

The

MOST

INFLUENTIAL

BRANDS

in Saudi Arabia

2026

Local Brands Edition



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- 03** Top 10 Local Brands In Saudi Arabia
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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.

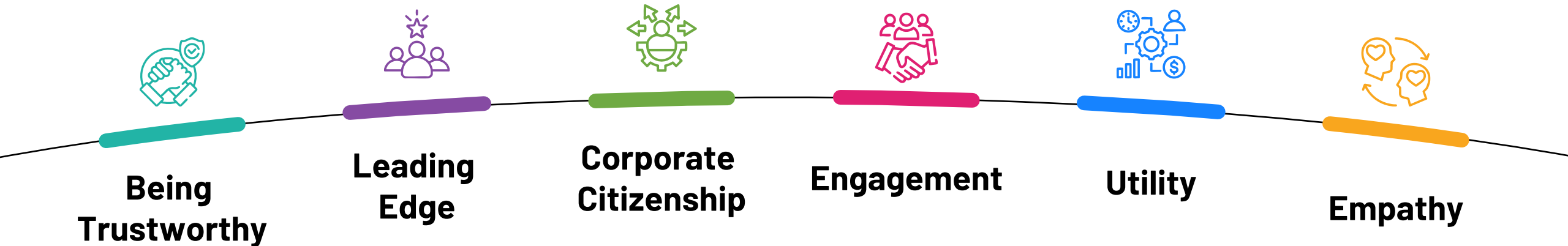
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2026 edition represents the 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



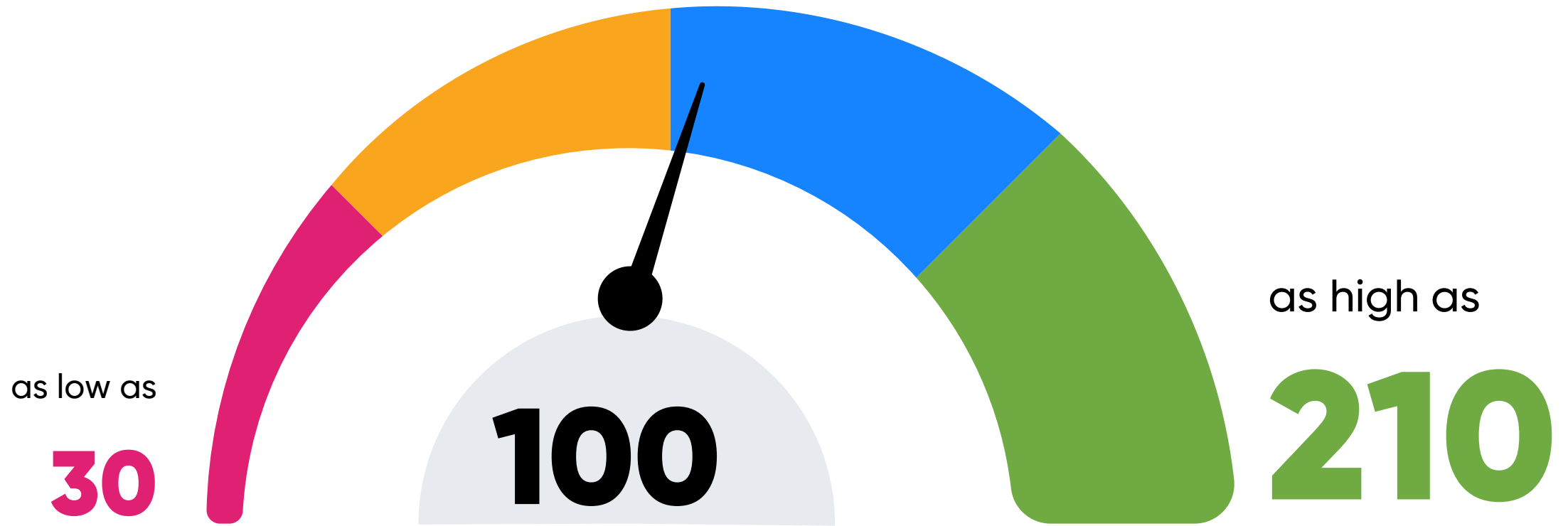
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

