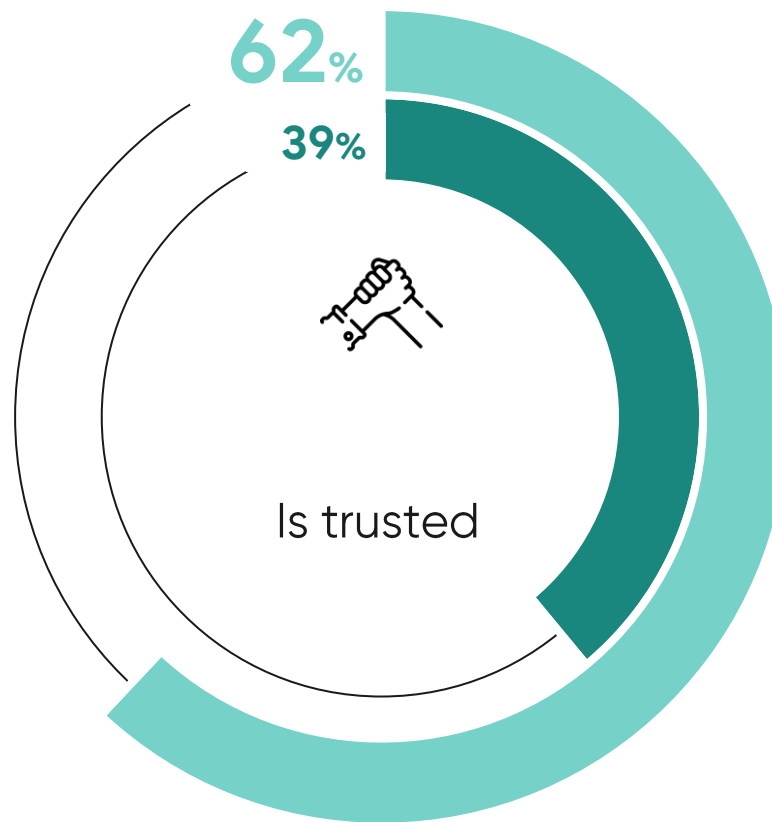
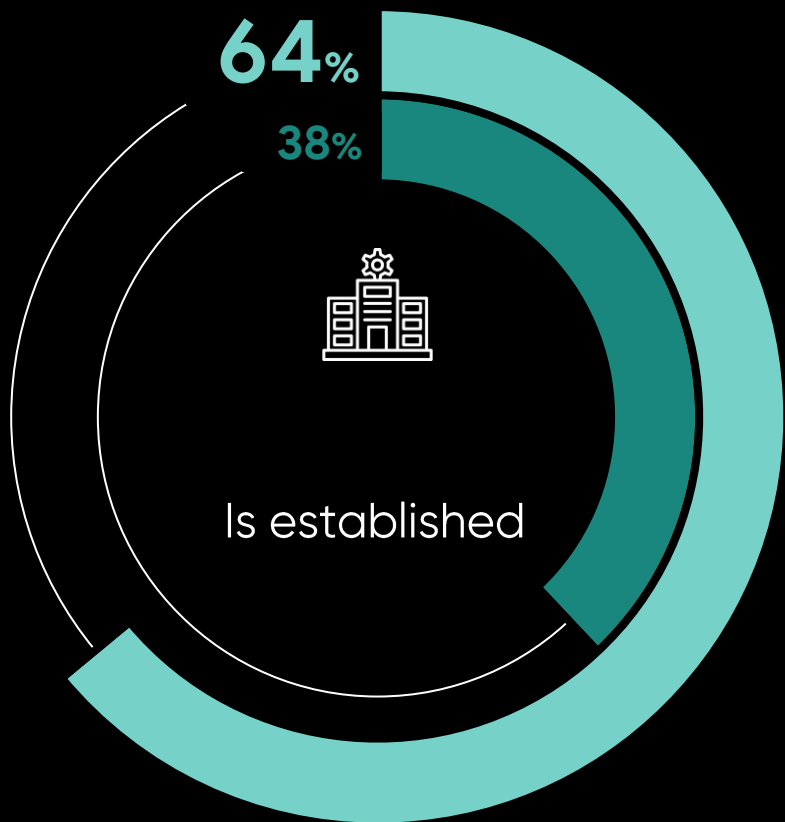
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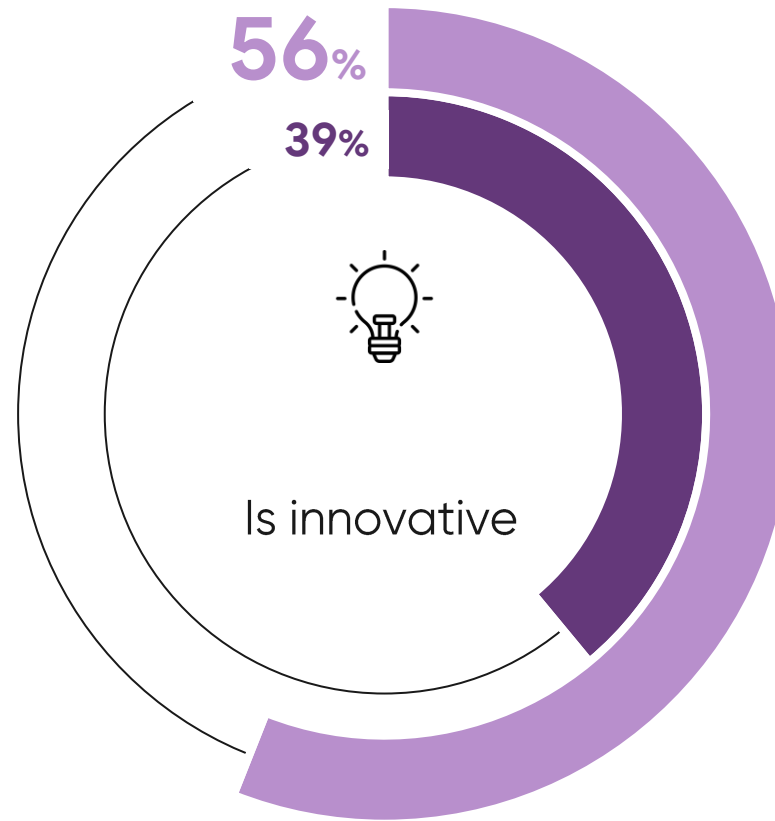
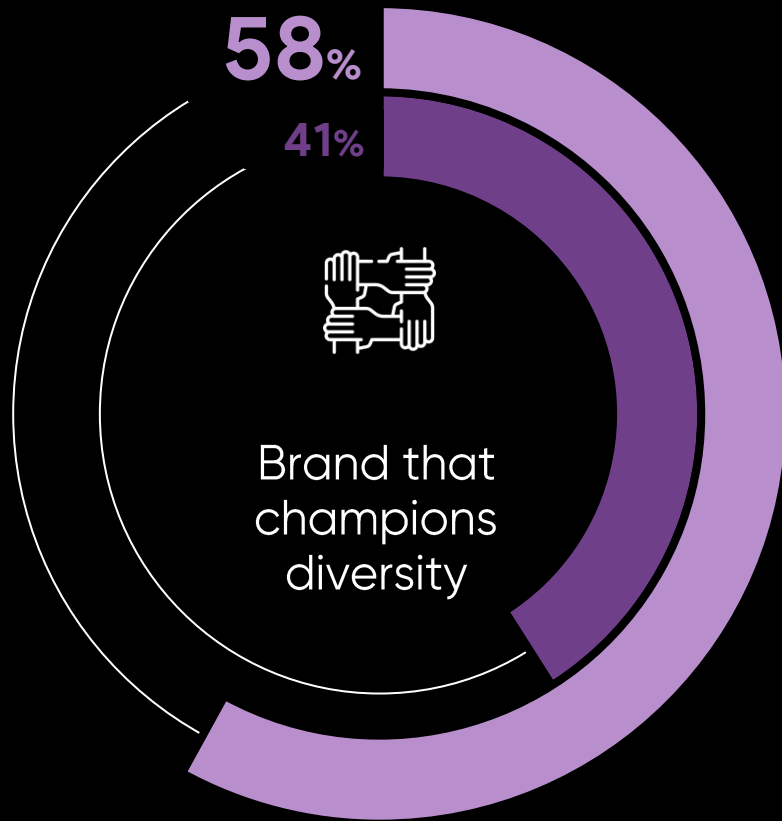
# TRUSTWORTHY

