

The

**MOST**

**INFLUENTIAL**

**BRANDS**

in Saudi Arabia

**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.

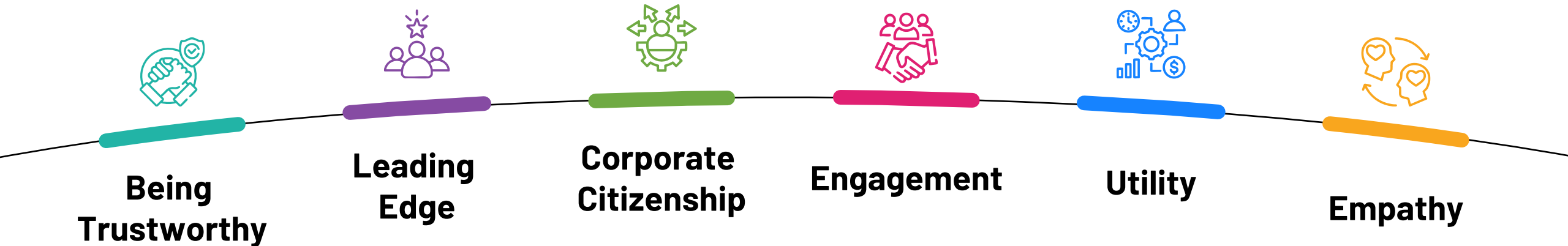
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2026 edition represents the seventh year of this initiative in KSA, where 120 national and global brands were evaluated across 16 categories.

# The **MOST** **INFLUENTIAL** **BRANDS** in Saudi Arabia **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 Saudi 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

## EMPATHY



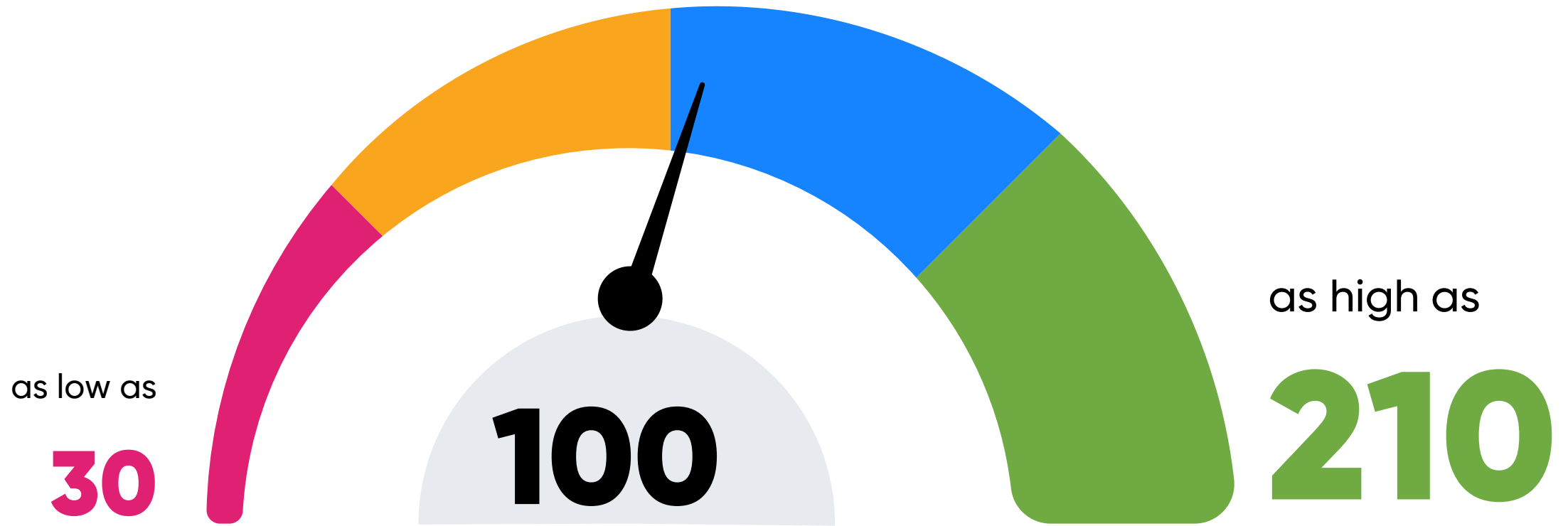
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

# 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 KSA, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of **210**, and the lowest scoring **30**.



# The Influence Drivers Of The Saudi Market

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



BEING TRUSTWORTHY

28%



LEADING EDGE

24%



ENGAGEMENT

20%



CORPORATE CITIZENSHIP

16%



EMPATHY

6%



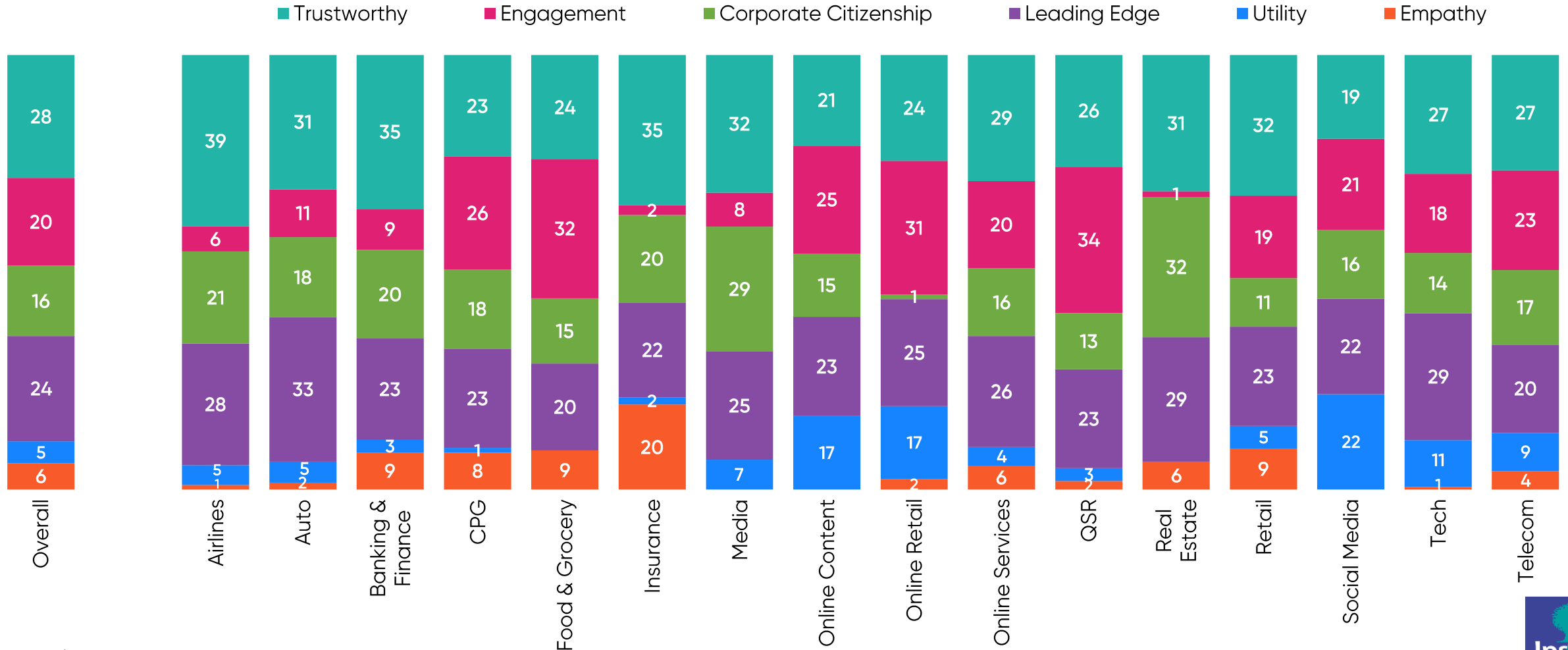
UTILITY

5%



# 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

Saudi pride, shared choice and everyday relevance are fueling brand influence in KSA

## 01 The Power of Saudi Pride

7 out of 10 of the top local brands are associated with 'inspiring Saudi pride'. This points to a shift toward identity-driven brand choice, where relevance is shaped by cultural connection as much as performance. Brands that reflect national identity build a deeper sense of trust.



## 02 The Essence of Food Brands

This year, 7 out of 10 of the biggest movers came from food and delivery services. Their rise reflects a growing preference for frequency and convenience. This shift illustrates the importance of everyday relevance, as brands that are used the most often are gaining ground fastest.



## 03 Shared Choice Drives Strength

For many of the top local brands, choice extends beyond the individual, with family and friends also buying into them. This reinforced familiarity and builds confidence, turning individual preference into a collective one. As brands become part of social circles, they grow stronger and more difficult to displace.



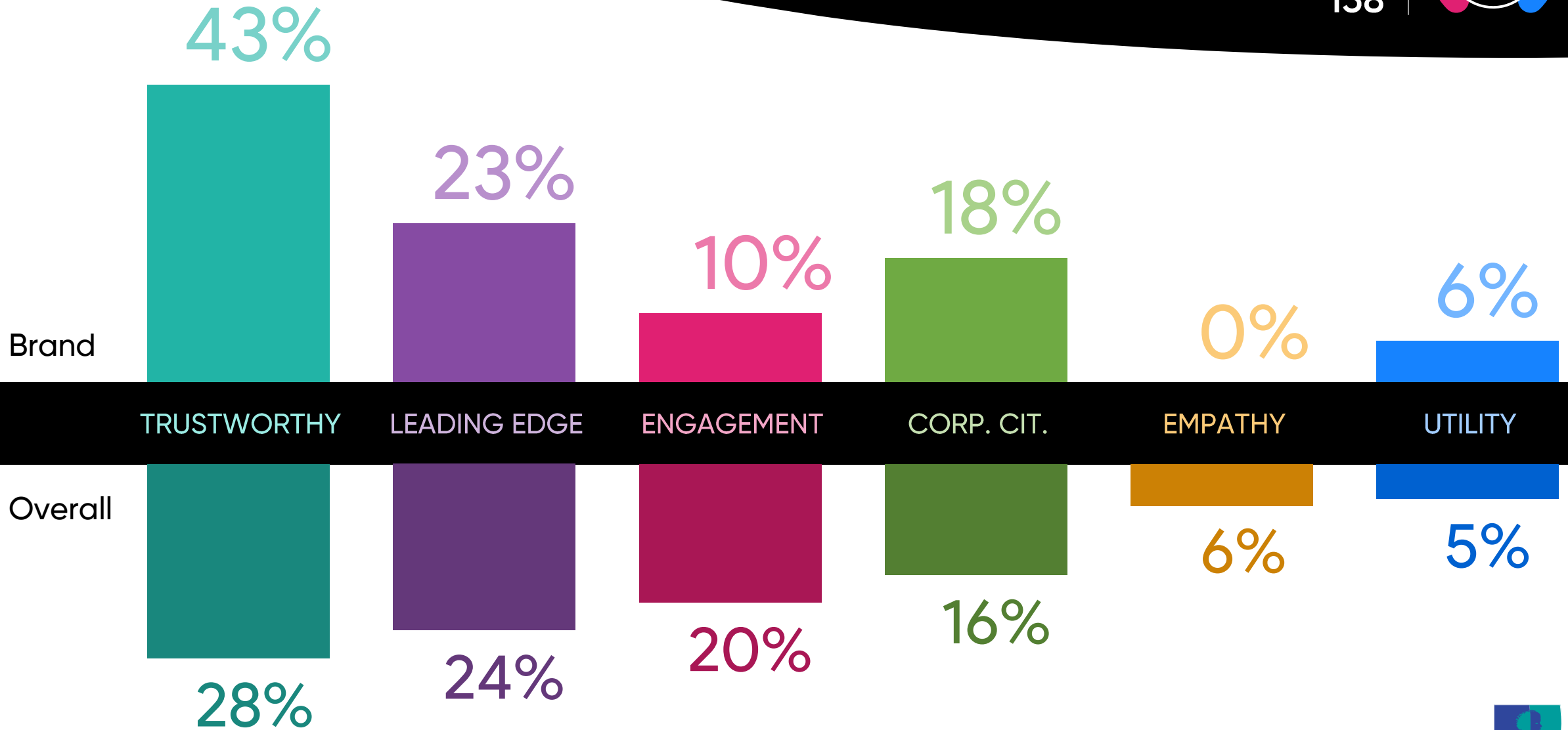
# TOP 10 LOCAL BRANDS IN SAUDI ARABIA 03