OVERVIEW OF KEY FINDINGS

02

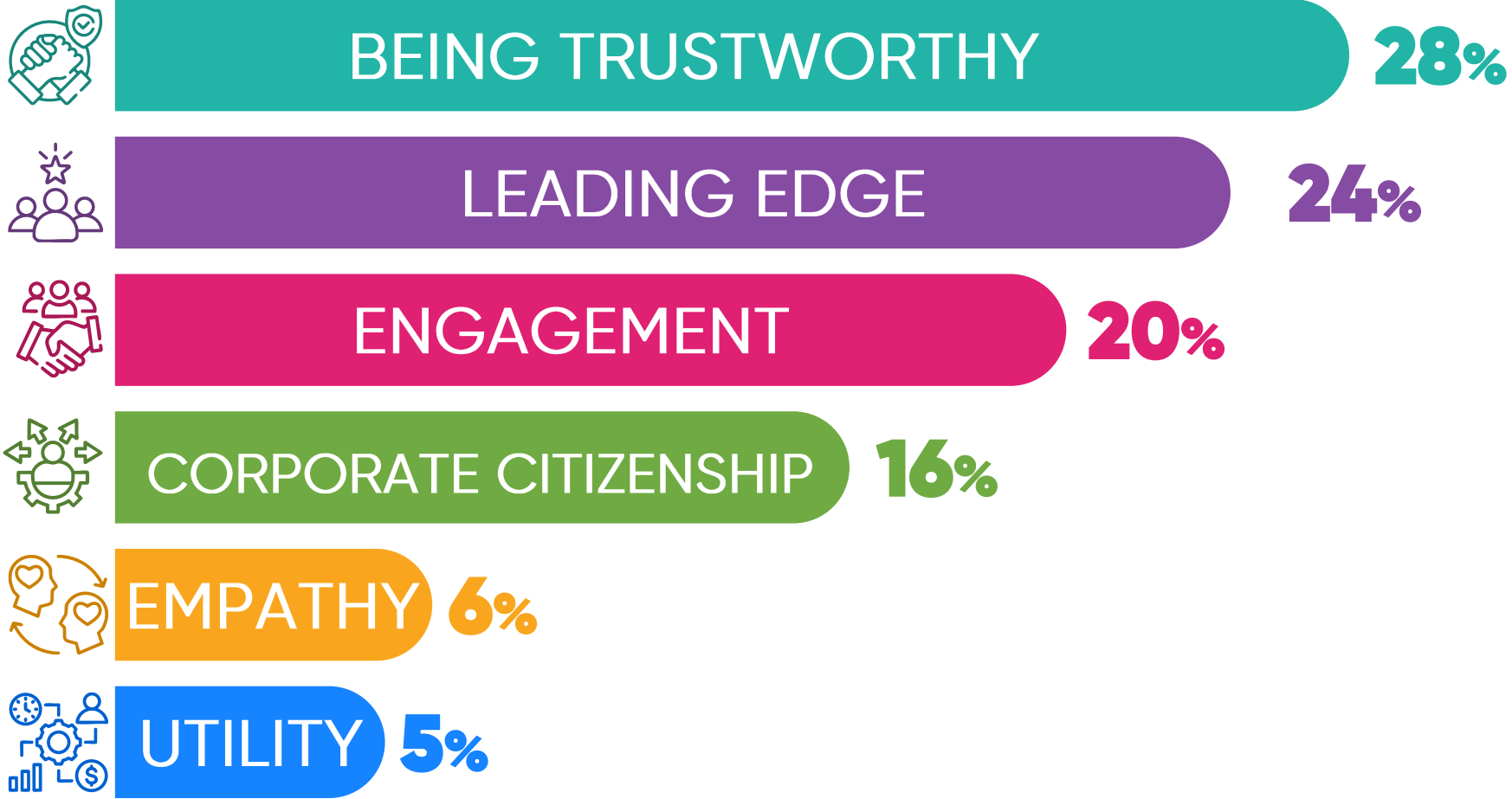
The Ipsos Influence Index: Overview

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**.