## Top 2 Attributes



# LEADING EDGE

## Top 2 Attributes



BRAND OVERALL



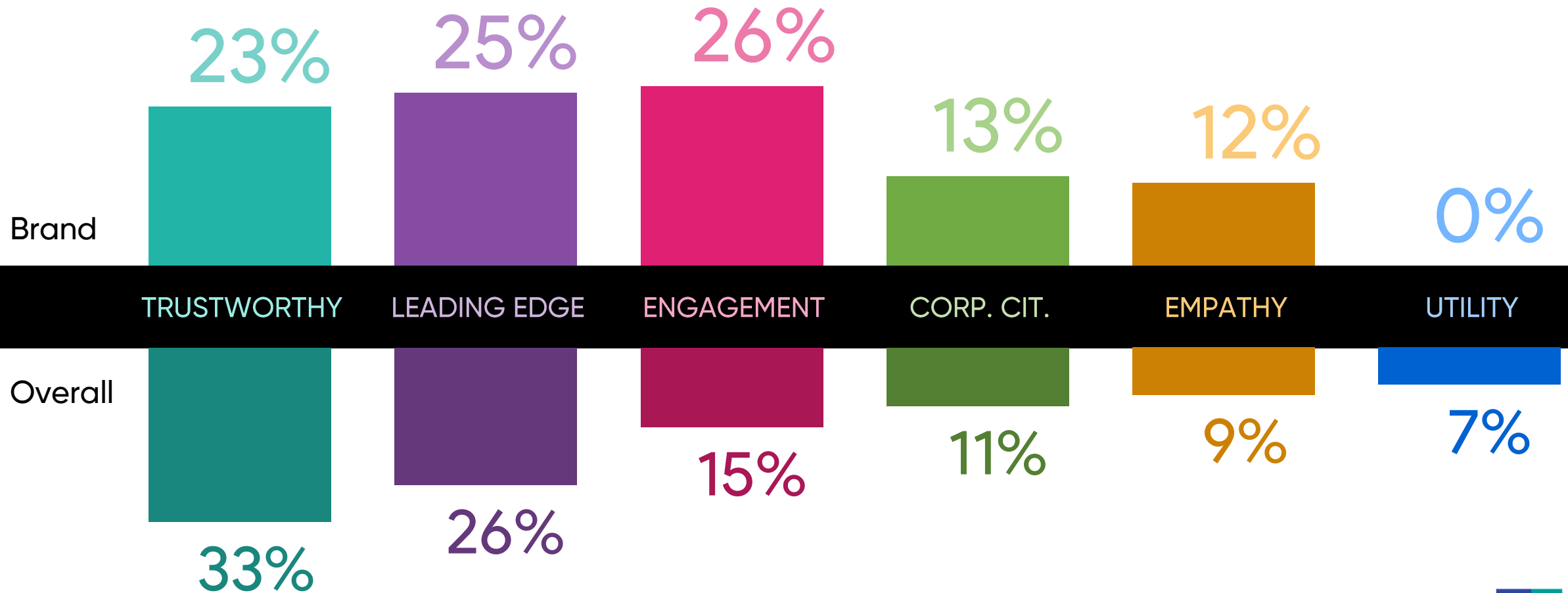
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Ipsos Influence  
Index Score



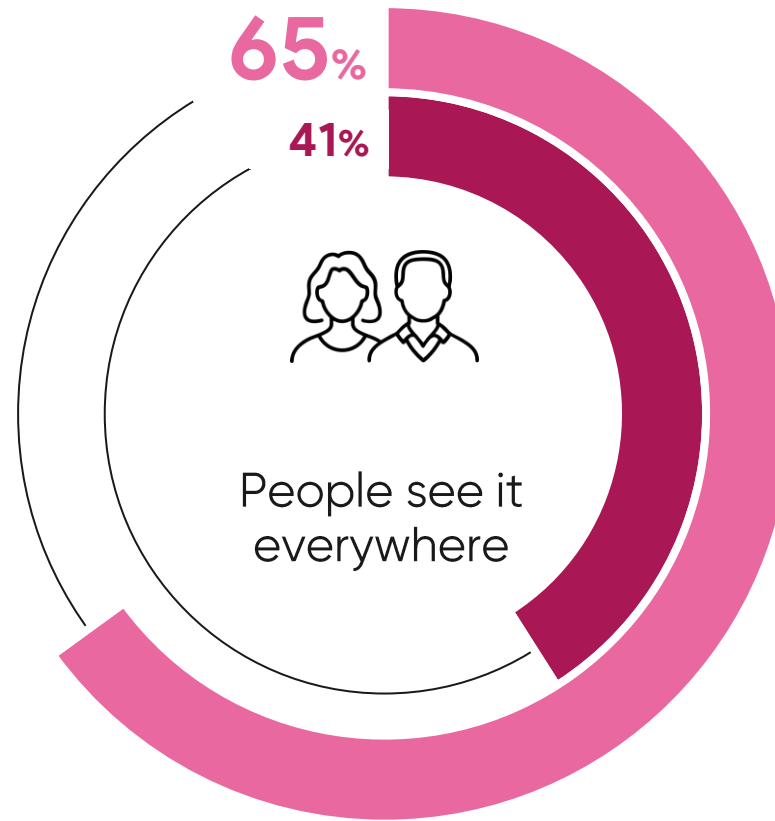
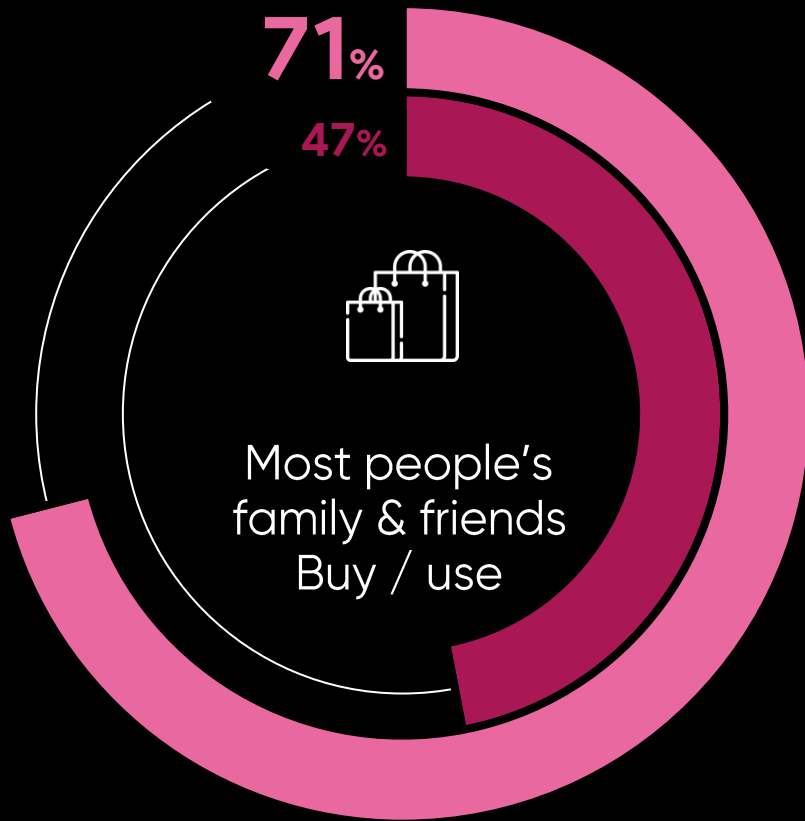