**138**

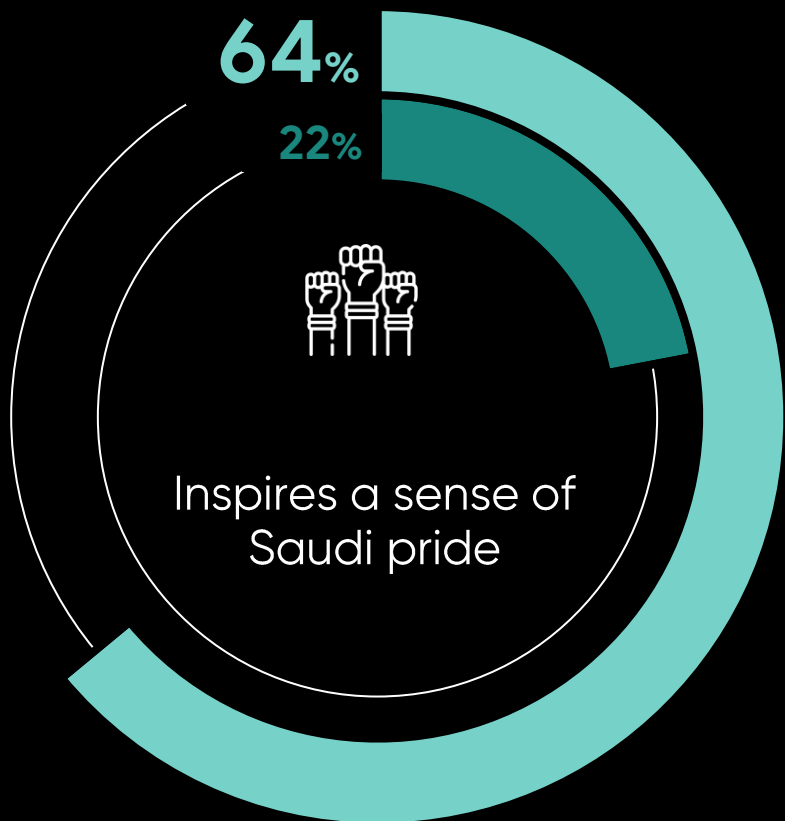
Ipsos Influence  
Index Score





# TRUSTWORTHY

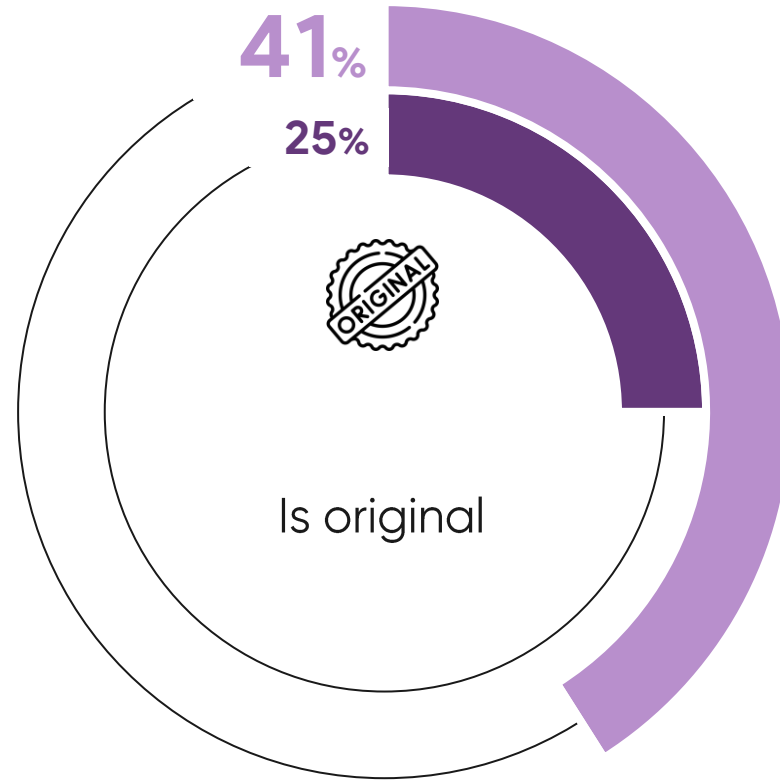
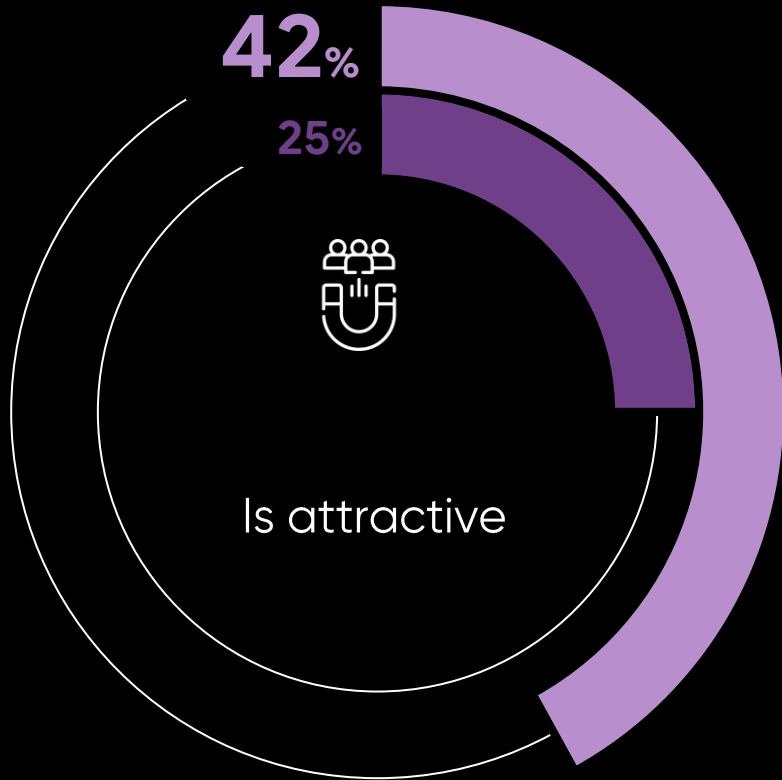
## Top 2 Attributes



BRAND OVERALL

# LEADING EDGE

## Top 2 Attributes

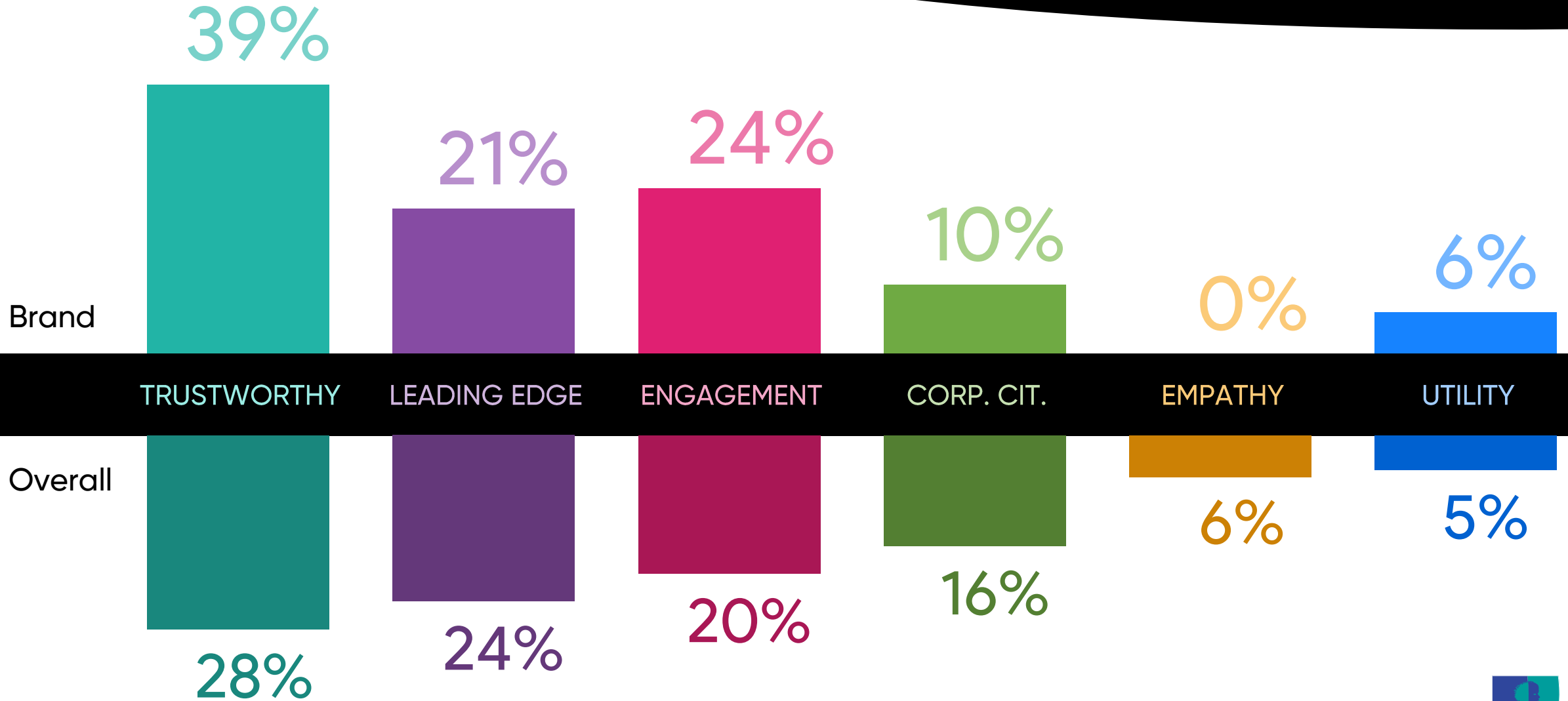


**STC** Bank

**139**

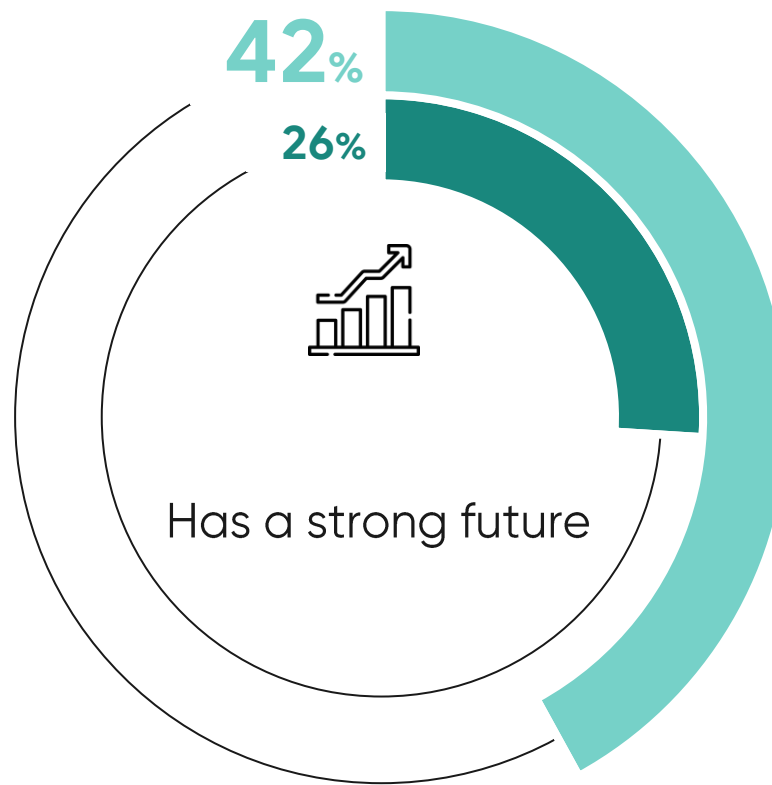
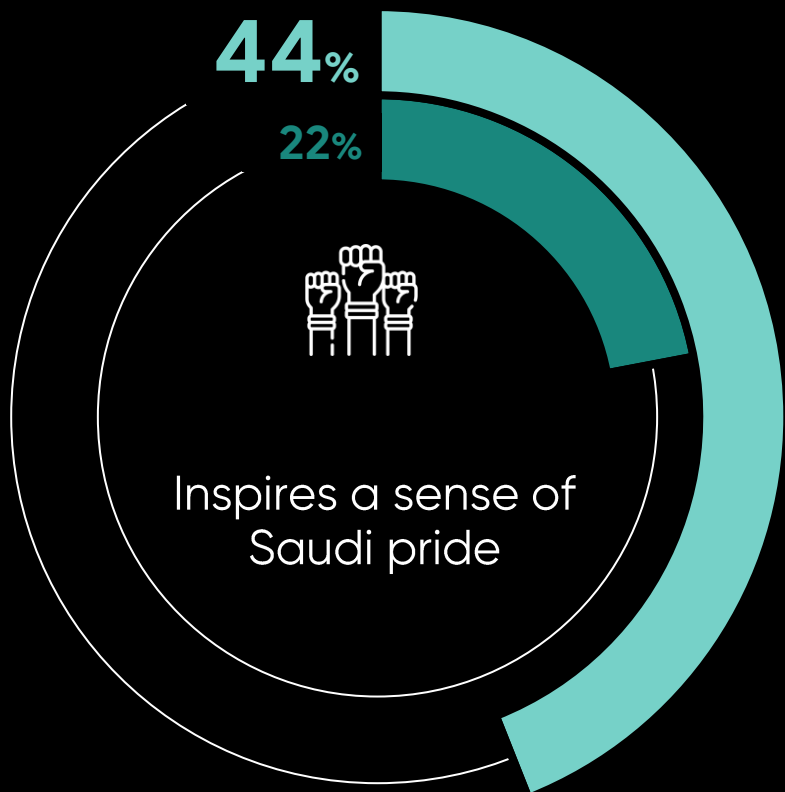
Ipsos Influence  
Index Score





# TRUSTWORTHY

## Top 2 Attributes

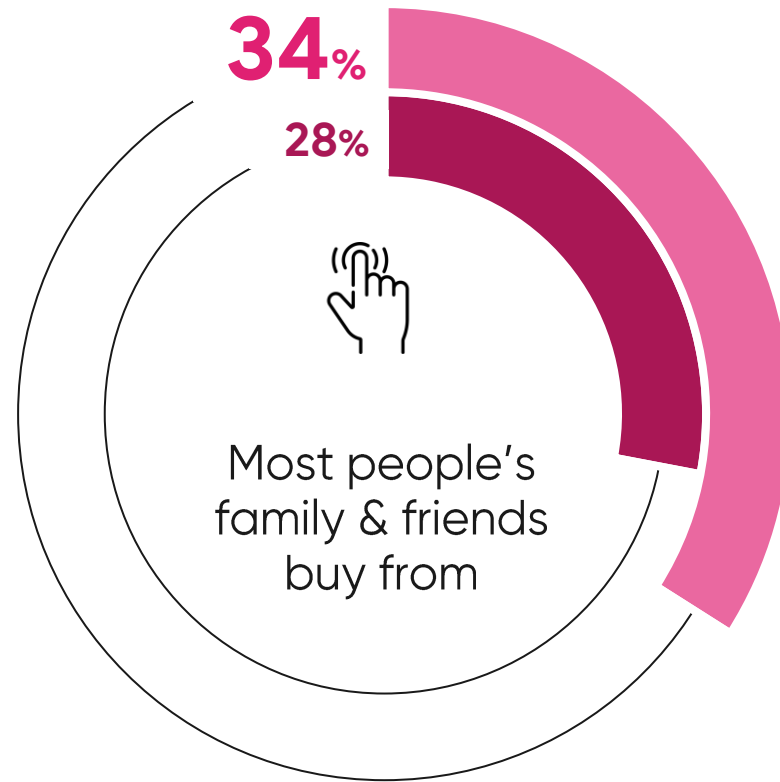
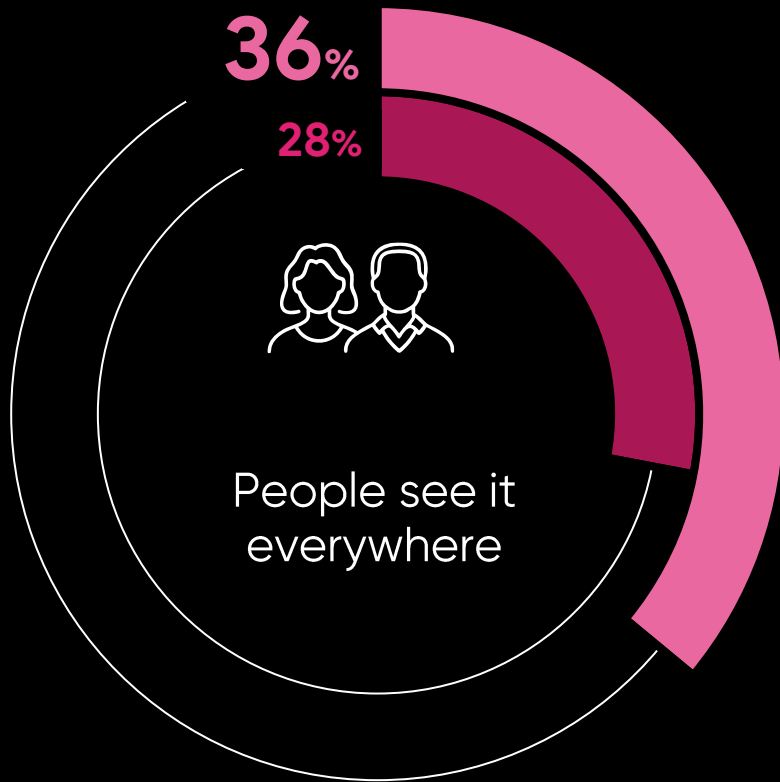