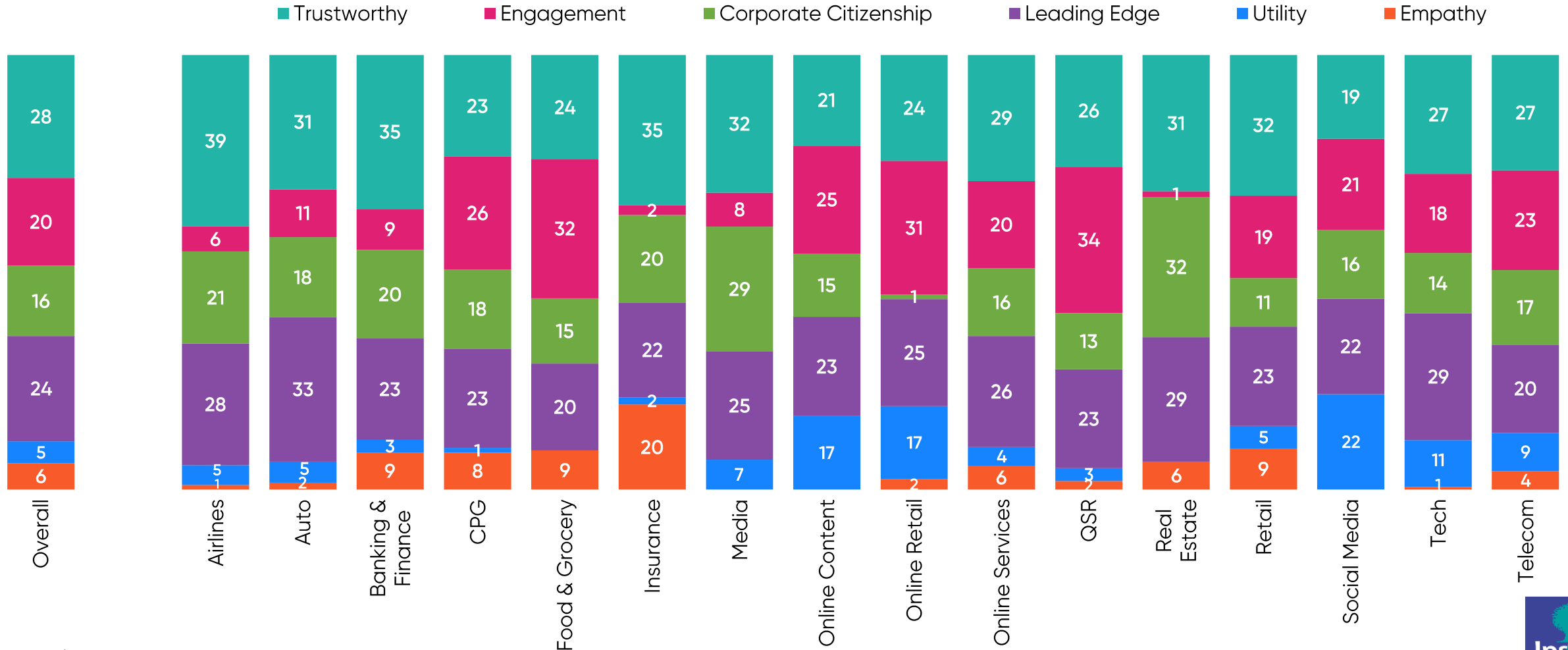
The Influence Drivers Of The Saudi Market

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



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

The majority of the top local brands are associated with 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, most of the biggest movers came from food brands 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