Ipsos  
influence  
score  
**129**



# ENGAGEMENT

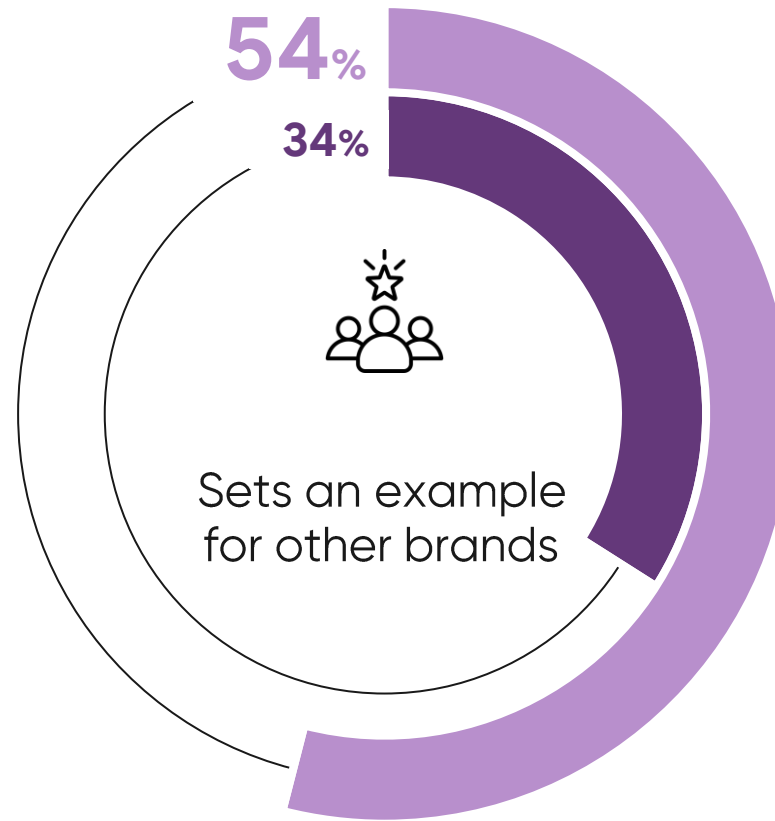
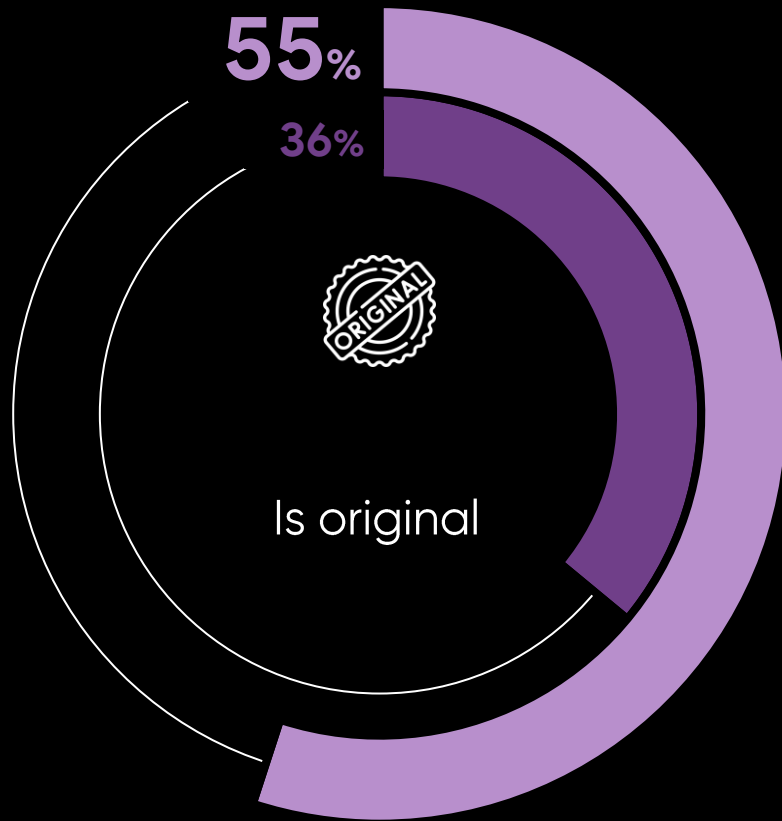
## Top 2 Attributes



BRAND OVERALL

# LEADING EDGE

## Top 2 Attributes



BRAND OVERALL



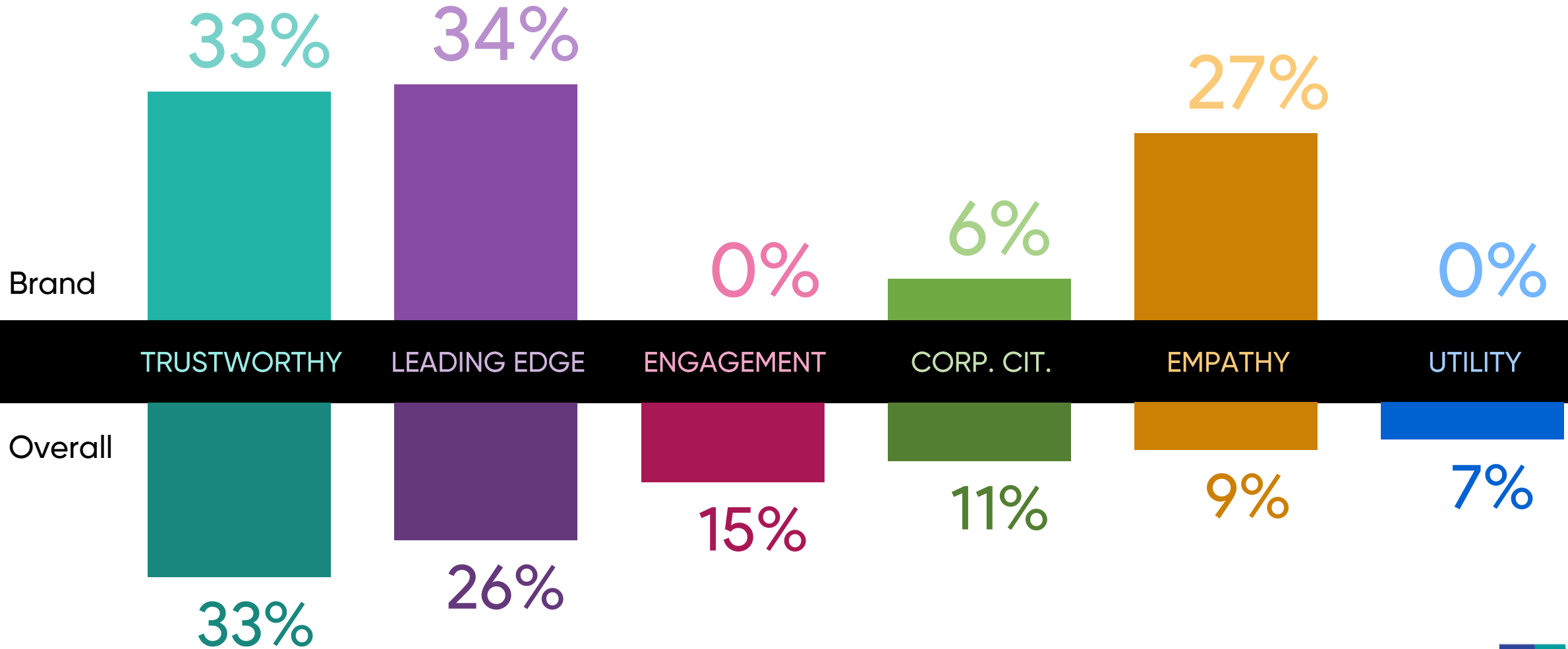
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Index Score

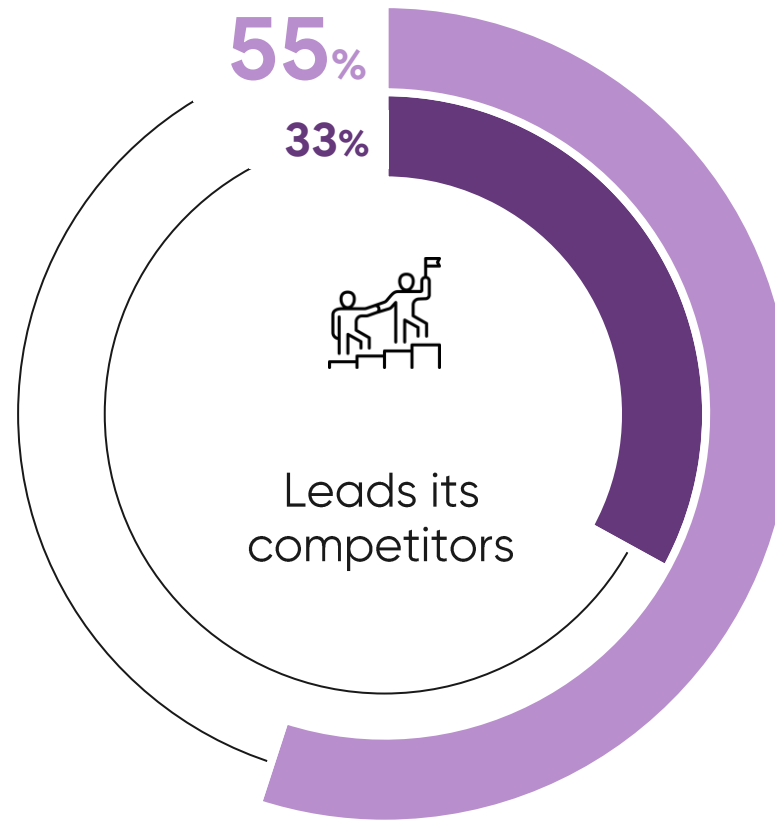
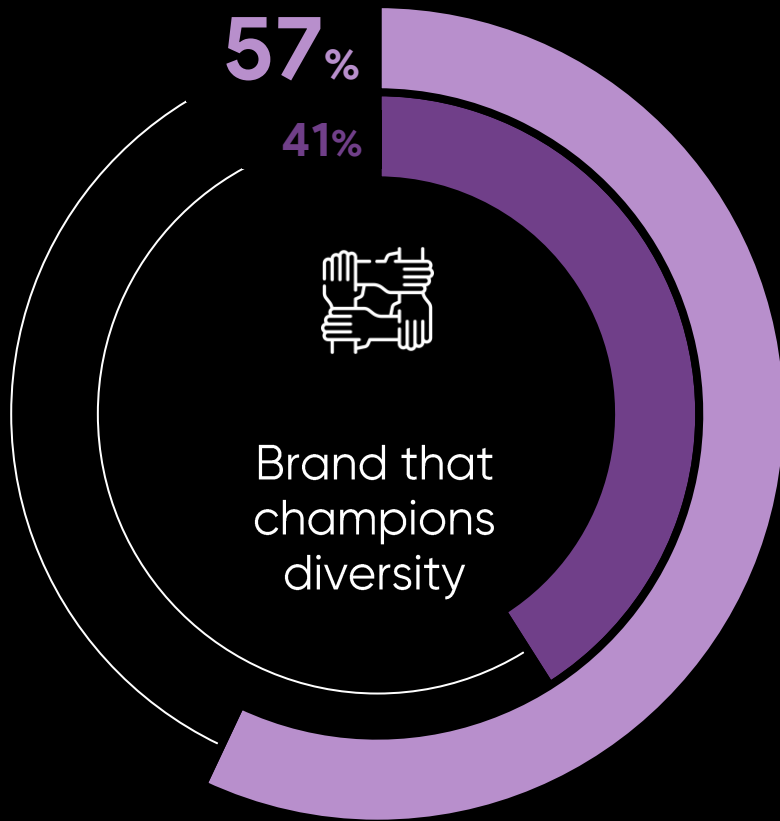