**STC** Bank

BRAND OVERALL

# ENGAGEMENT

## Top 2 Attributes



**STC** Bank

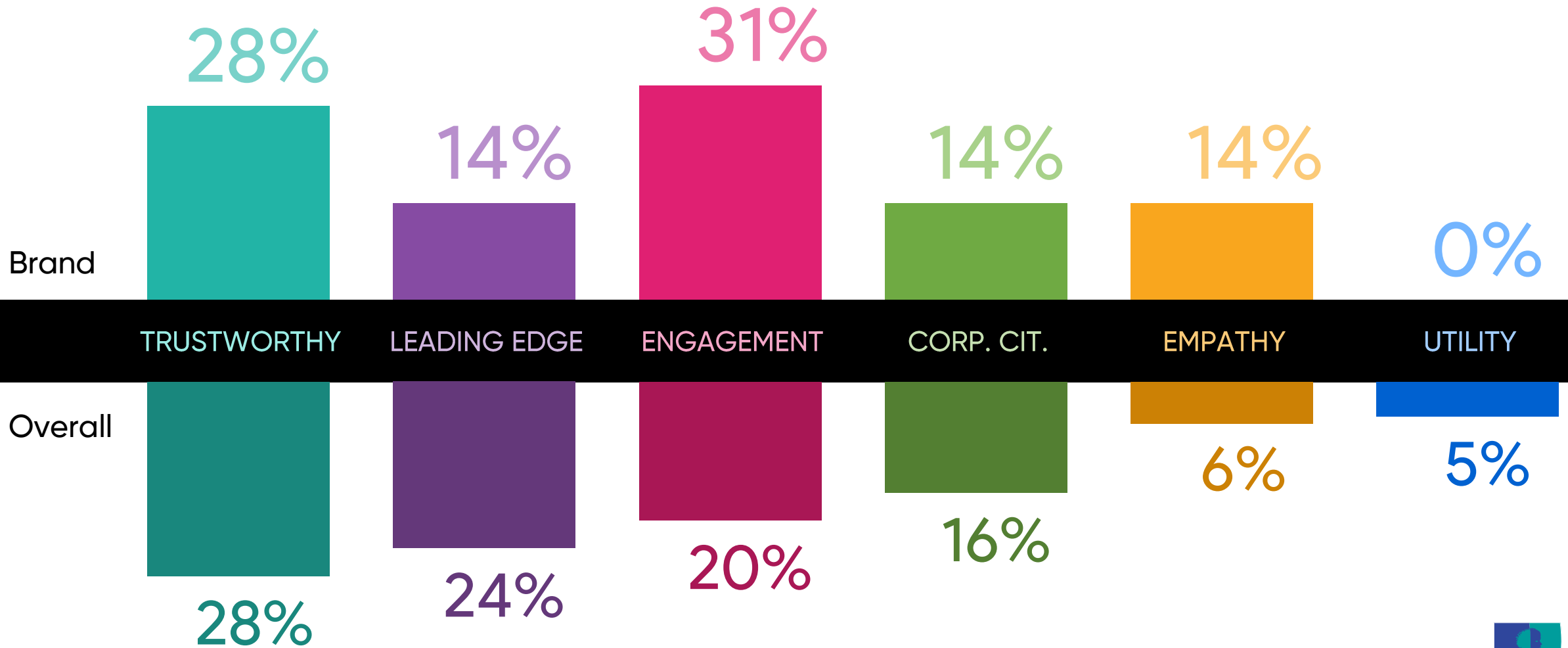
BRAND OVERALL



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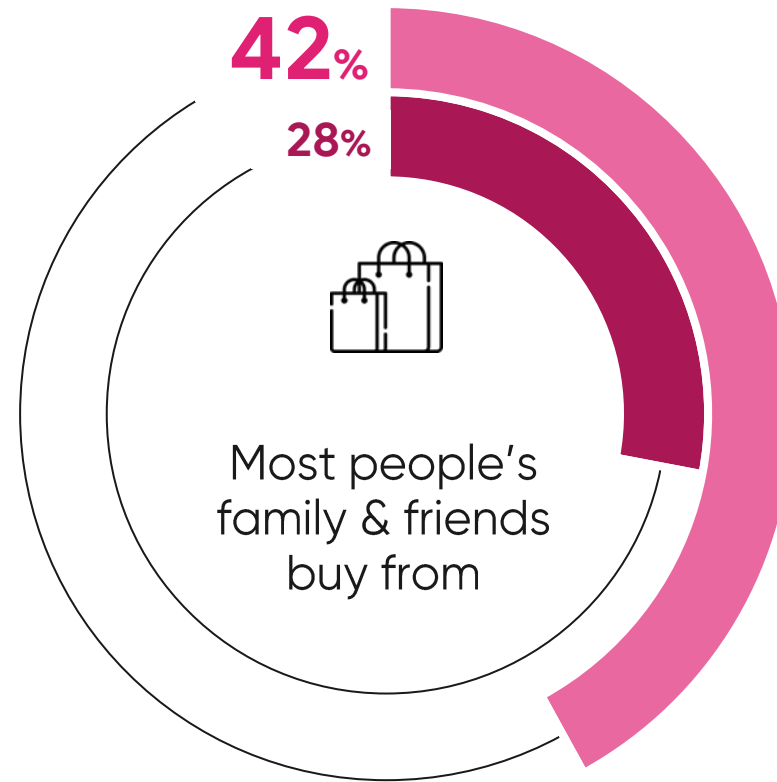
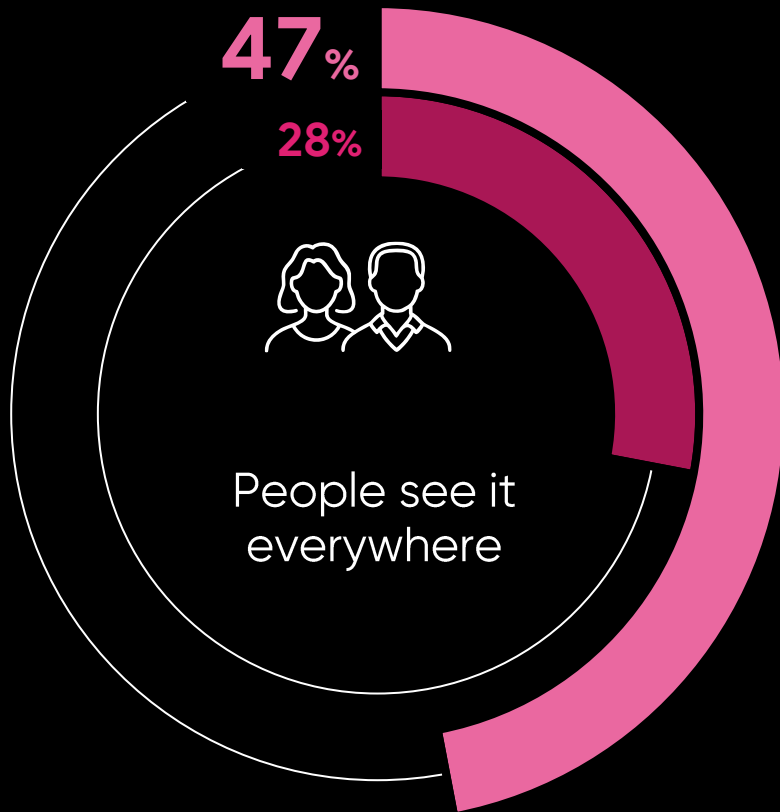
## Ipsos Influence Index Score





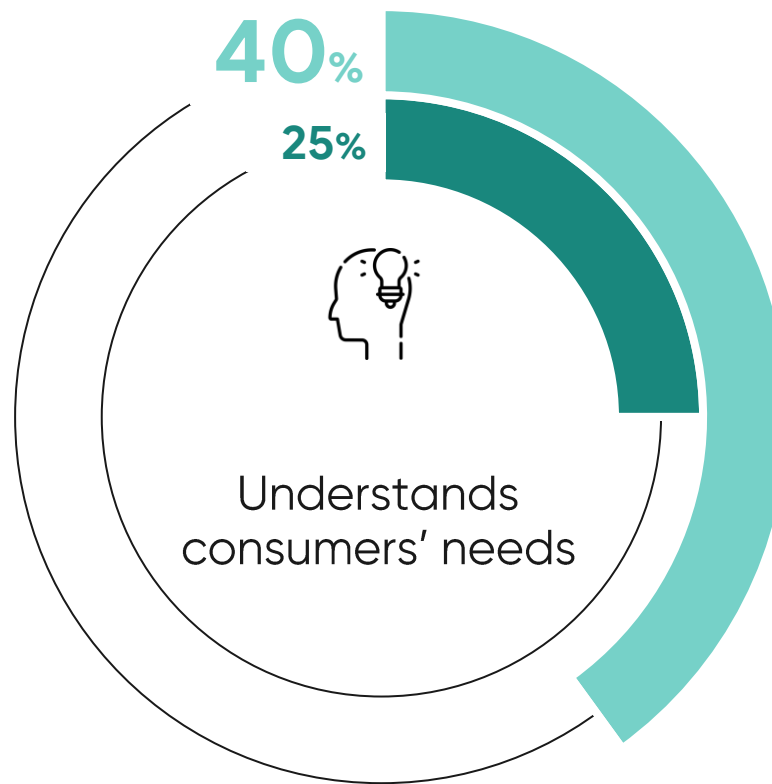
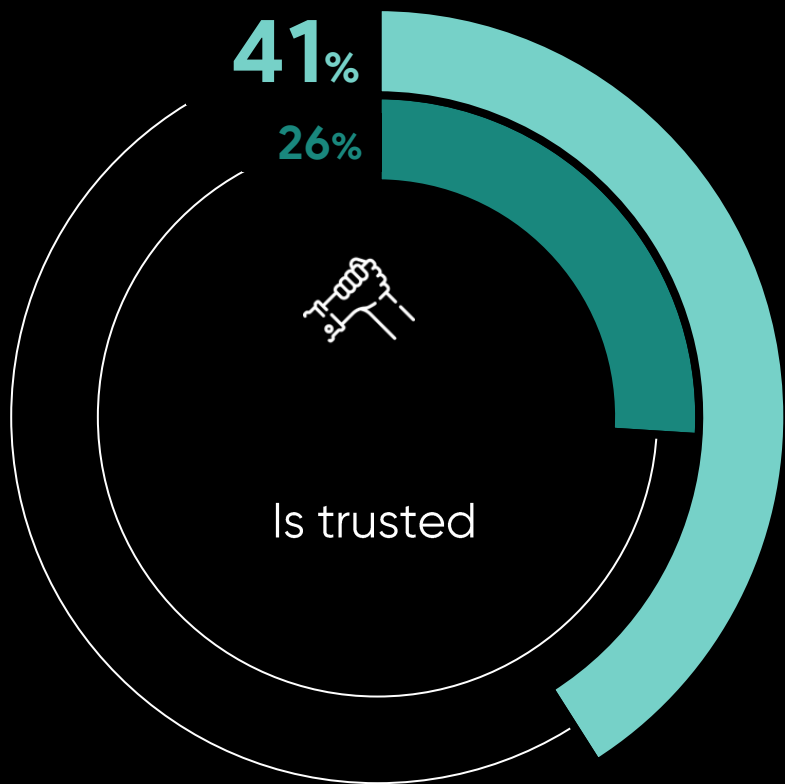
# ENGAGEMENT

## Top 2 Attributes



# TRUSTWORTHY

## Top 2 Attributes



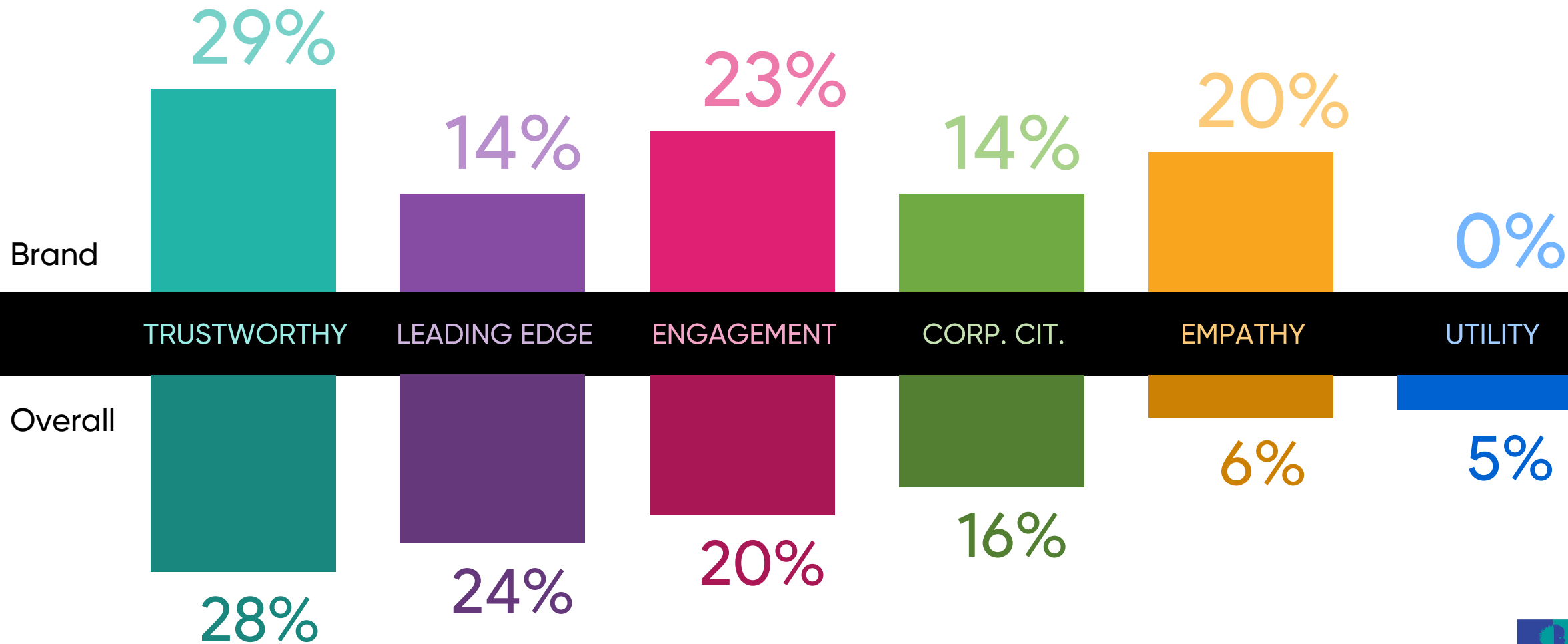


العنثيم  
Othaim

147

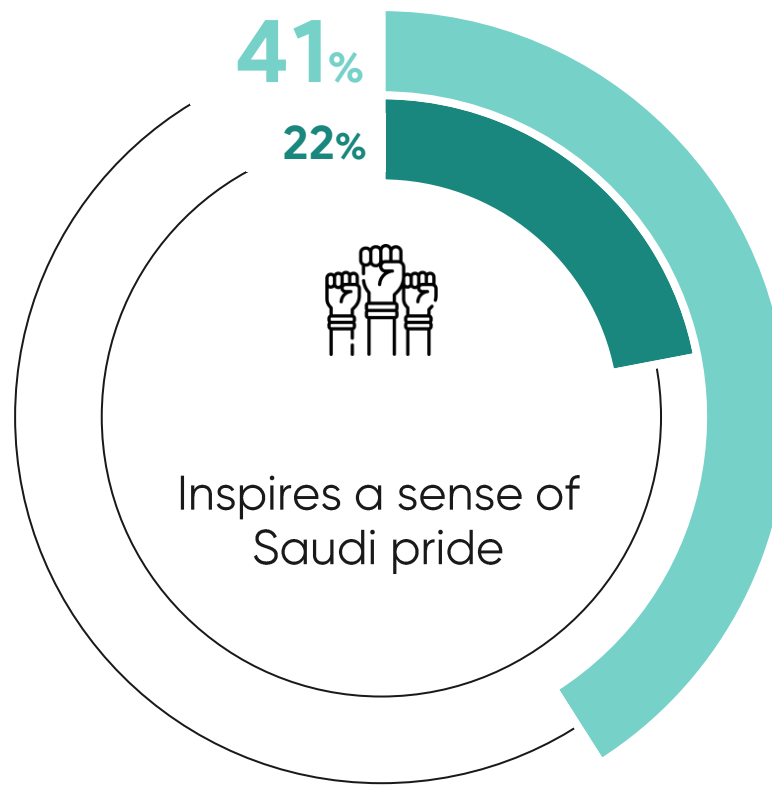
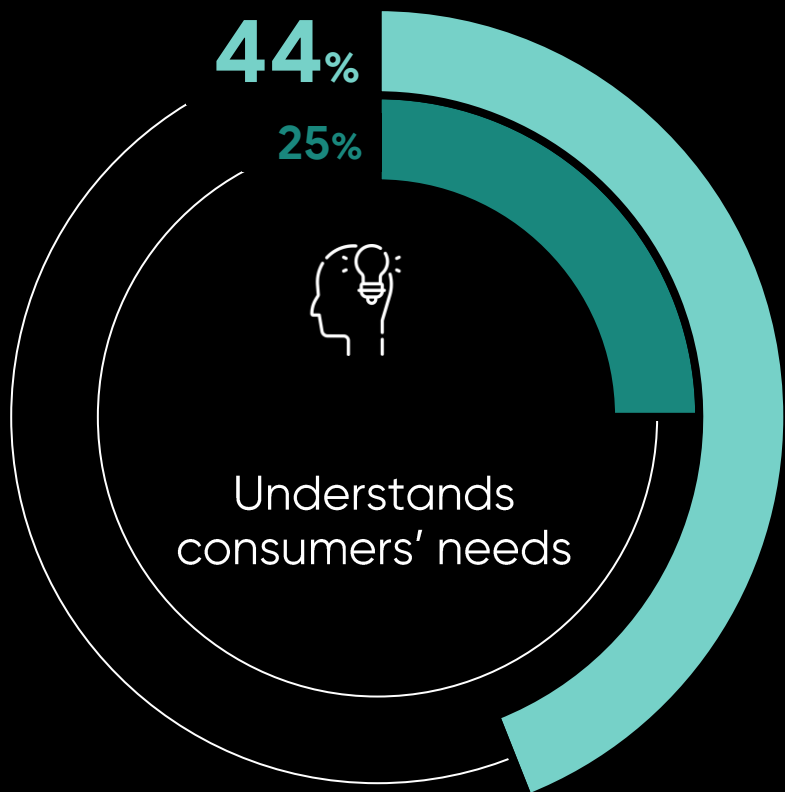
Ipsos Influence  
Index Score