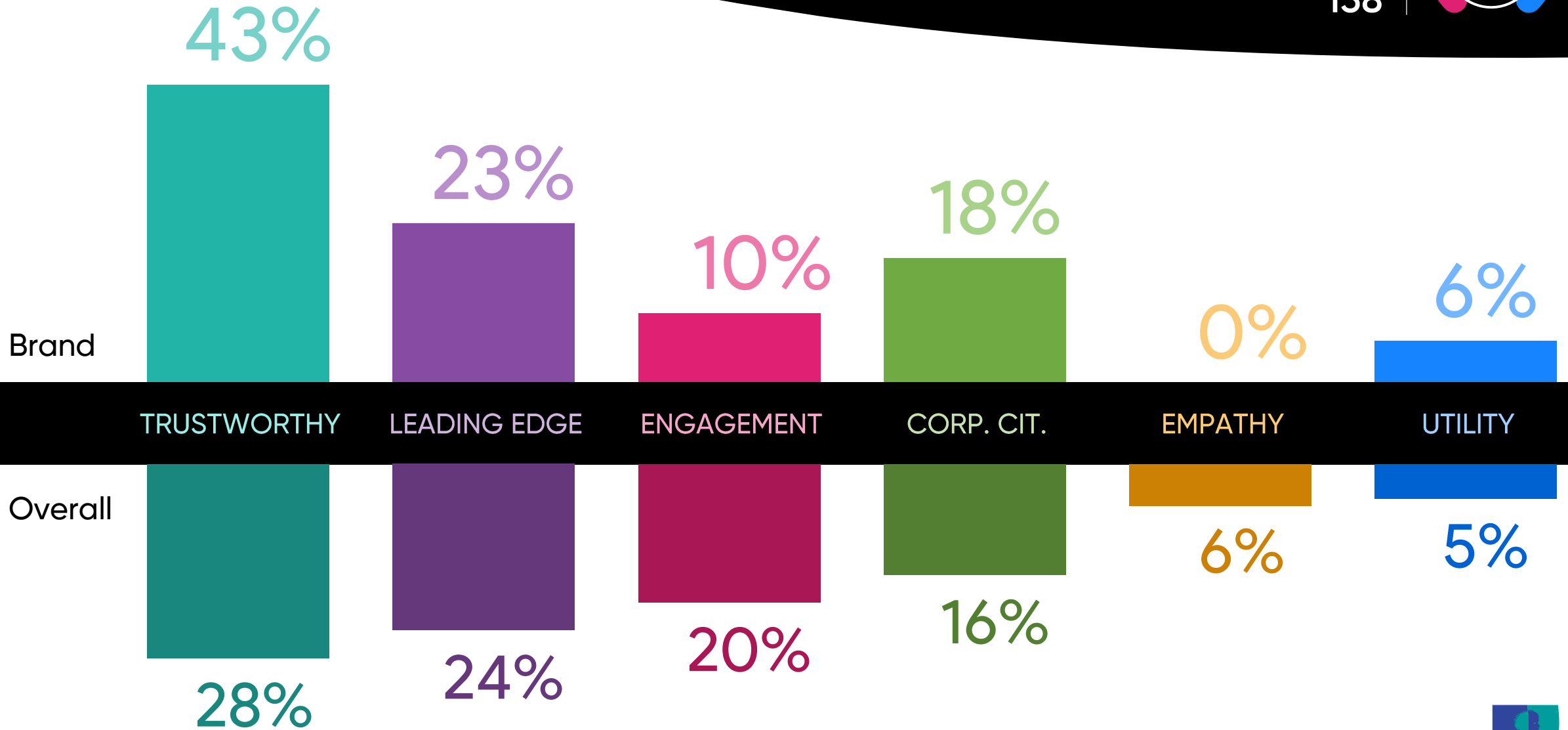
03



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