Ipsos  
influence  
score  
**131**



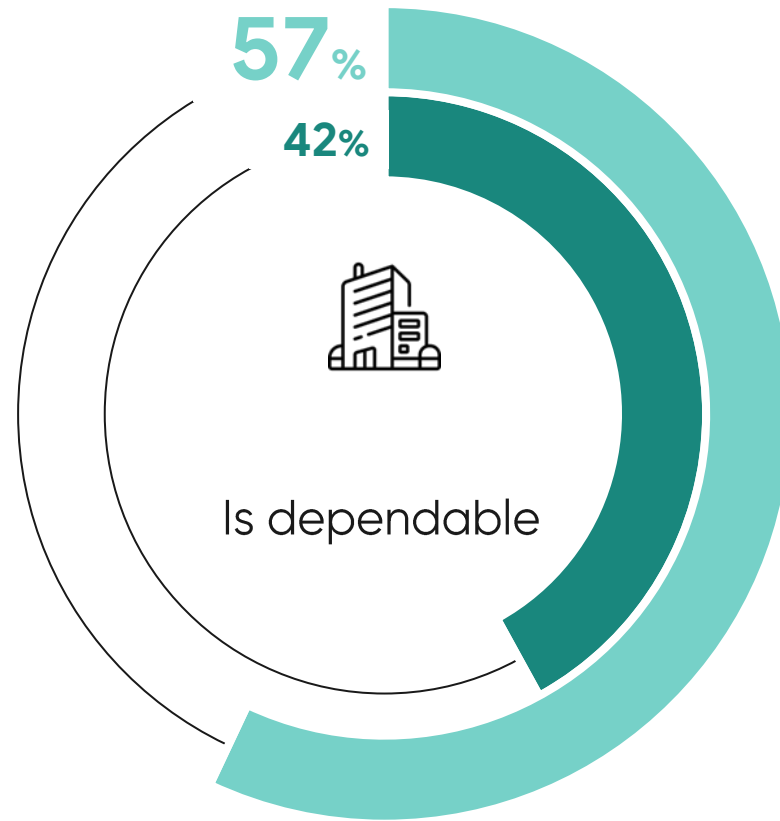
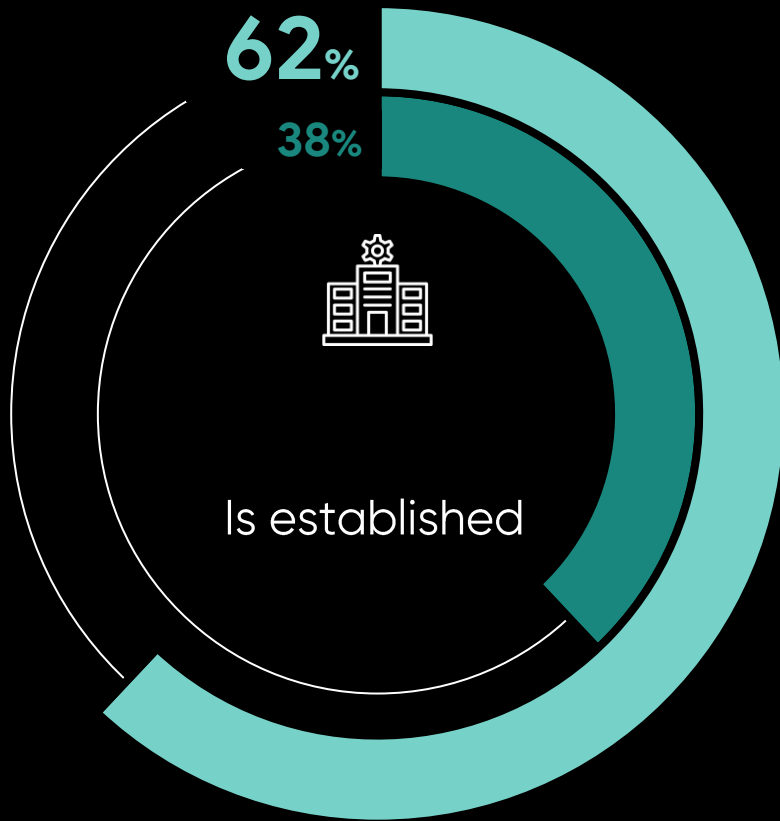
## Top 2 Attributes



BRAND OVERALL

# TRUSTWORTHY

## Top 2 Attributes



BRAND OVERALL



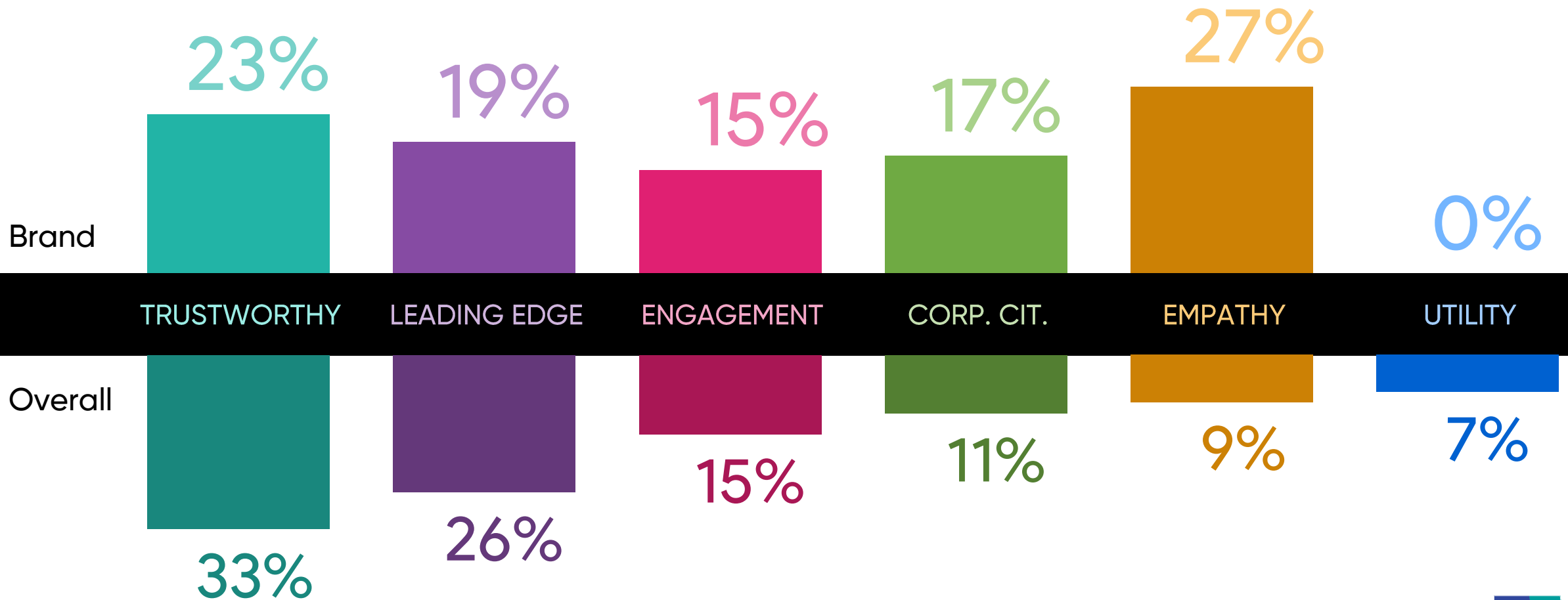
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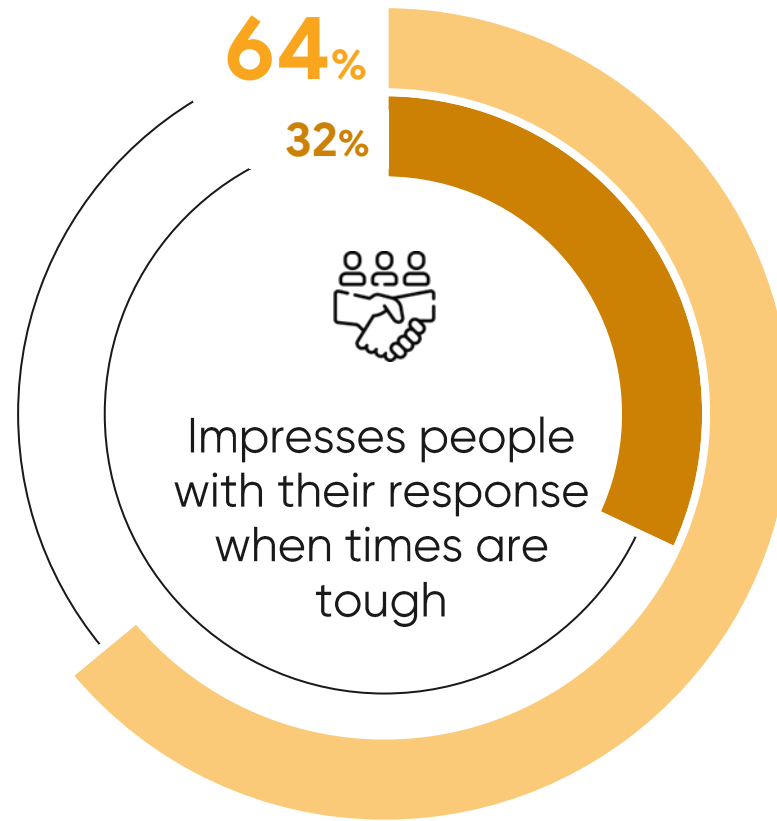
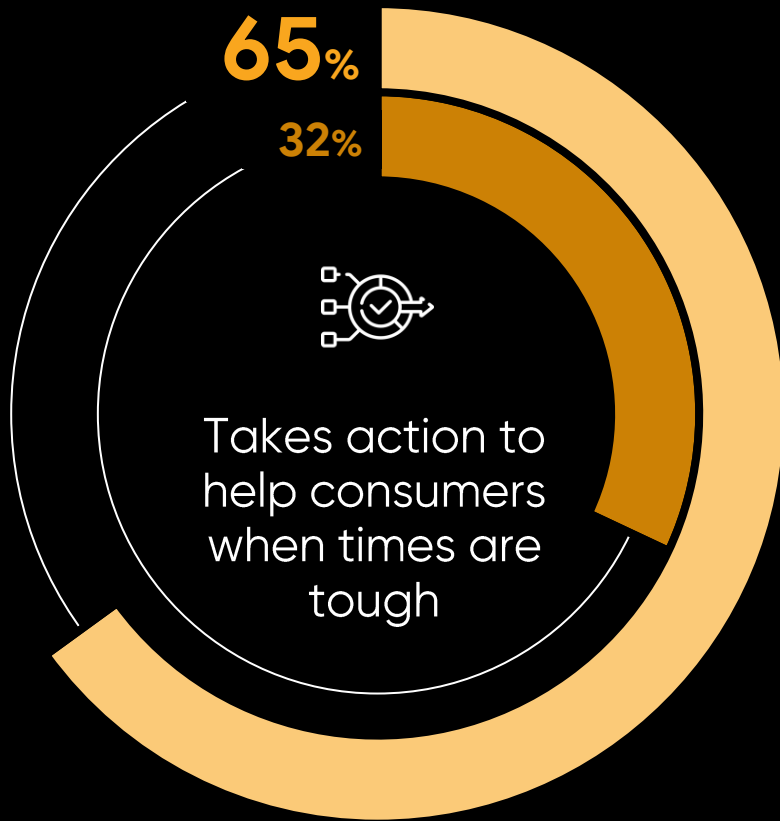