# TRUSTWORTHY

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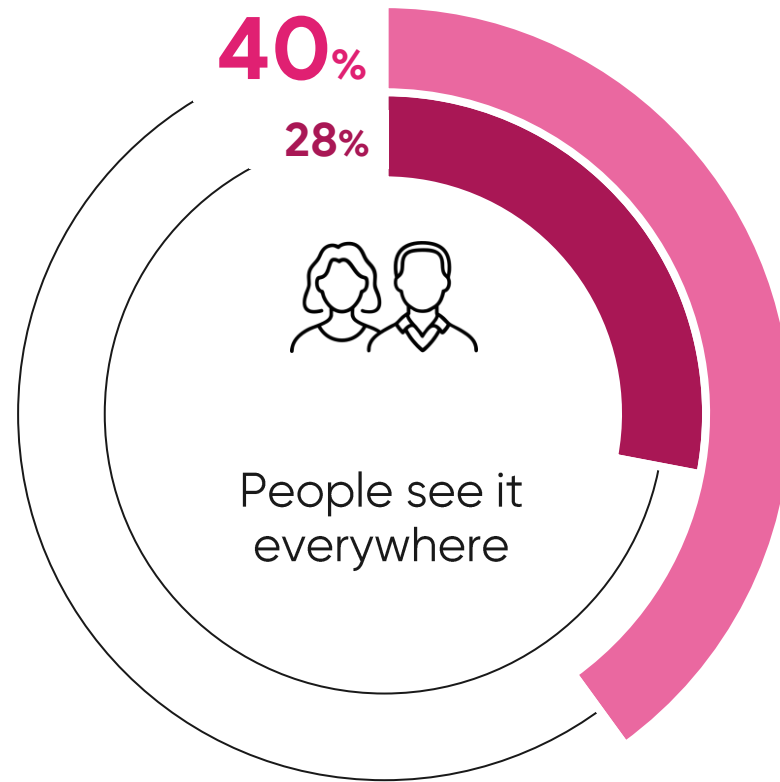
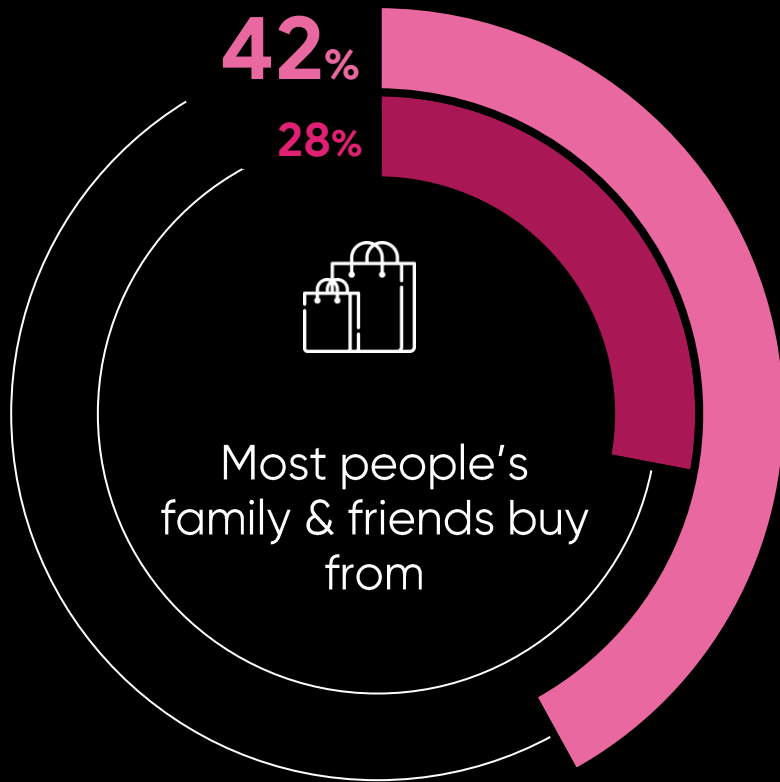


العشيم  
Othaim

BRAND OVERALL

# ENGAGEMENT

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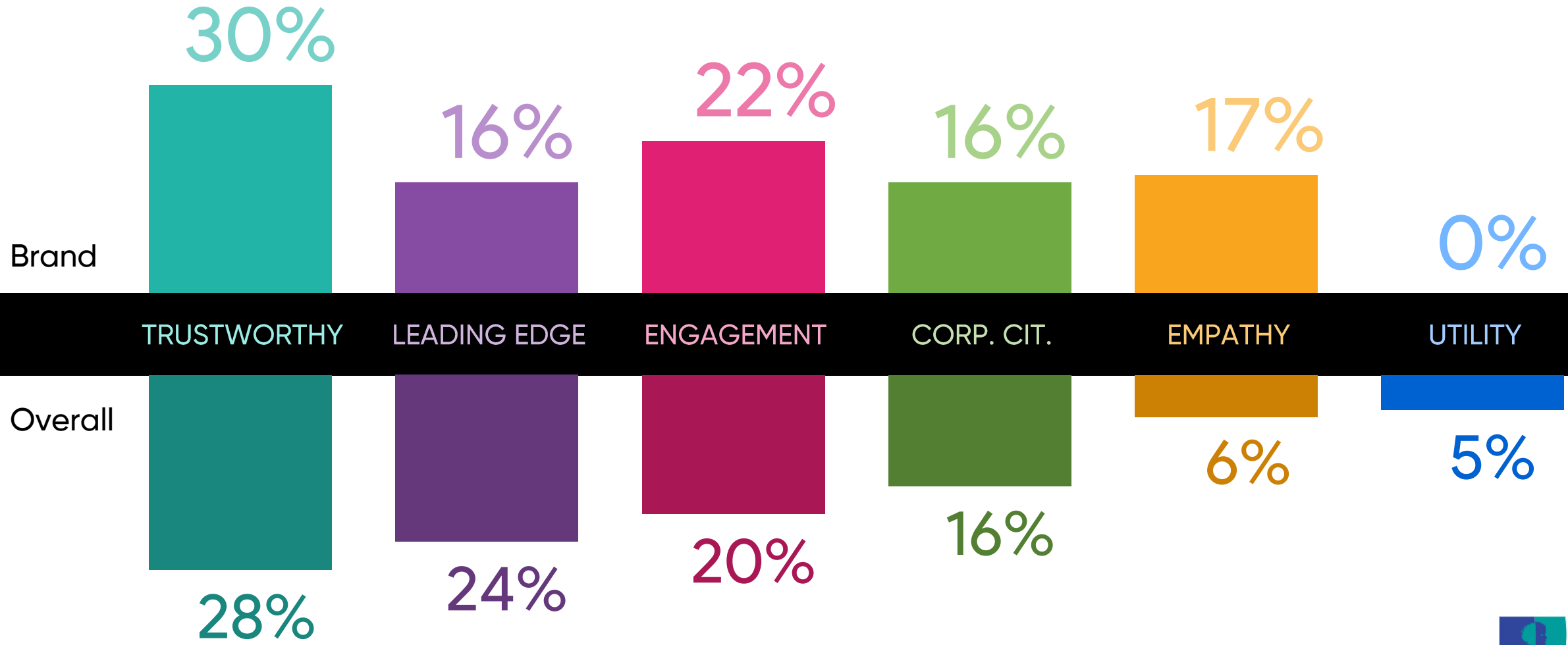
BRAND OVERALL



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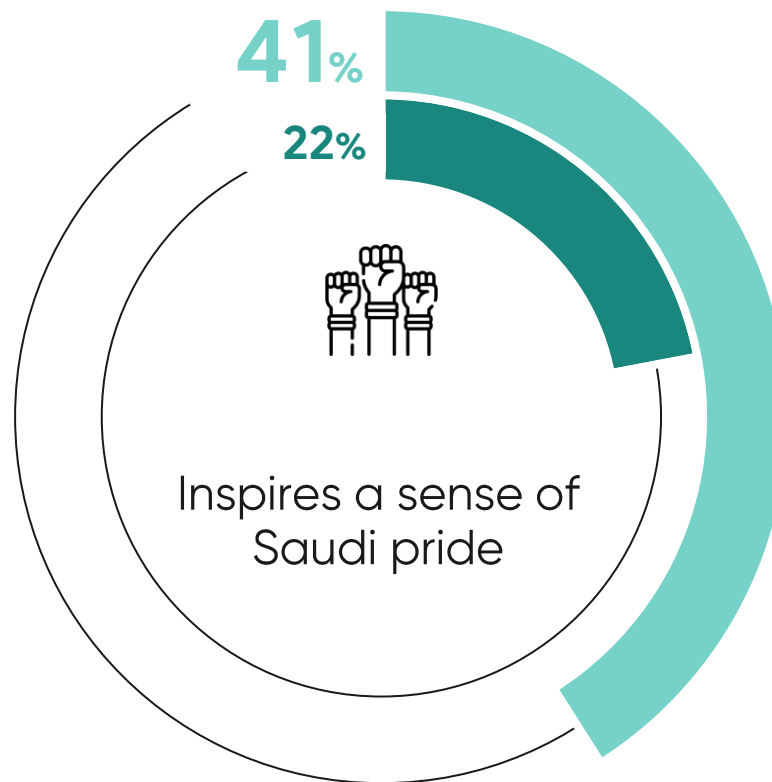
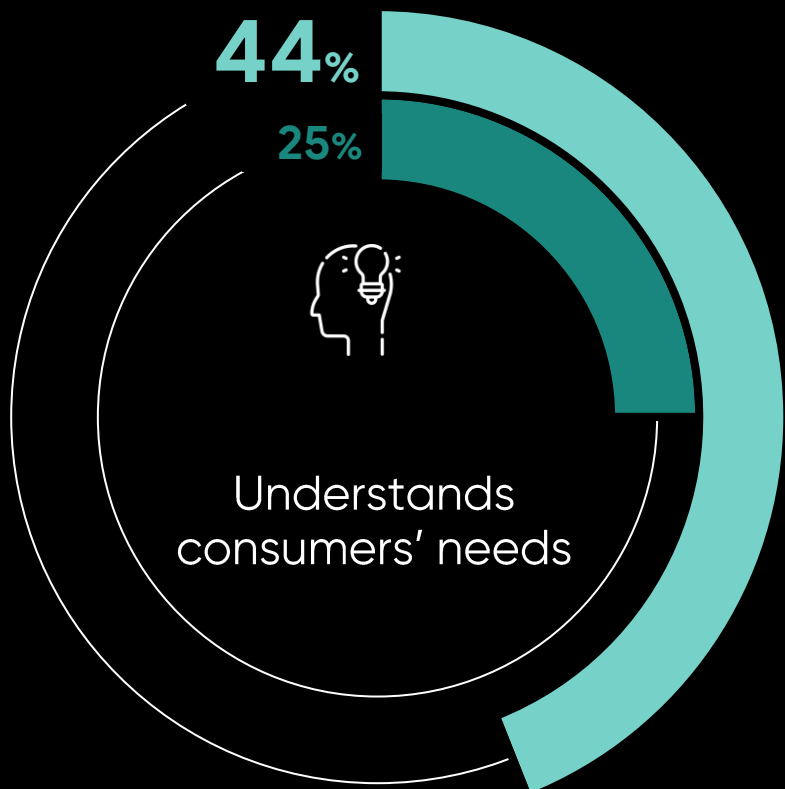
Ipsos Influence  
Index Score





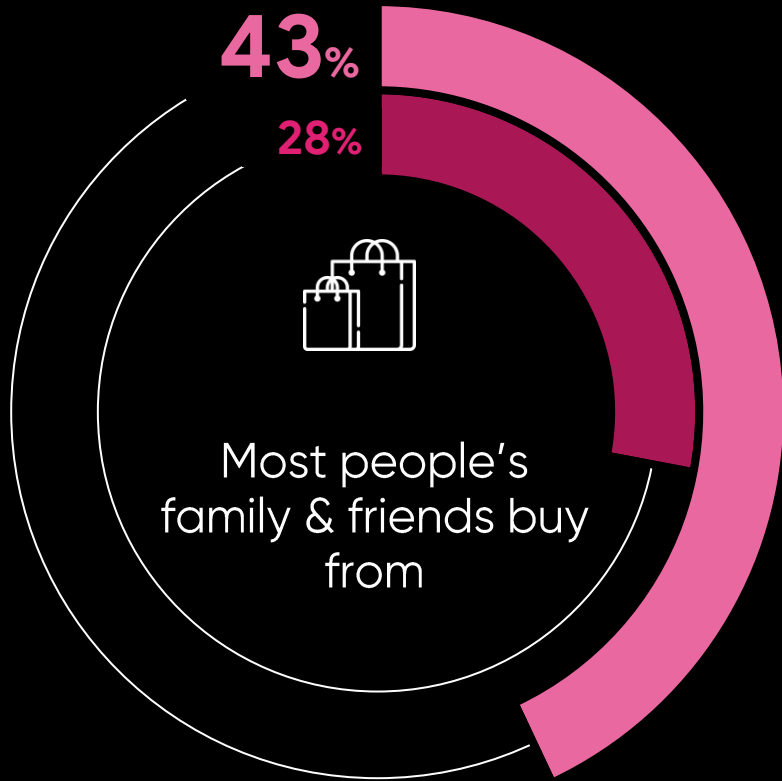
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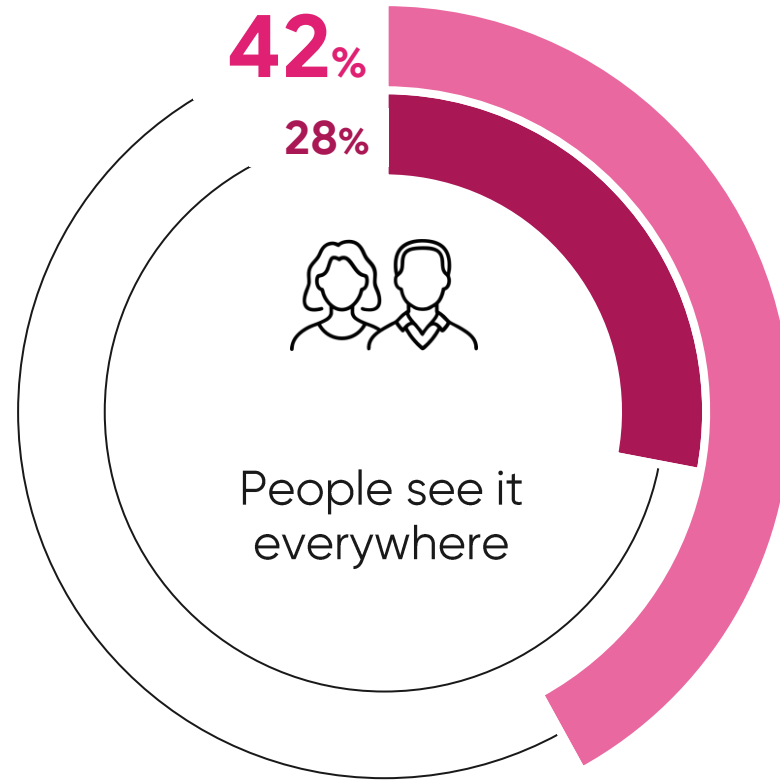