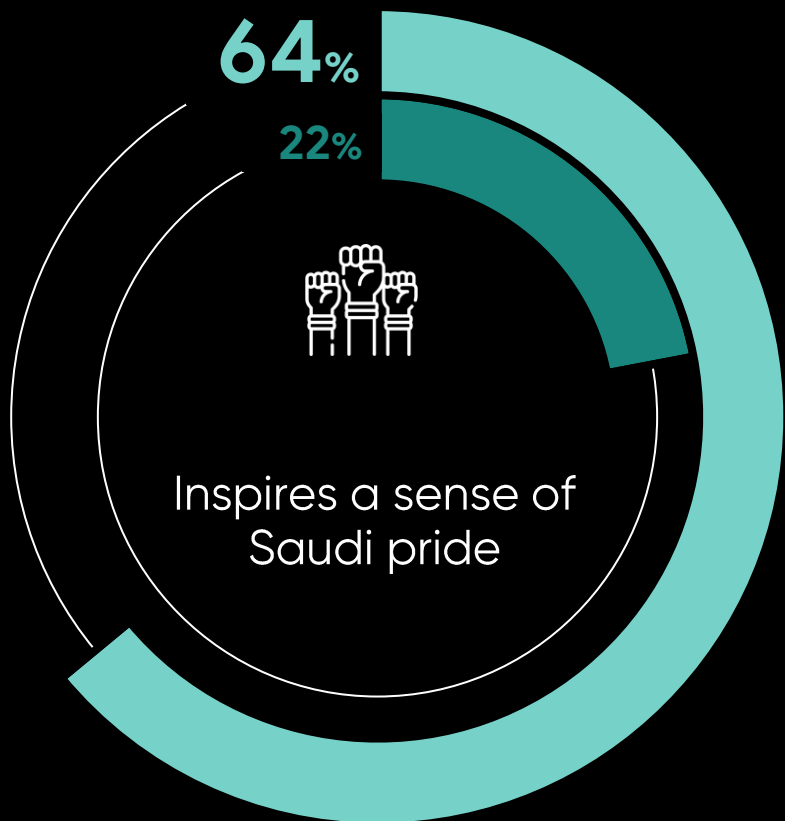
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Index Score