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influence  
score  
**135**



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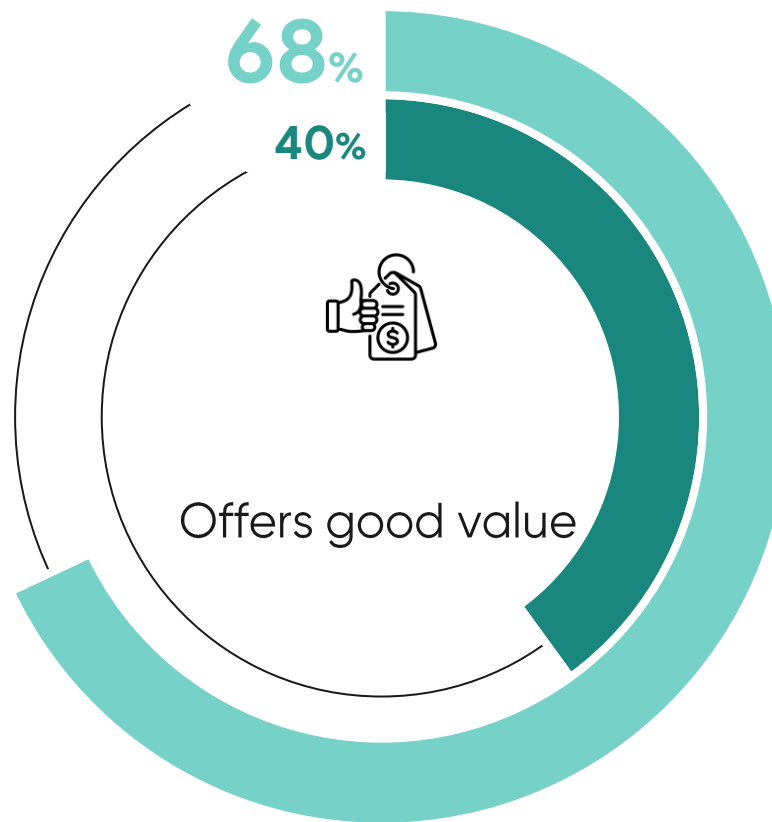
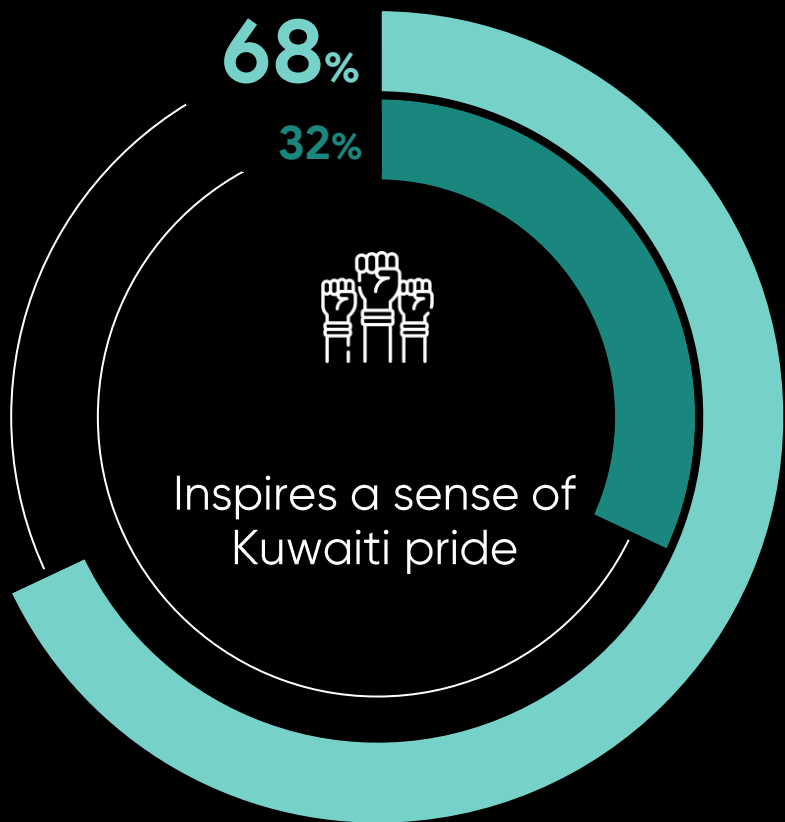
## Top 2 Attributes