BRAND OVERALL

# ENGAGEMENT



## Top 2 Attributes





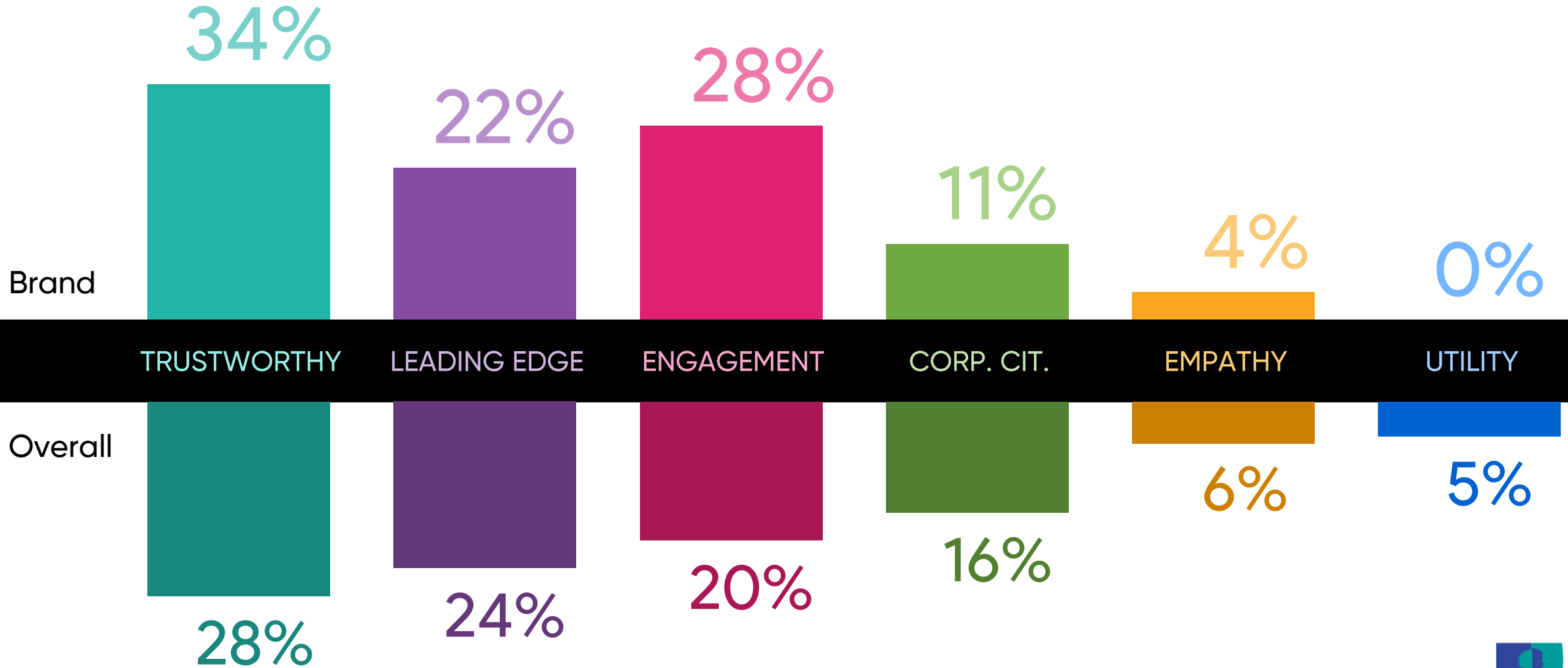
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Ipsos Influence  
Index Score



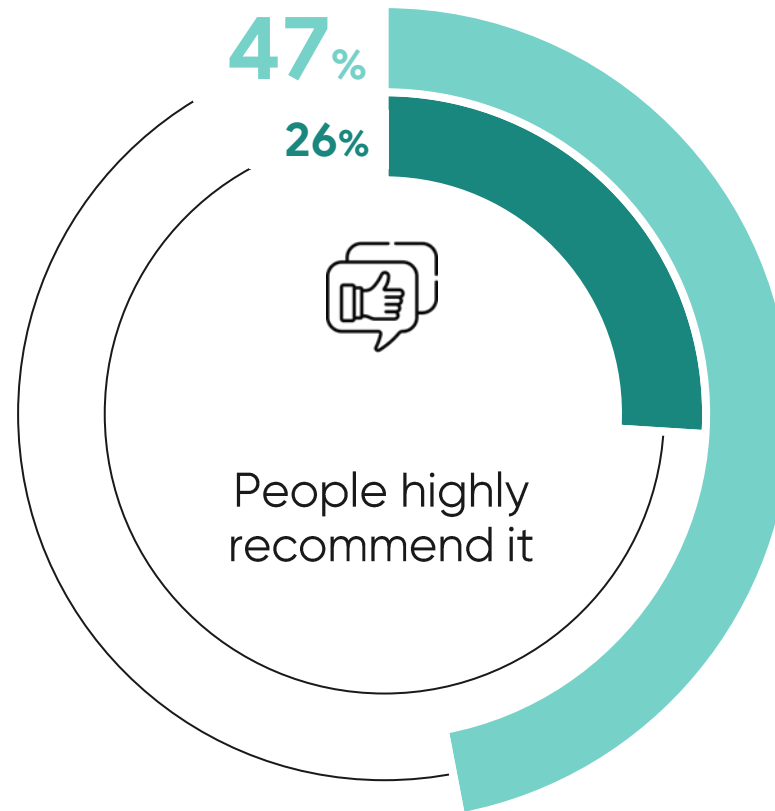
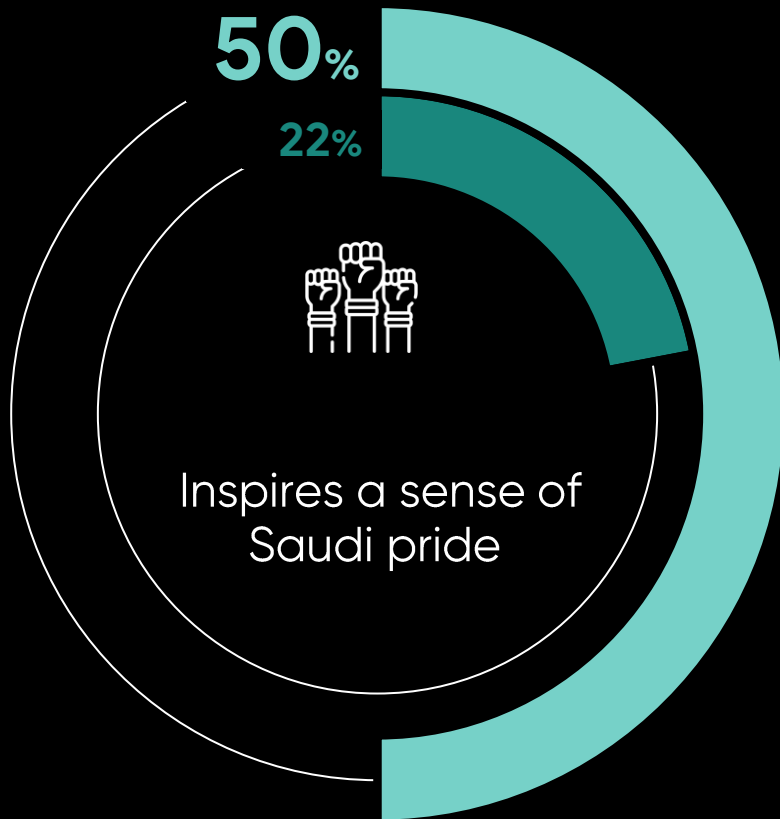


Ipsos  
influence  
score  
**153**



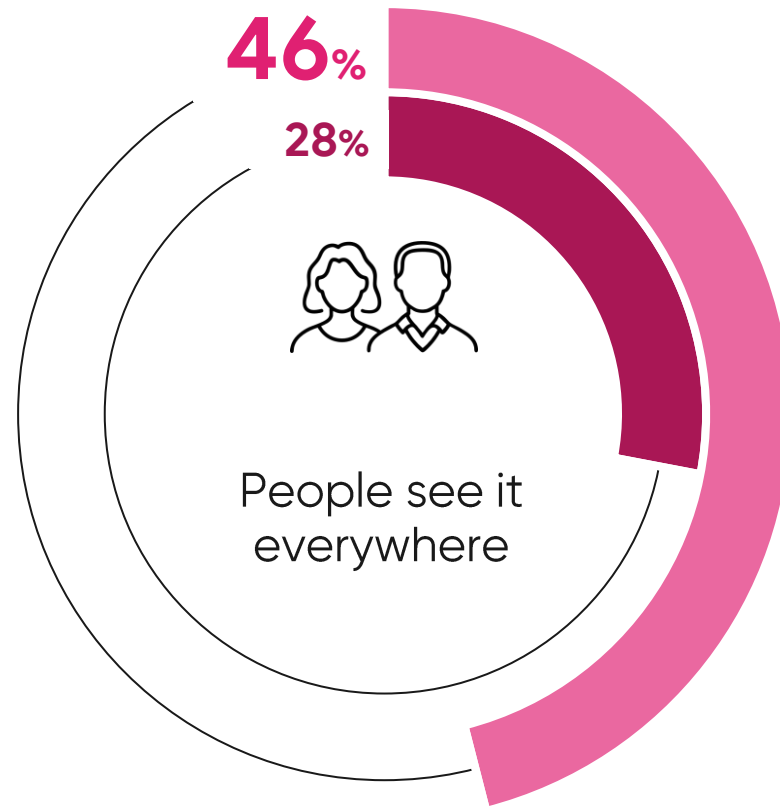
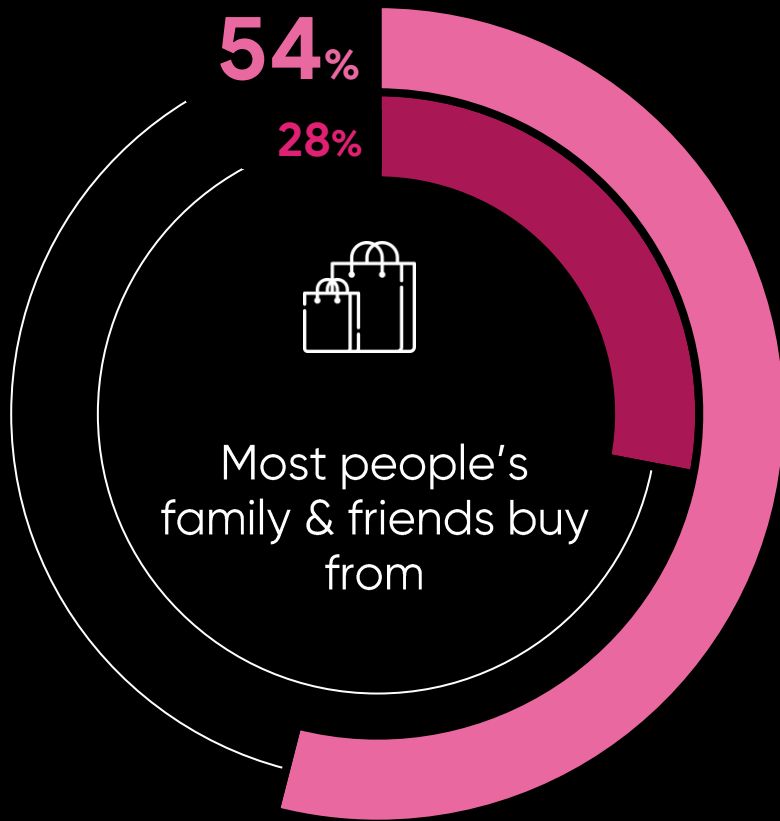
# TRUSTWORTHY