TRUSTWORTHY

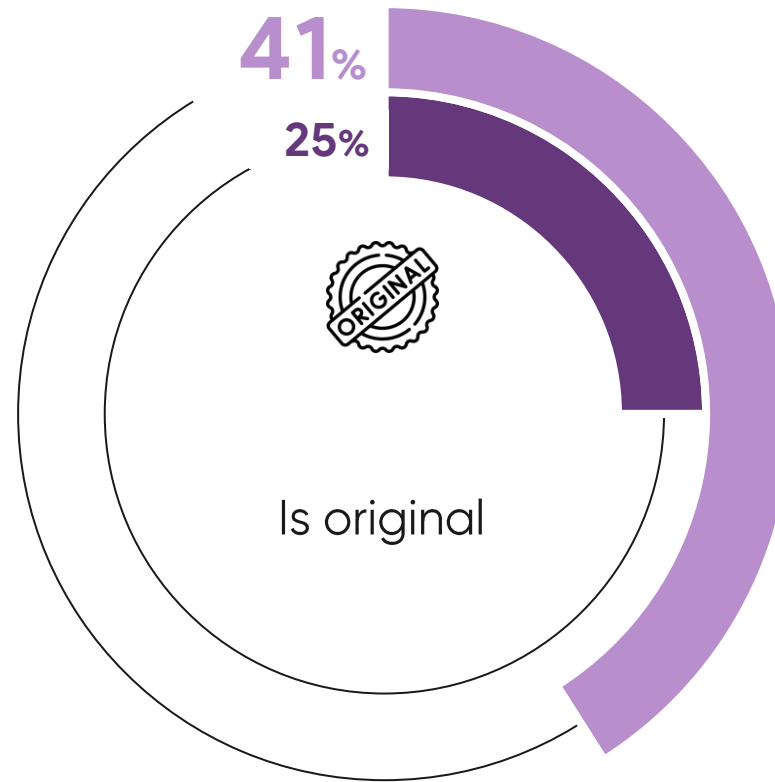
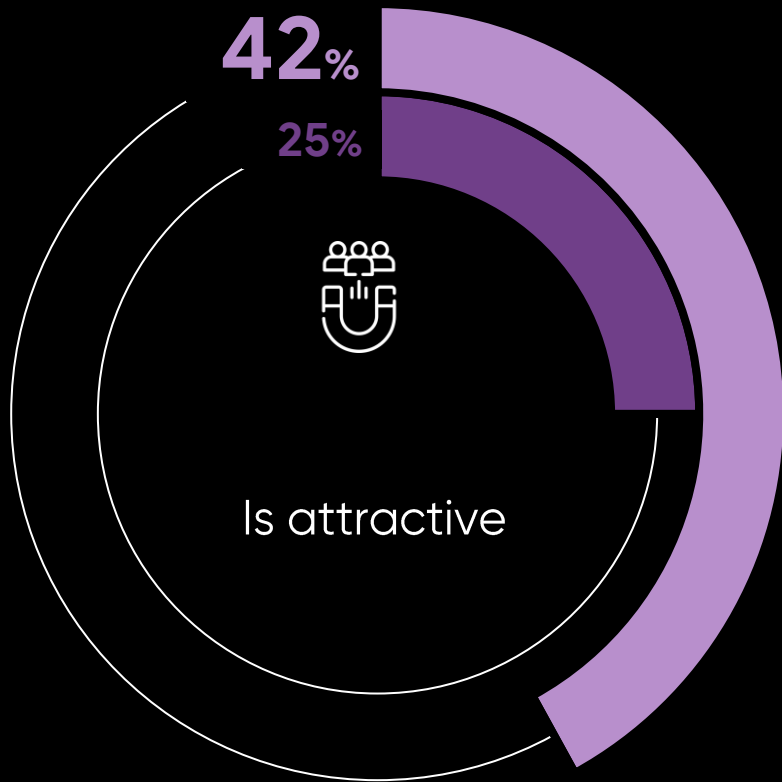
Top 2 Attributes