BRAND OVERALL

# TRUSTWORTHY

## Top 2 Attributes



BRAND OVERALL

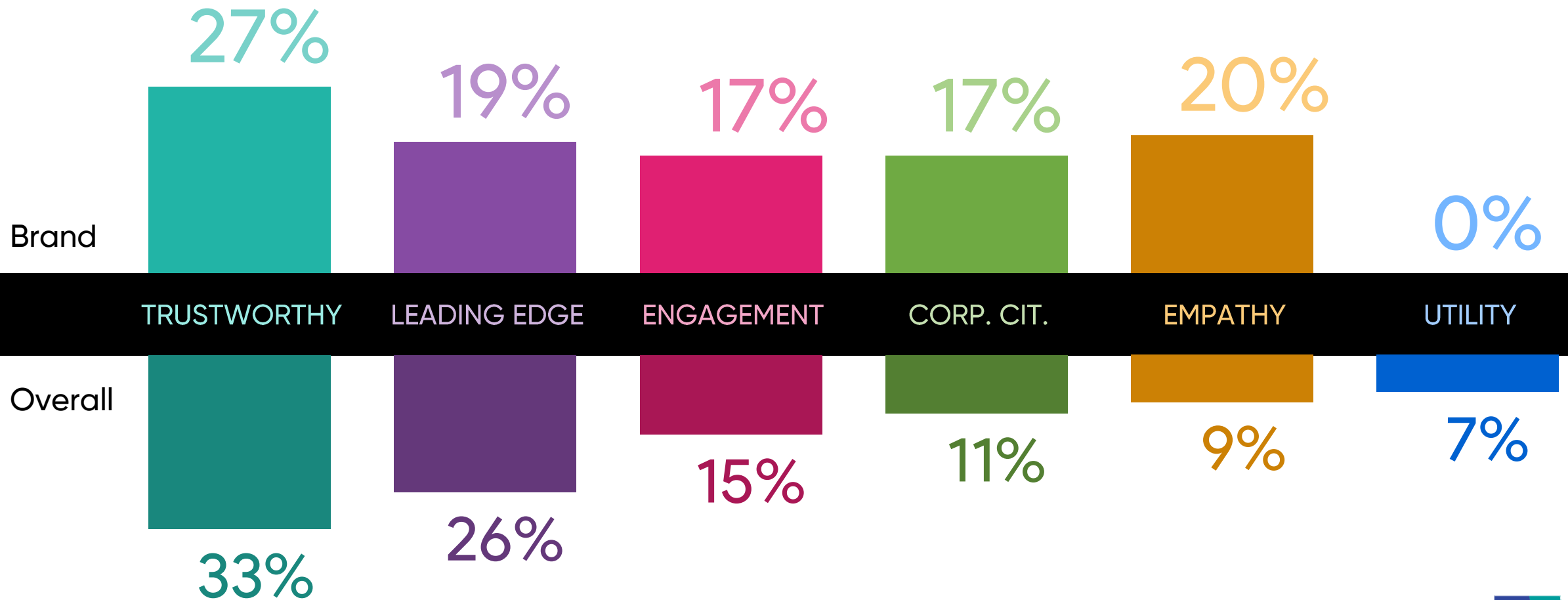


سلطان  
Sultan

139

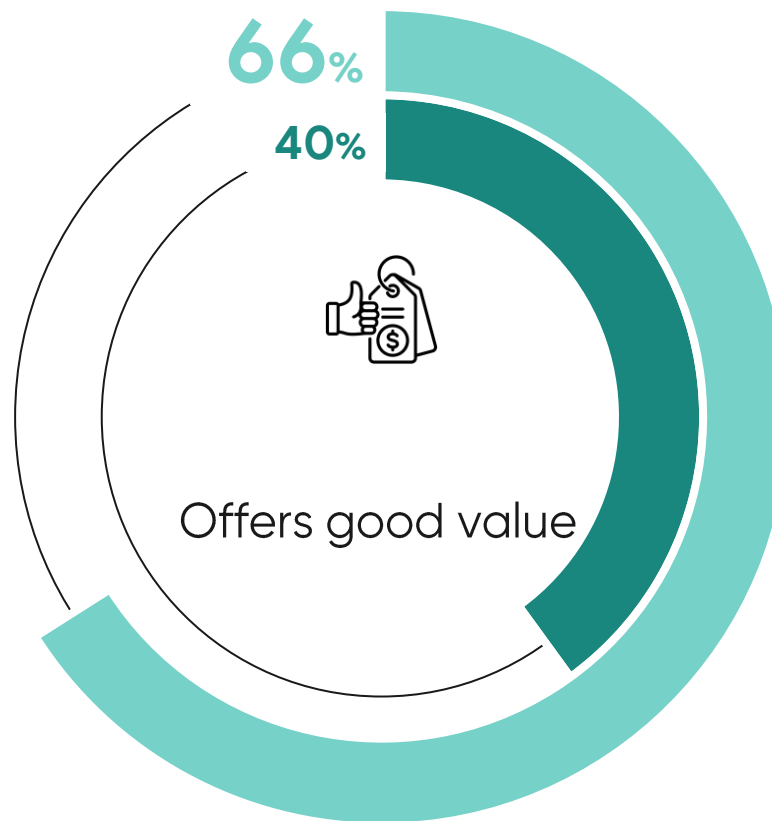
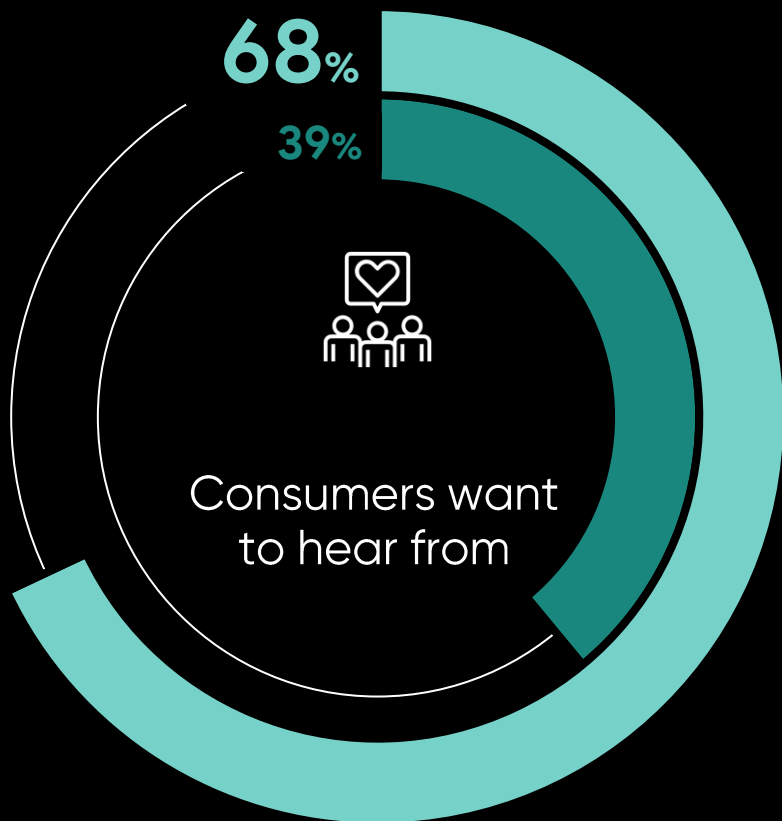
Ipsos Influence  
Index Score





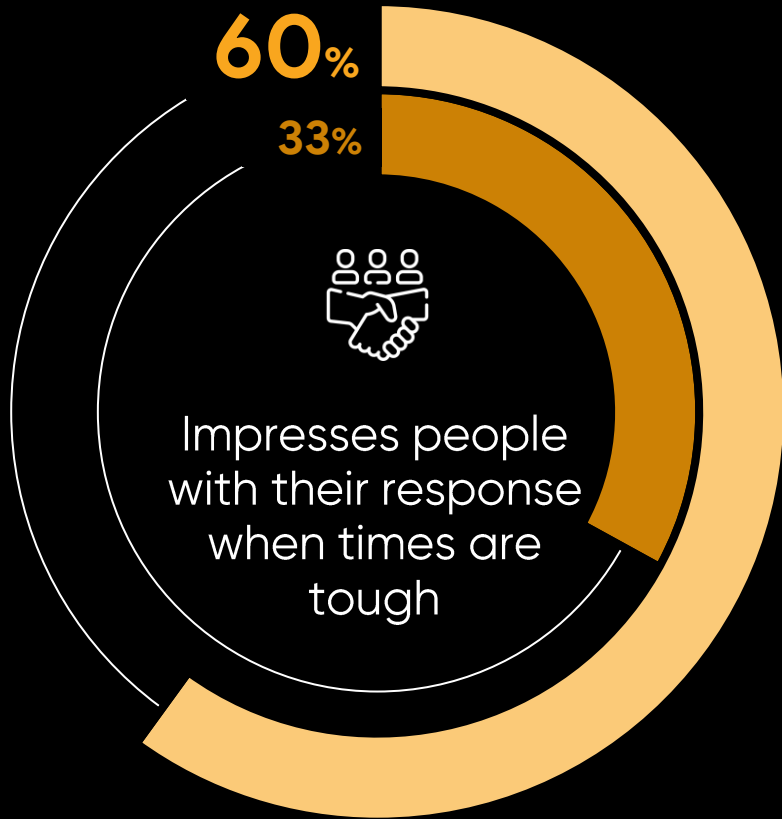
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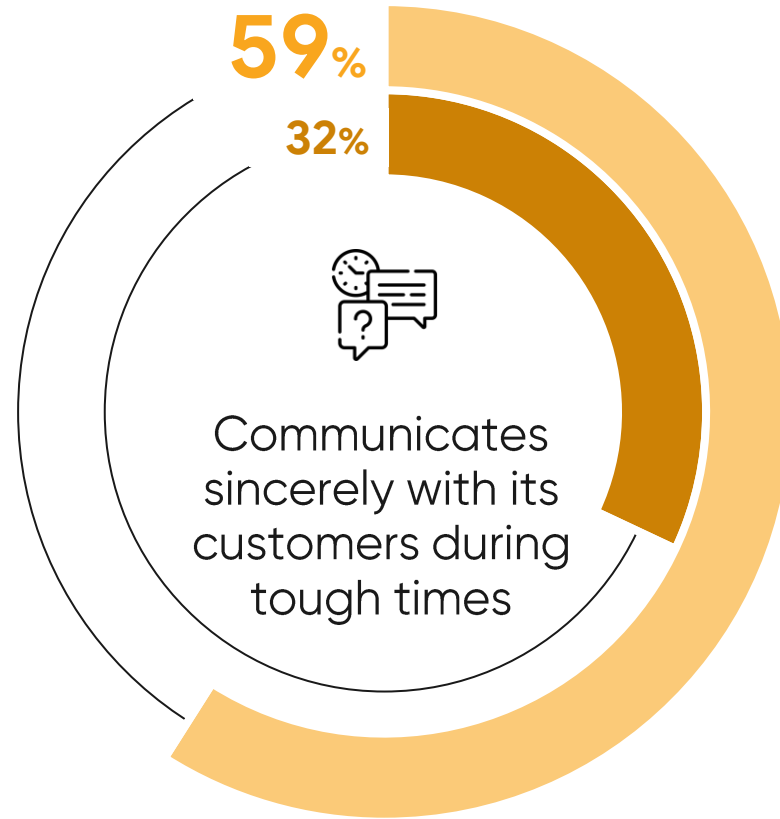