## Top 2 Attributes



# ENGAGEMENT

## Top 2 Attributes



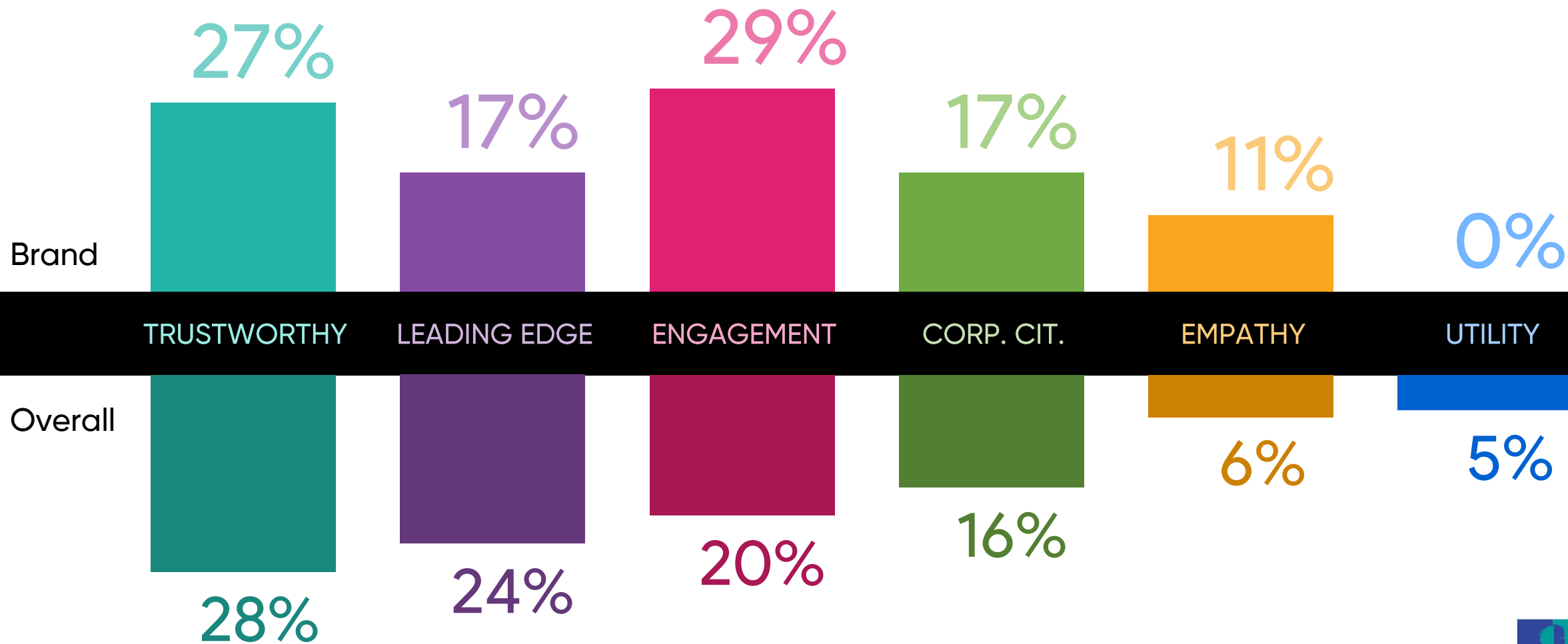
BRAND OVERALL



# 166

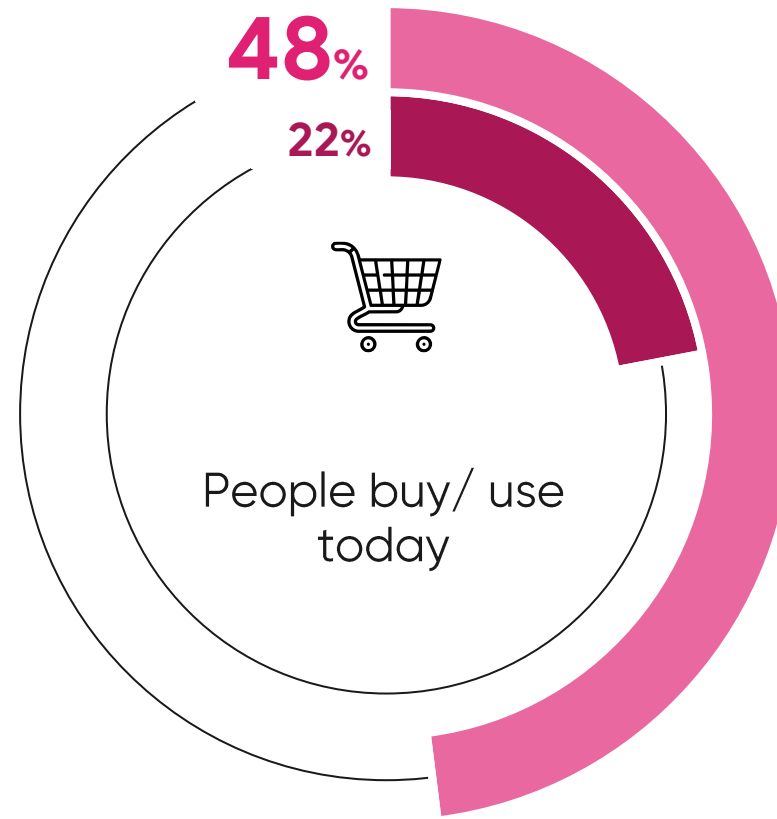
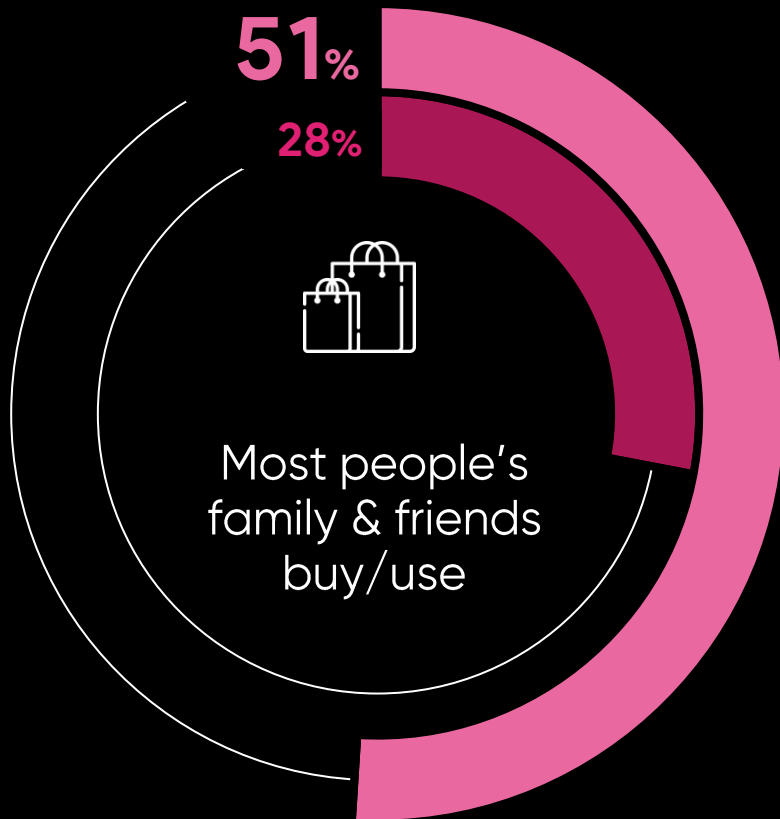
## Ipsos Influence Index Score





# ENGAGEMENT

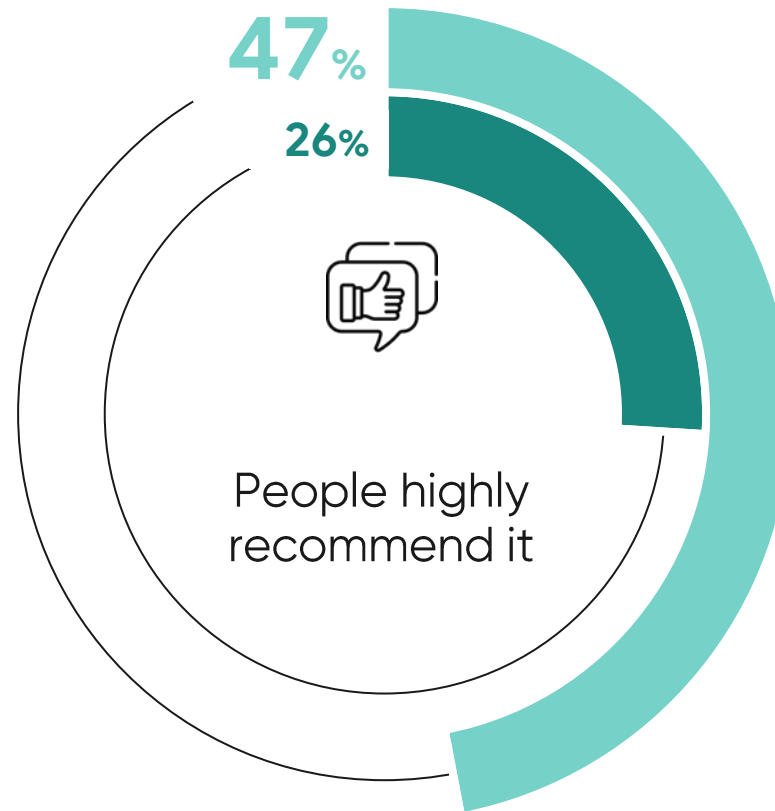
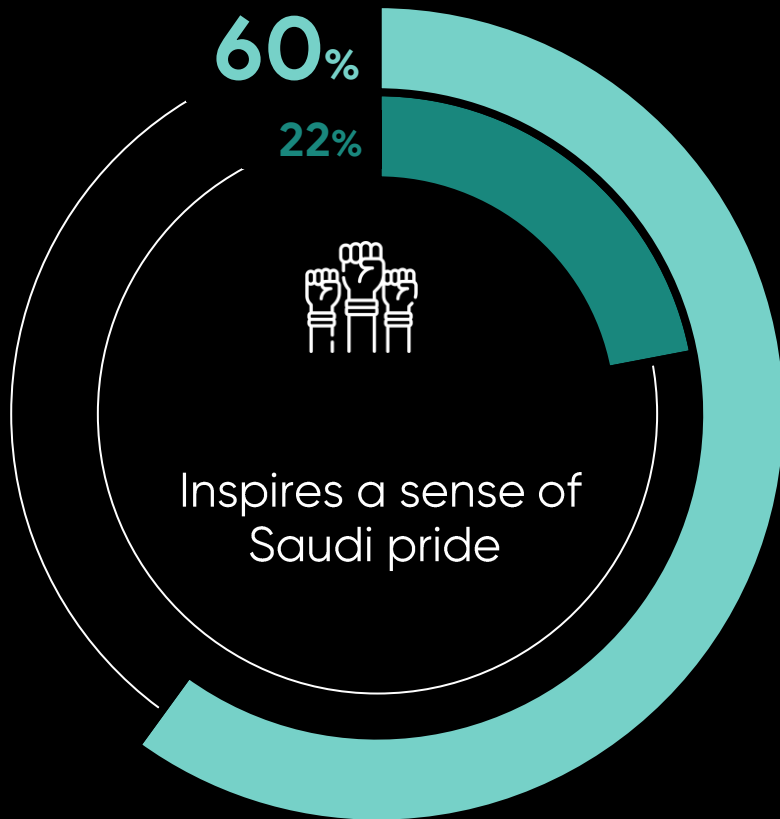
## Top 2 Attributes



BRAND OVERALL

# TRUSTWORTHY

## Top 2 Attributes

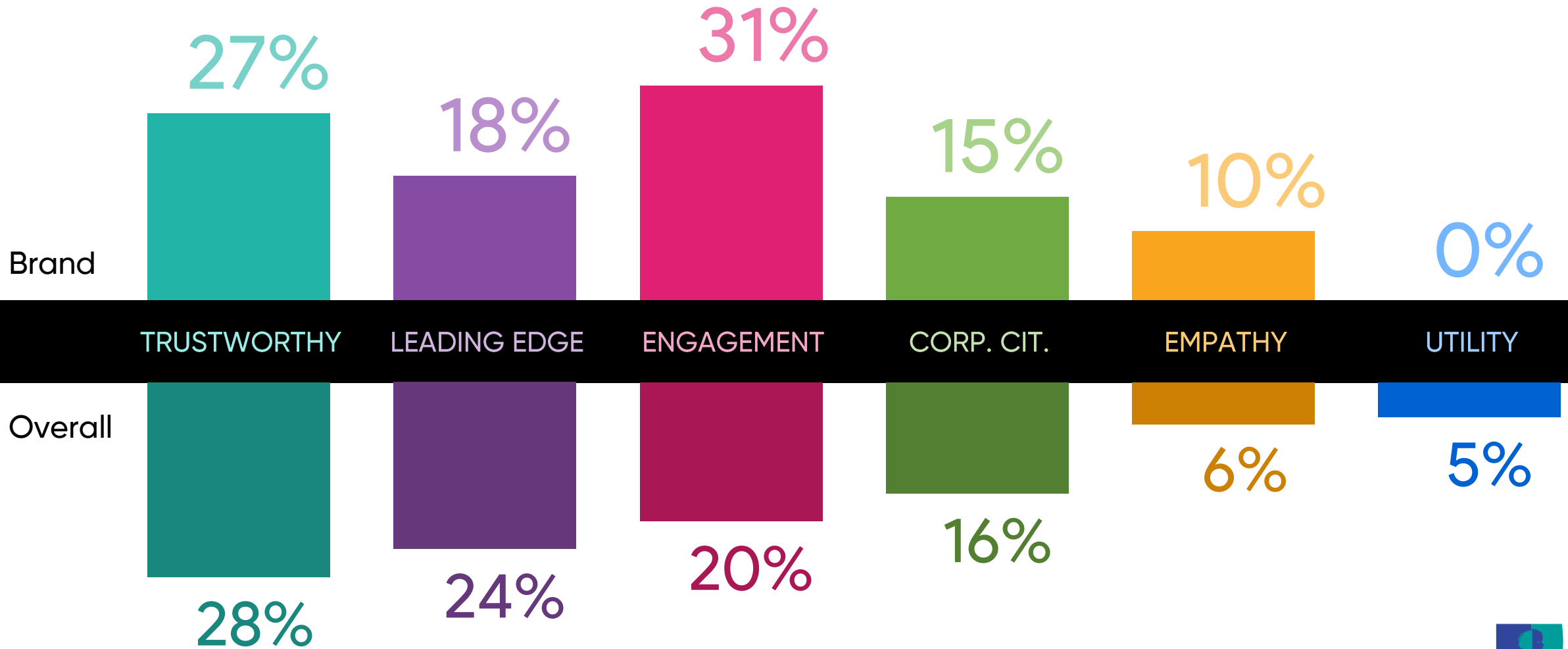




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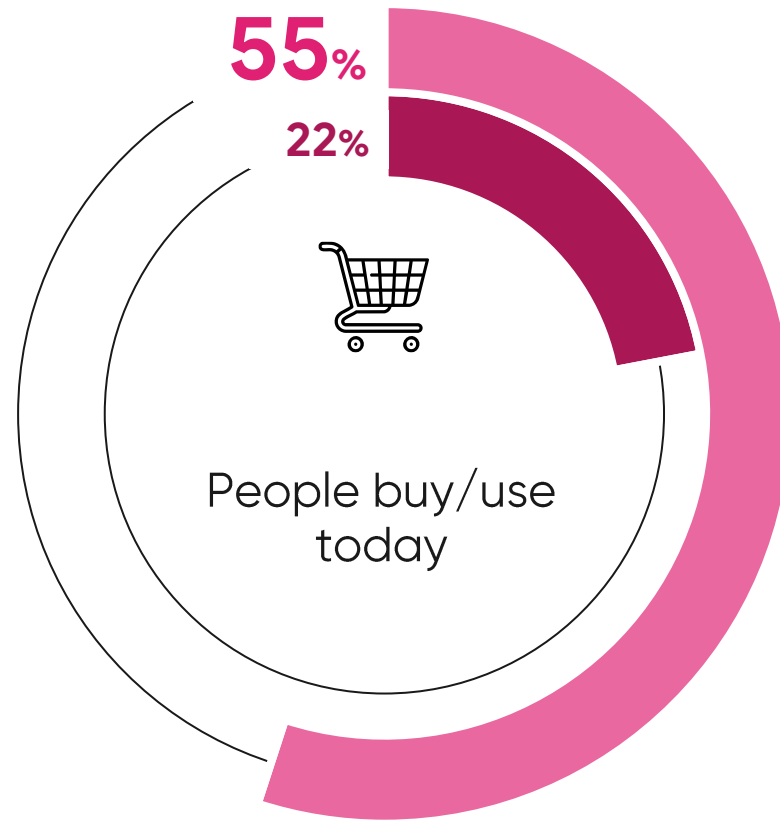
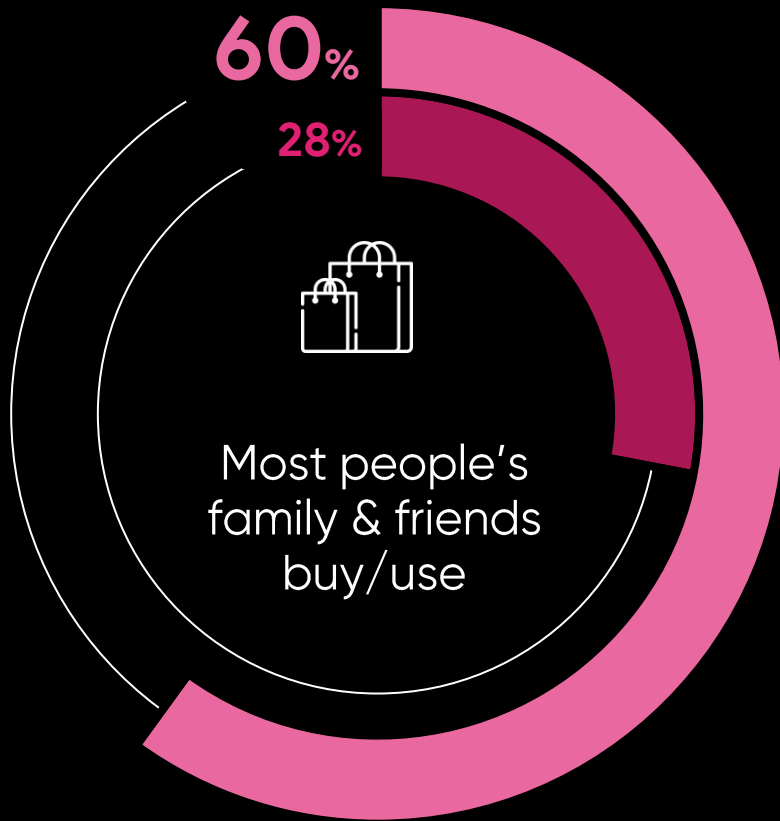
Ipsos Influence  
Index Score





# ENGAGEMENT

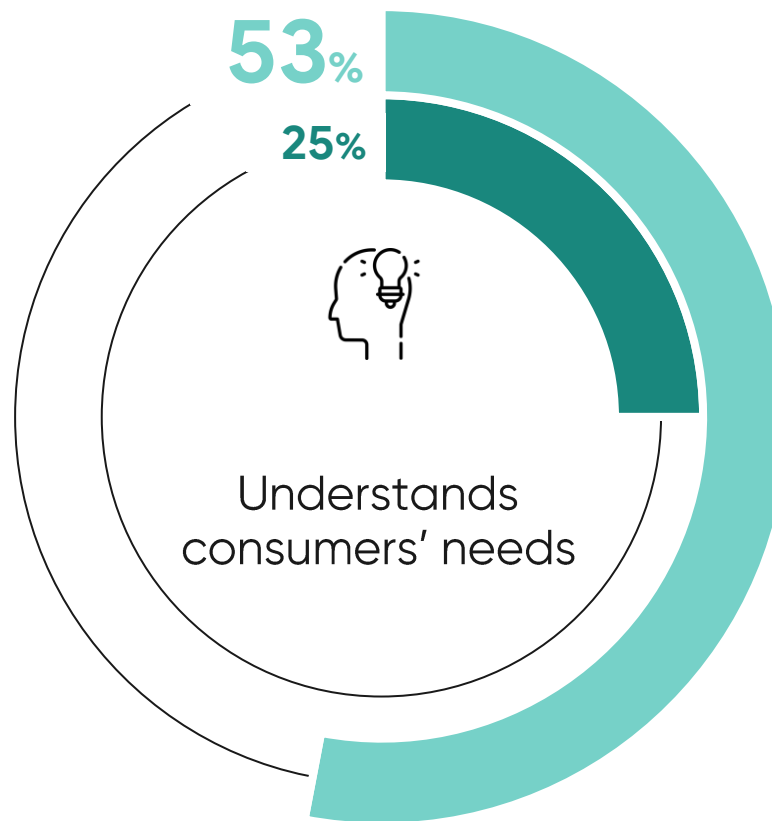
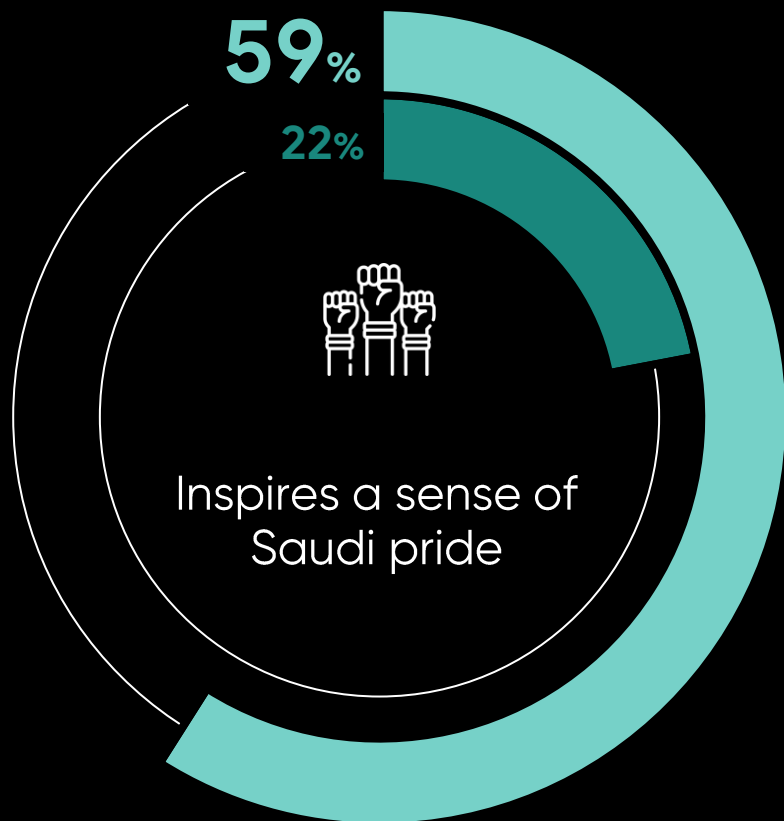
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BRAND OVERALL

# TRUSTWORTHY

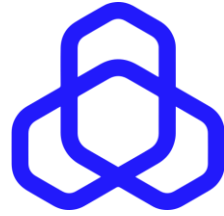
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BRAND OVERALL



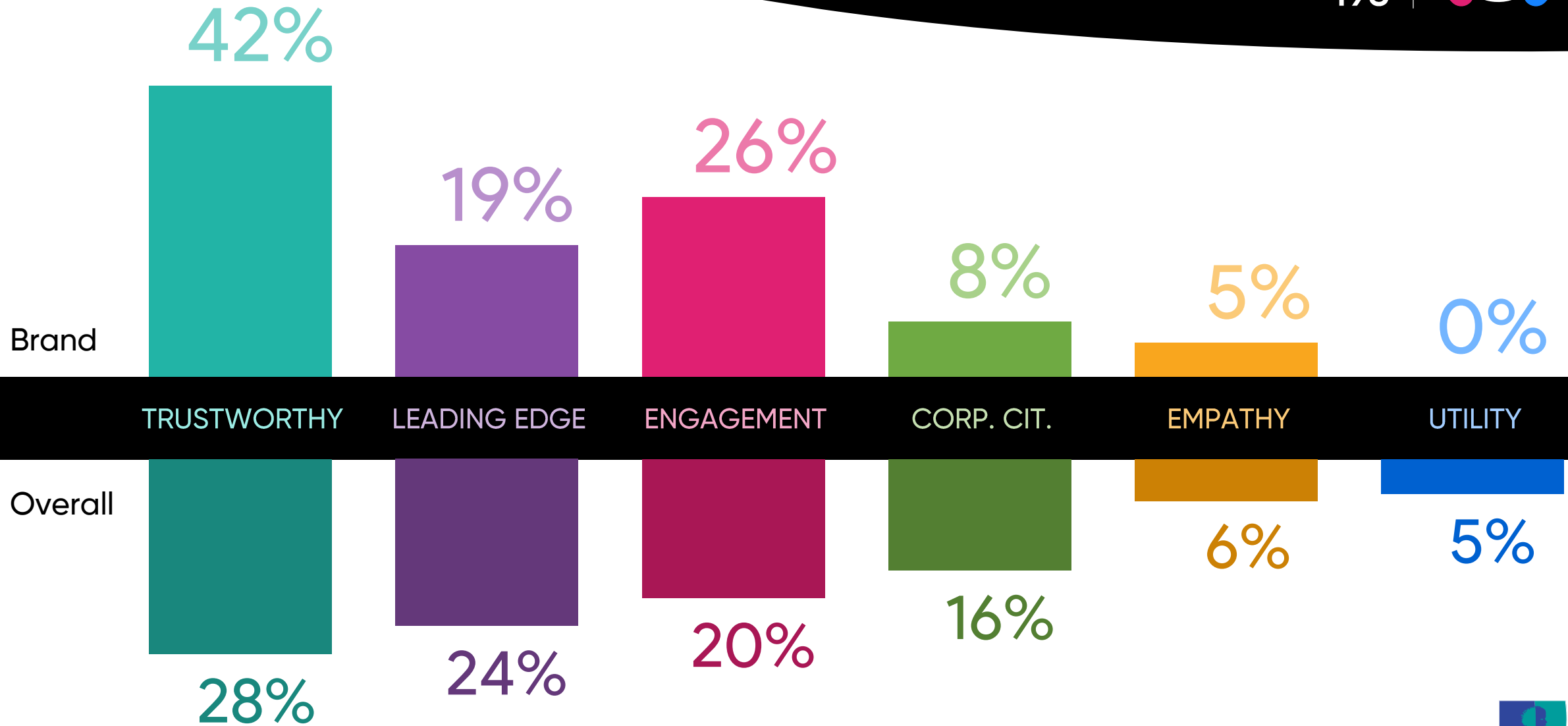
مصرف الراجحي  
alrajhi bank



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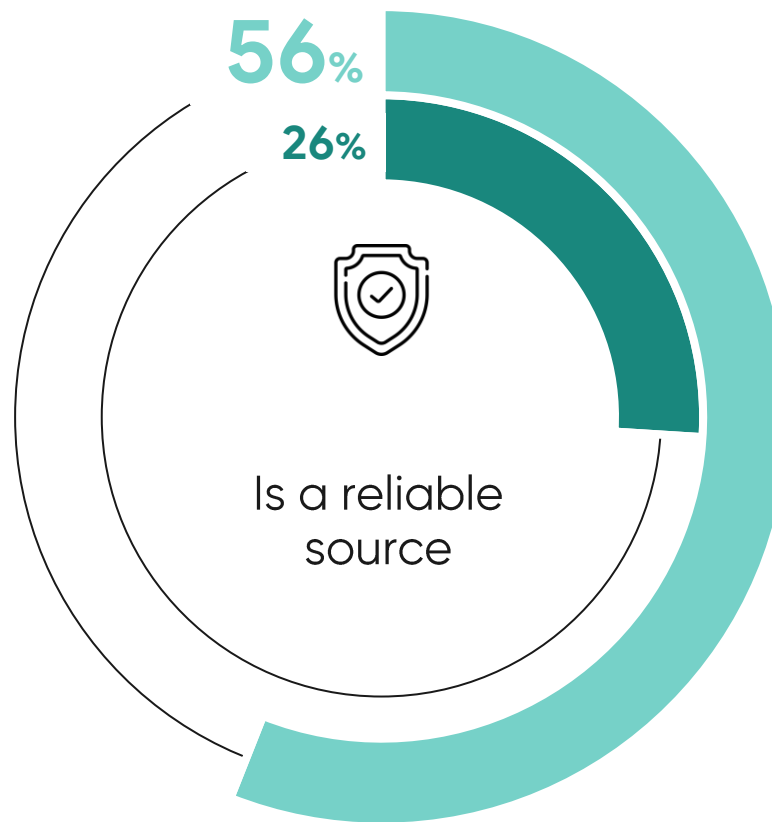
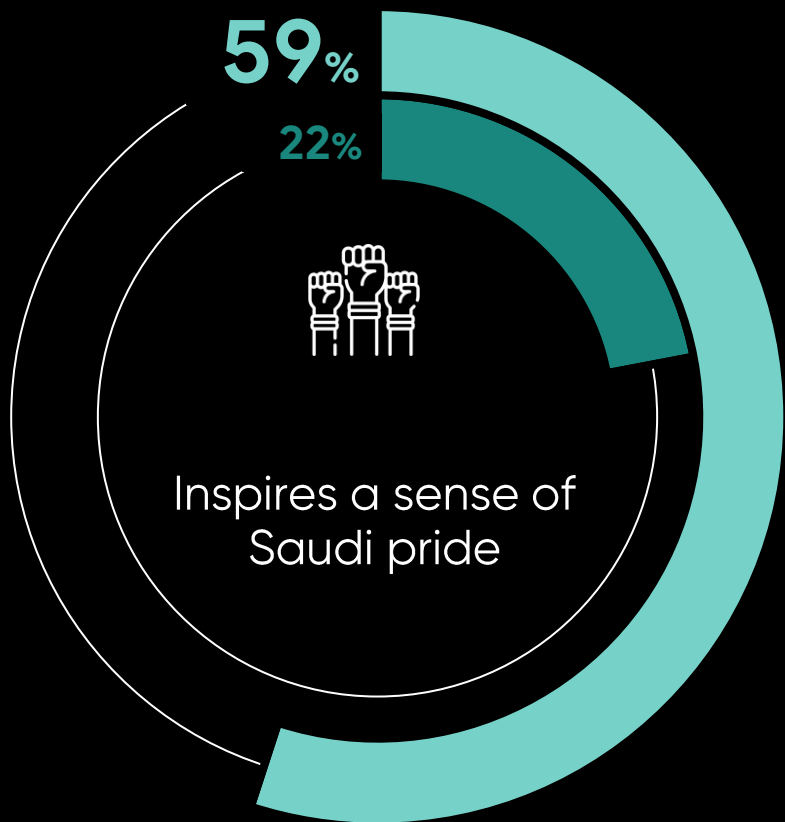
Ipsos Influence  
Index Score





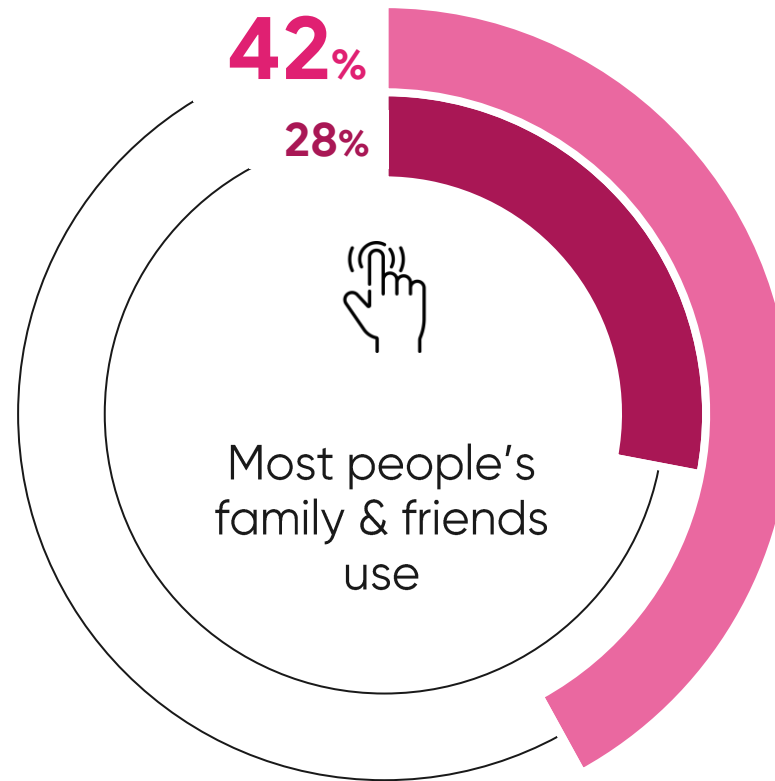
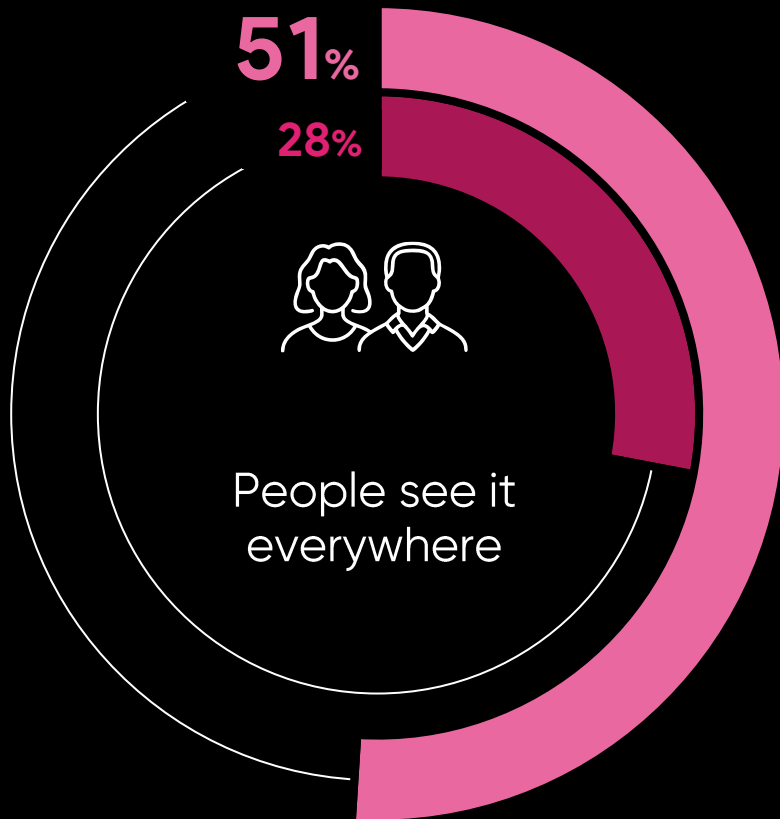
# TRUSTWORTHY