BRAND OVERALL

# EMPATHY



## Top 2 Attributes



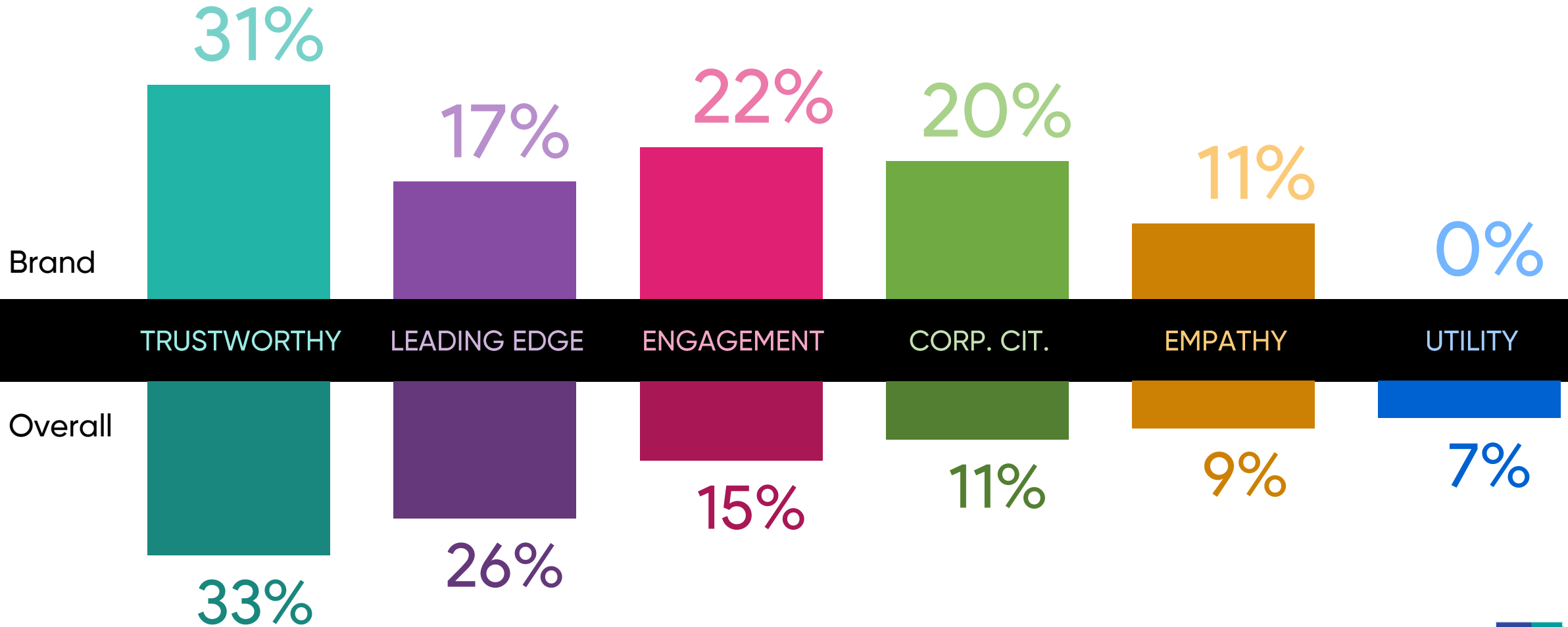
BRAND OVERALL



141

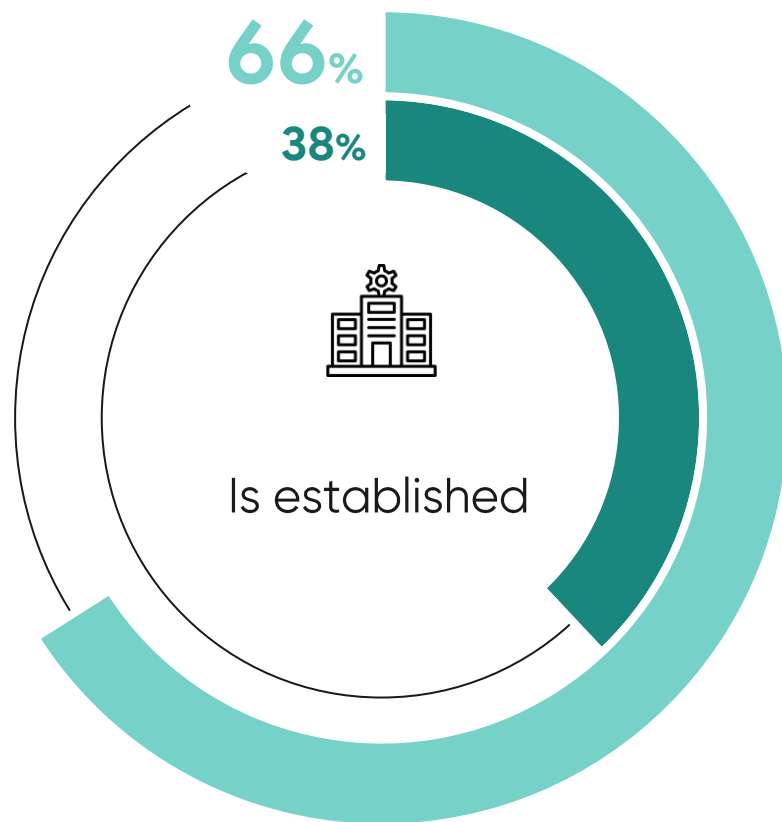
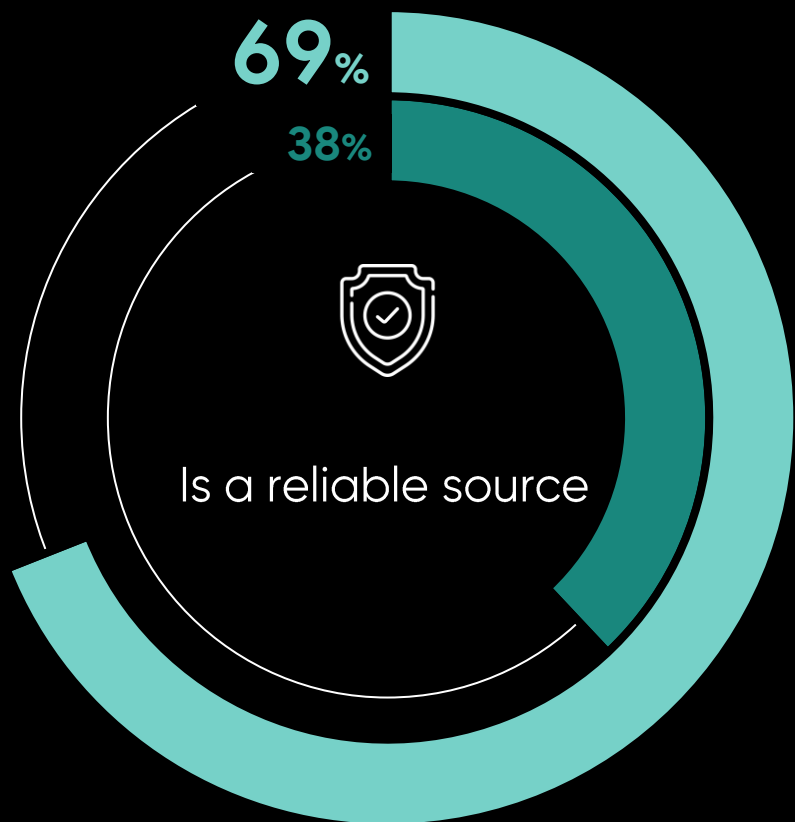
Ipsos Influence  
Index Score