## Top 2 Attributes



# ENGAGEMENT

## Top 2 Attributes

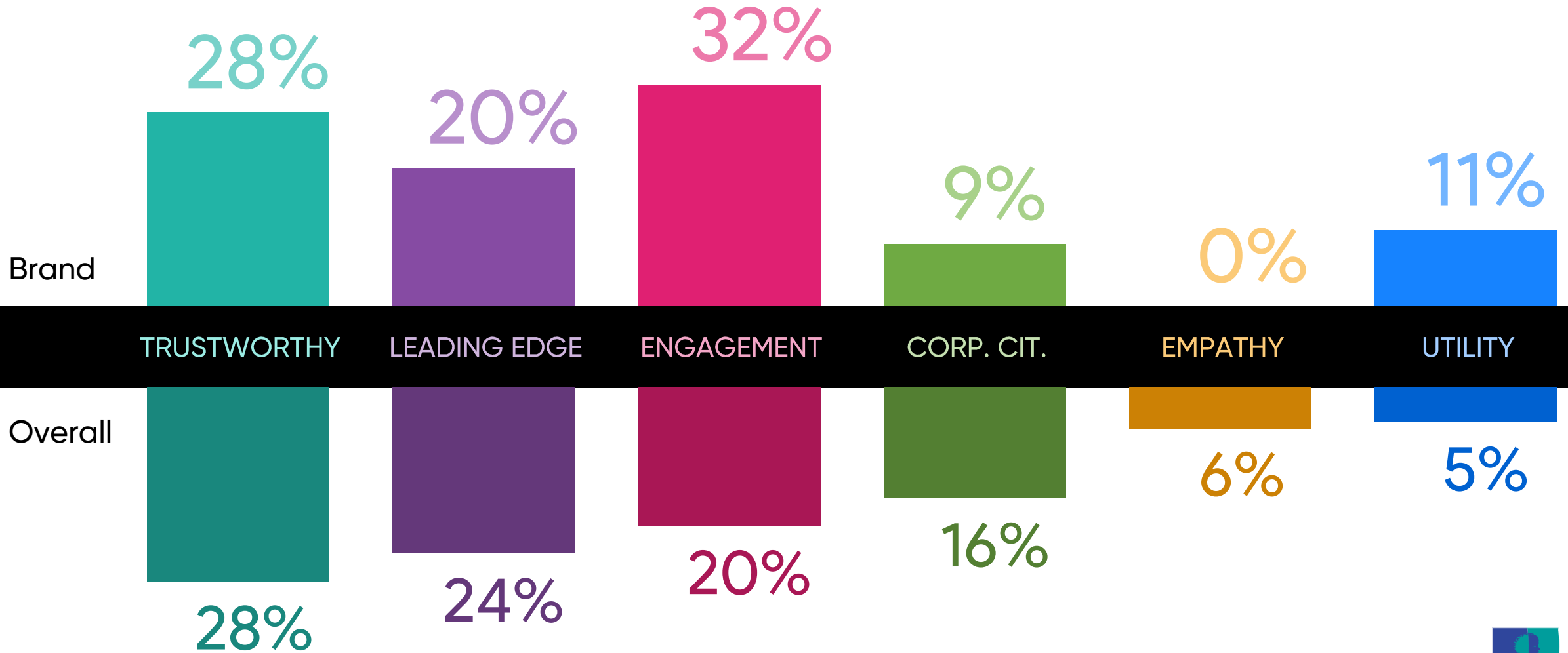


# stc

# 204

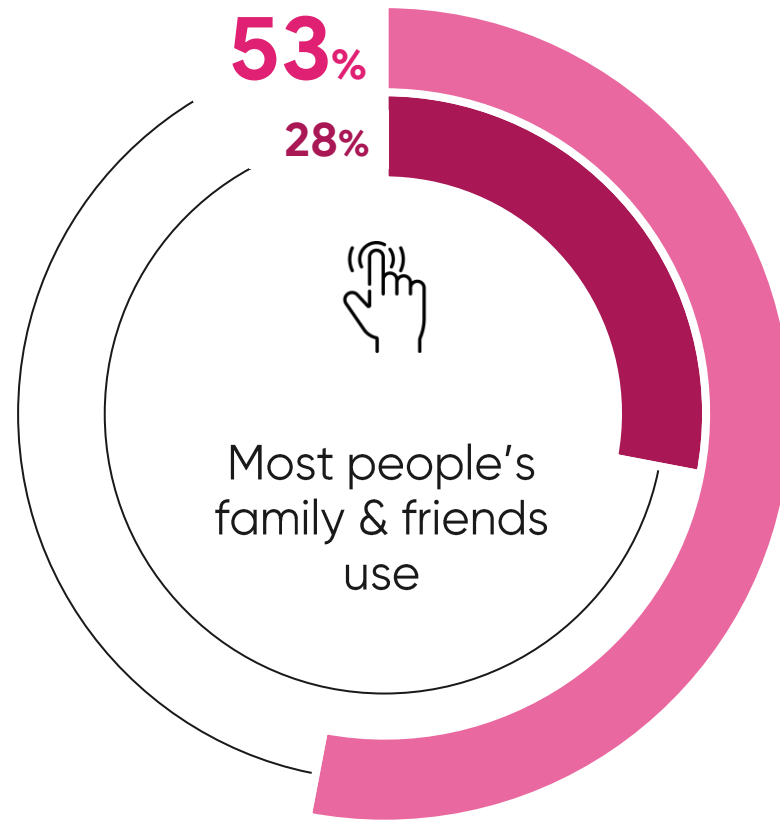
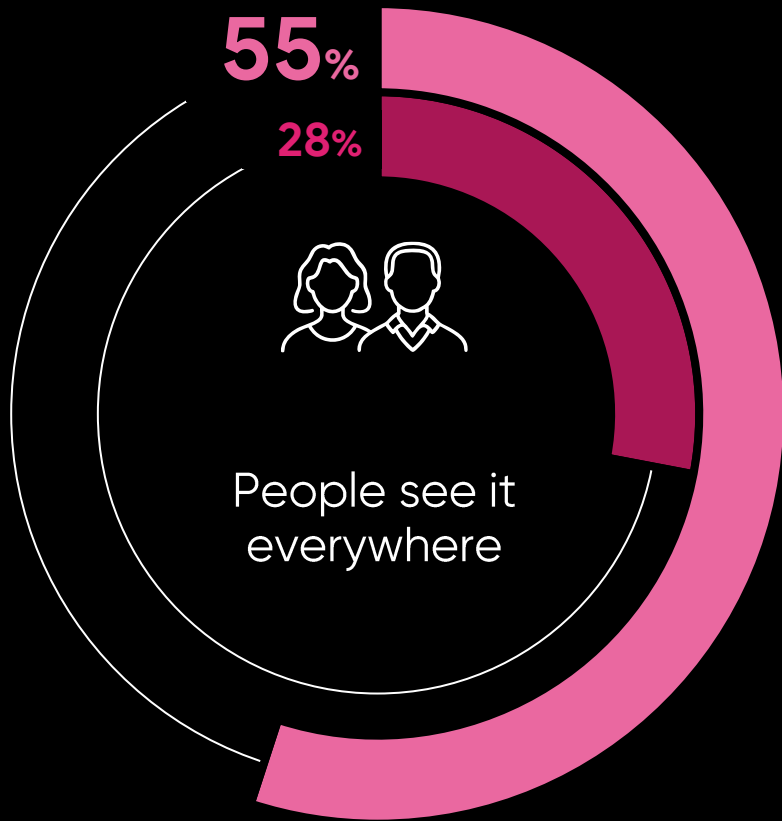
Ipsos Influence  
Index Score





# ENGAGEMENT

## Top 2 Attributes

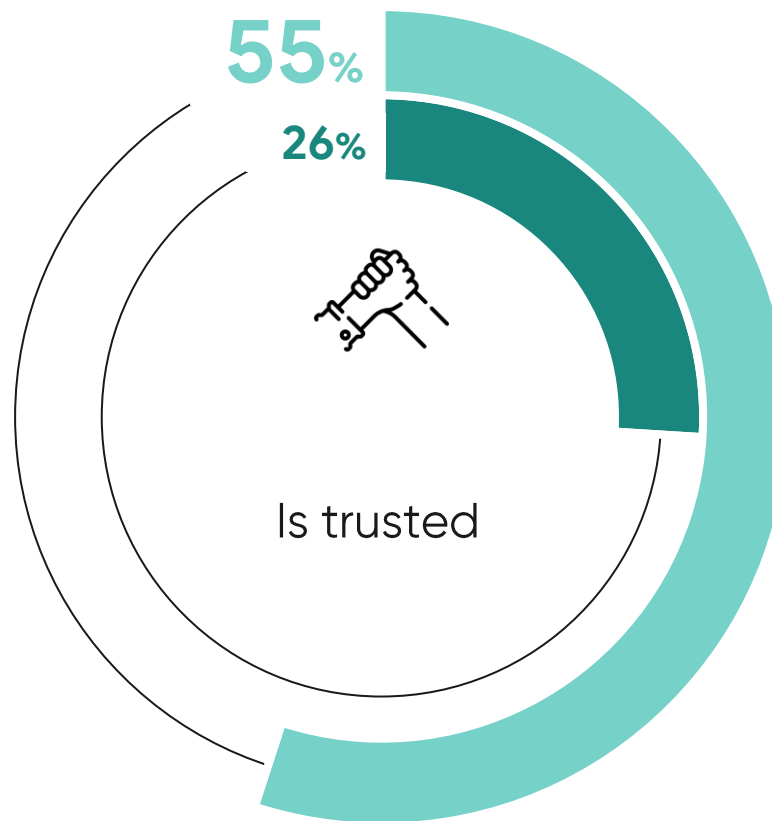
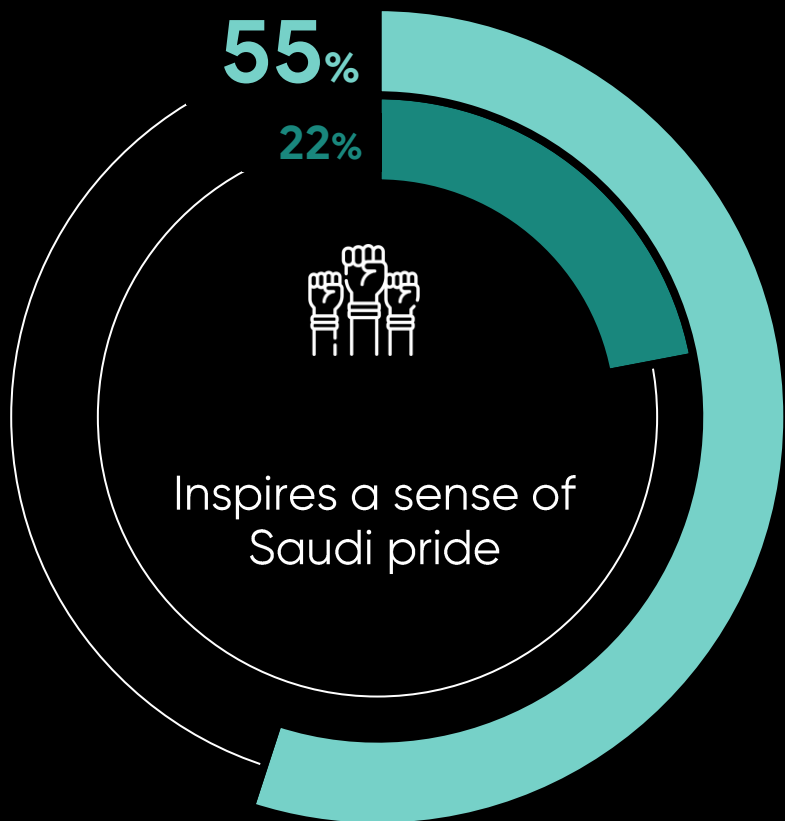


# stc

BRAND OVERALL

# TRUSTWORTHY

## Top 2 Attributes



stc

BRAND OVERALL

# TOP 10 Most Influential Brands in Saudi Arabia



01



02



03



04



05



06



07



08



09



10



# TOP 10 Most Influential Local Brands in Saudi Arabia



01

stc

02

مصرف الراجحي  
alrajhi bank

03

المراعي  
Almarai

04

السعودية  
Saudia

05

ALBAIK

06

بندو  
panda

07

العشيم  
Othaim

08

النهدي  
nahdi

09

STC Bank

10

السعودية  
Saudia

# Most Influential Local Brands - Per Sector

Customized Brand Deep Dive Reports Available

Airlines



Banking & Finance

مصرف الراجحي  
alrajhi bank



Food & Grocery



Insurance



Media



Online Content



Online Retail



Online Services



QSR



Retail



Telecom



# 2026 Biggest Movers – Top 10 Most Improved Local Brands

2026 Rank

Previous year Rank



أسواق التميمي  
tamimi markets



#47

#74

#69

#52

#76

#46

#60

#15

#60

#11



#80

#102

#95

#71

#96

#59

#111

#25

#70

#20

# Studying The 120 Most Influential Brands In KSA

## Airlines

Emirates  
Flyadeal  
Flynas  
Qatar Airways  
Riyadh Air  
Saudia Airlines

## Auto

BYD  
Ford  
Hyundai  
Kia  
Lexus  
Lucid  
Nissan  
Suzuki  
Toyota

## Media

MBC  
Rotana  
Saudi TV

## Banking & Finance

Alrajhi Bank  
Alinma Bank  
American Express  
Arab National Bank  
Bank Albilad  
Bank AlJazira  
Banque Saudi Fransi  
D360 Bank  
Mastercard  
Riyad Bank  
Saudi Awwal Bank  
Saudi National Bank  
STC Bank  
The Saudi Investment Bank  
Visa  
Western Union

## Insurance

Al Rajhi Takaful  
Bupa  
Tawuniya

## Food & Grocery

Abu Kass  
Afia  
Almarai  
AlSafi Danone  
Americana  
Goody  
Kinza  
Kit Kat  
L'Usine  
Lay's  
Lipton  
Maggi  
Nada  
Nadec  
Nescafé  
Nova Water  
Pepsi  
Puck  
Rabea Tea  
Saudia Dairy  
Sunbulah

## CPG

Dabur  
Dettol  
Dove  
Elvive  
FAIRY  
Garnier  
Gliss  
Lux  
NIVEA  
Persil  
Sensodyne

## Online Retail

Amazon  
Noon.com  
SHEIN  
Trendyol  
ROSHN

## Real Estate

## Retail

AlOthaim  
eXtra Stores  
IKEA  
Jarir Bookshop  
LuLu Hypermarket  
Nahdi Pharmacy  
Panda  
Sephora  
Tamimi Markets  
Almatar.com  
Booking.com  
Careem  
HungerStation  
Jahez  
Keeta  
Mrsool  
Trivago

## Online Services

## Social Media

Facebook  
Instagram  
LinkedIn  
Snapchat  
TikTok  
WhatsApp  
X (formerly Twitter)

## Online Content

Netflix  
Shahid  
YouTube

## Telecom

Mobily  
Salam  
stc  
Zain

## Tech

Apple  
ChatGPT  
Google  
Huawei  
Lenovo  
Microsoft  
Samsung  
Al Tazaj  
Albaik  
Dunkin' Donuts  
Hardee's  
KFC  
Kudu  
McDonald's  
Starbucks Coffee

# METHODOLOGICAL NOTES

# 04

# A Study Talking Directly To The Saudi Market

**3,600** adults aged 18 and above

residing in Saudi Arabia participated in an online survey conducted in January 2026 using the Ipsos Online Panel. The sample was designed to be nationally representative in line with census distributions

**600** respondents per brand were surveyed





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The

**MOST**  
**INFLUENTIAL**  
**BRANDS**

in Saudi Arabia

**2026**