# TRUSTWORTHY

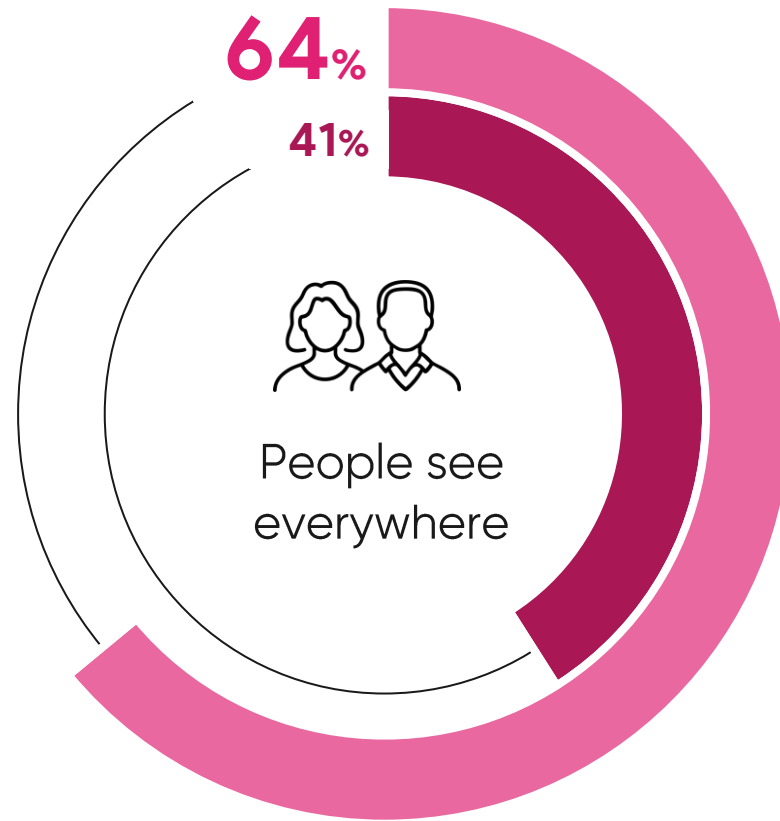
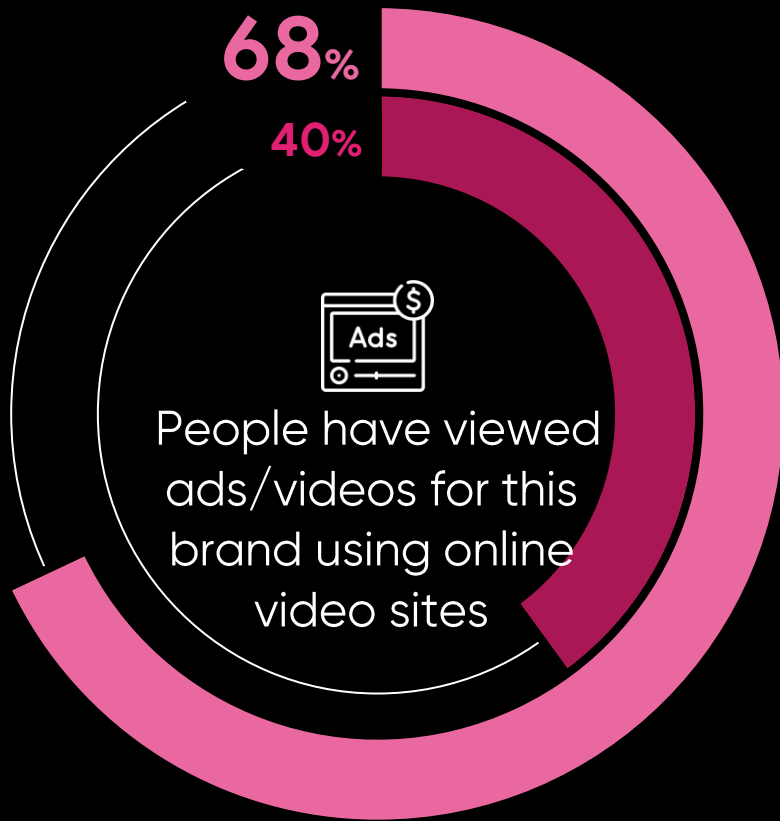
## Top 2 Attributes



BRAND OVERALL

# ENGAGEMENT

## Top 2 Attributes



BRAND OVERALL

# TOP 10 Most Influential Brands in Kuwait



- 01 WhatsApp
- 02 Apple
- 03 YouTube
- 04 Instagram
- 05 ChatGPT
- 06 Google
- 07 IKEA
- 08 المراعي Almarai
- 09 zain
- 10 سلطان Sultan

# TOP 10 Most Influential Local Brands in Kuwait



# Most Influential Local Brands - Per Sector

Customized Brand Deep Dive Reports Available

Airlines



Conventional Banks



Islamic Banks



Retail



Food & Grocery



QSR



Malls



# 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

Almarai  
Americana  
Cadbury  
Coca-Cola  
KDCow  
KDD  
Kuwait Flour Mills  
Nescafé  
Oreo  
Pepsi

# METHODOLOGICAL NOTES

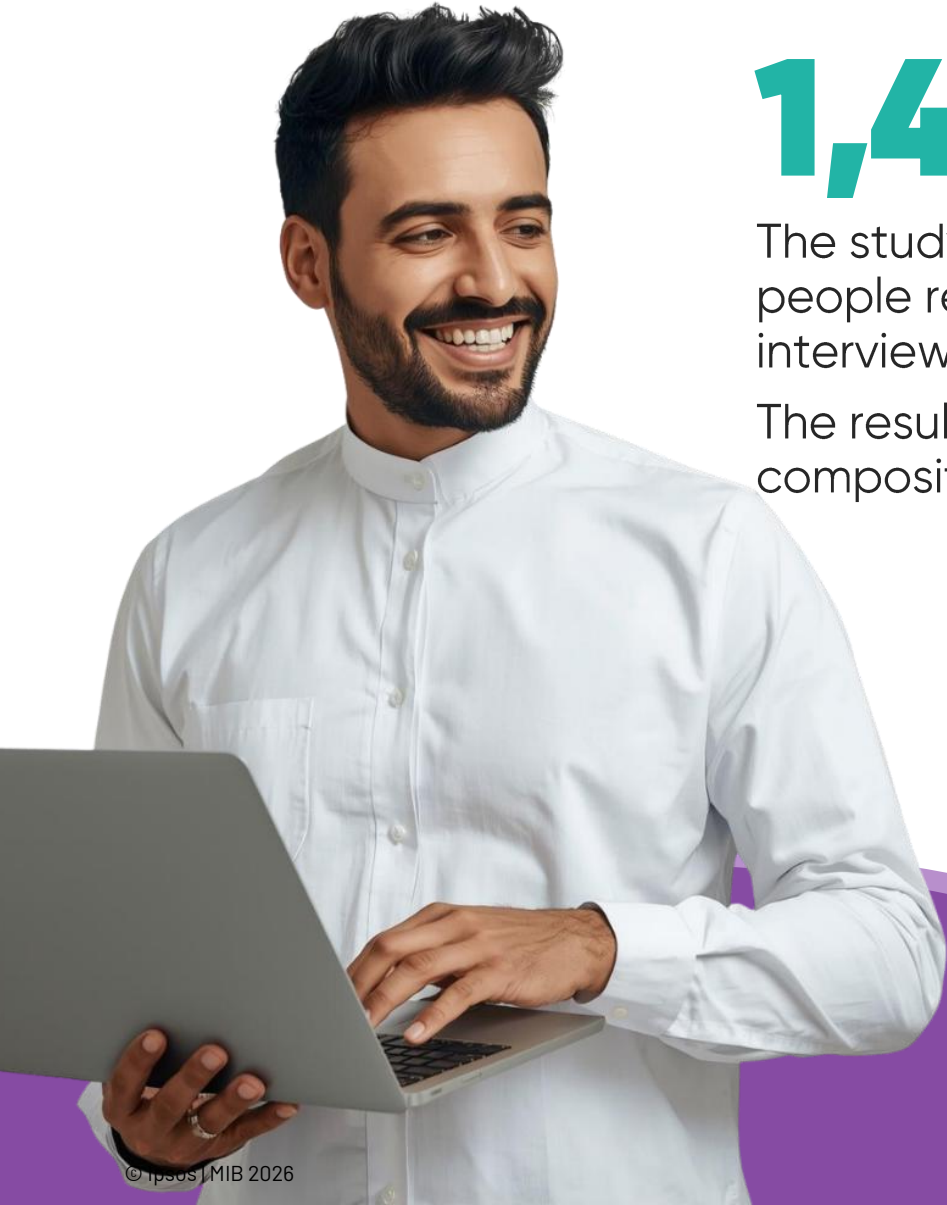
# 04

# 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.



Aftab Ellahi

Chief Research Officer

Ipsos in Kuwait

aftab.ellahi@ipsos.com

Sara Diab

Client Officer

Ipsos in Kuwait

sara.diab@ipsos.com

The

**MOST**  
**INFLUENTIAL**  
**BRANDS** in Kuwait

**2026**