BRAND OVERALL

LEADING EDGE

Top 2 Attributes

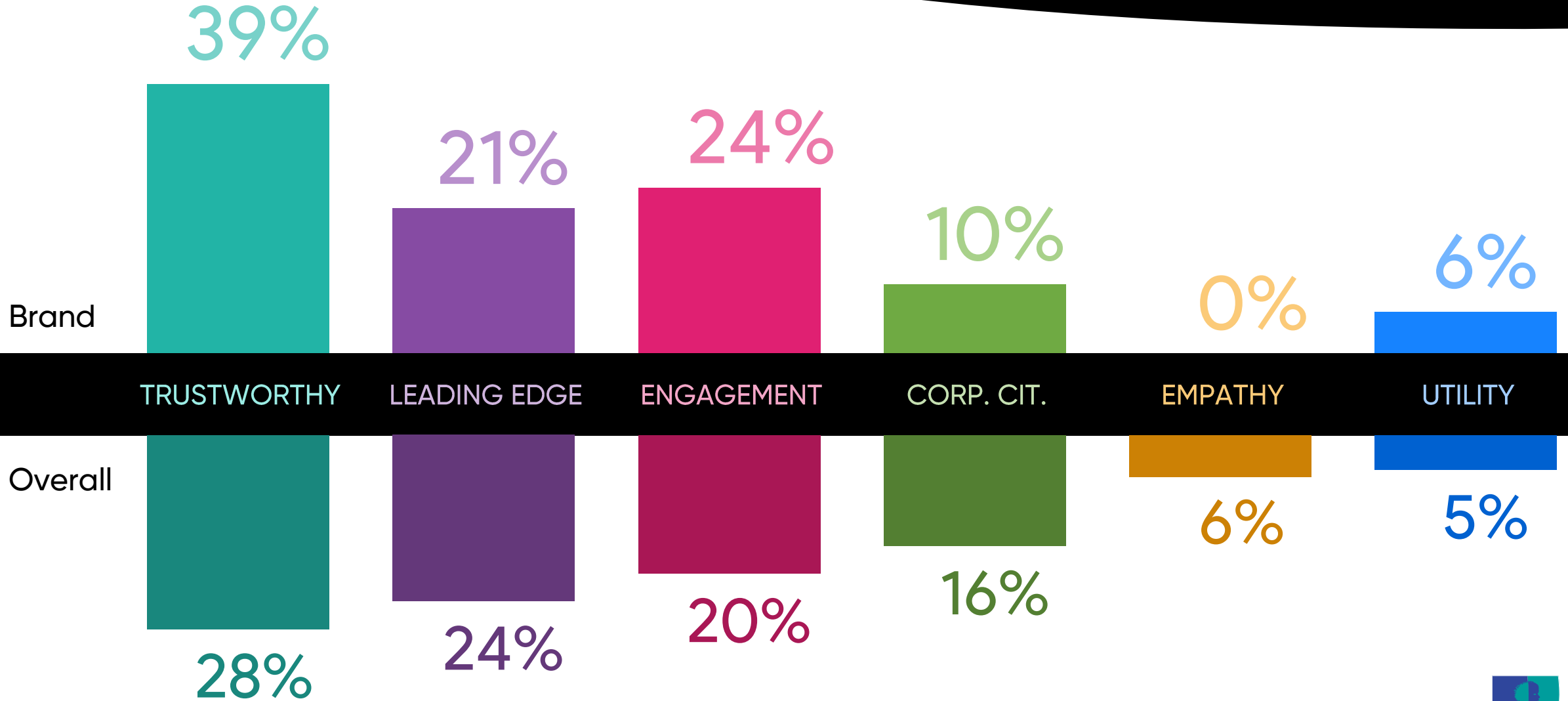


STC Bank

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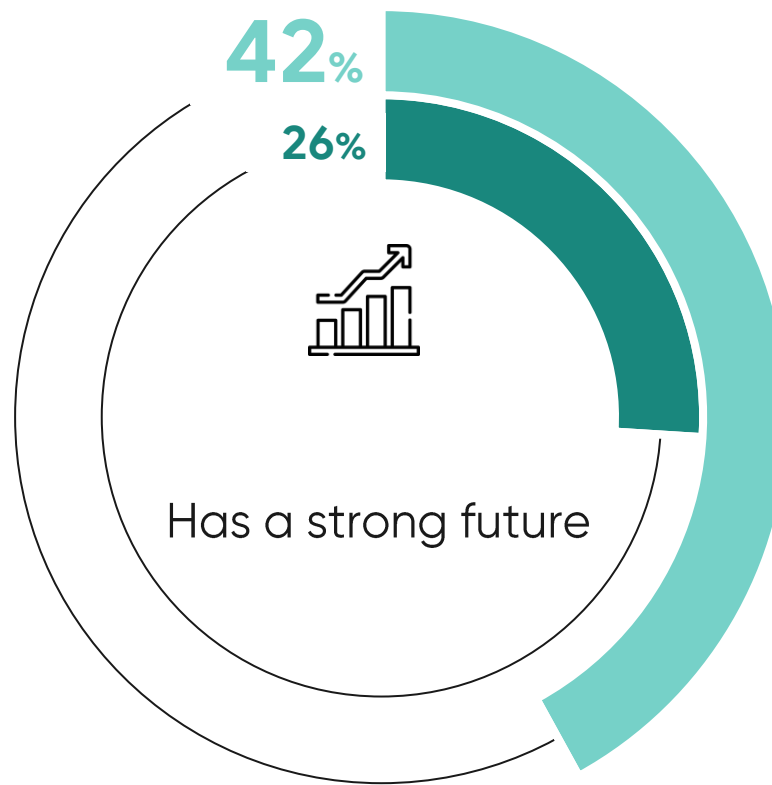
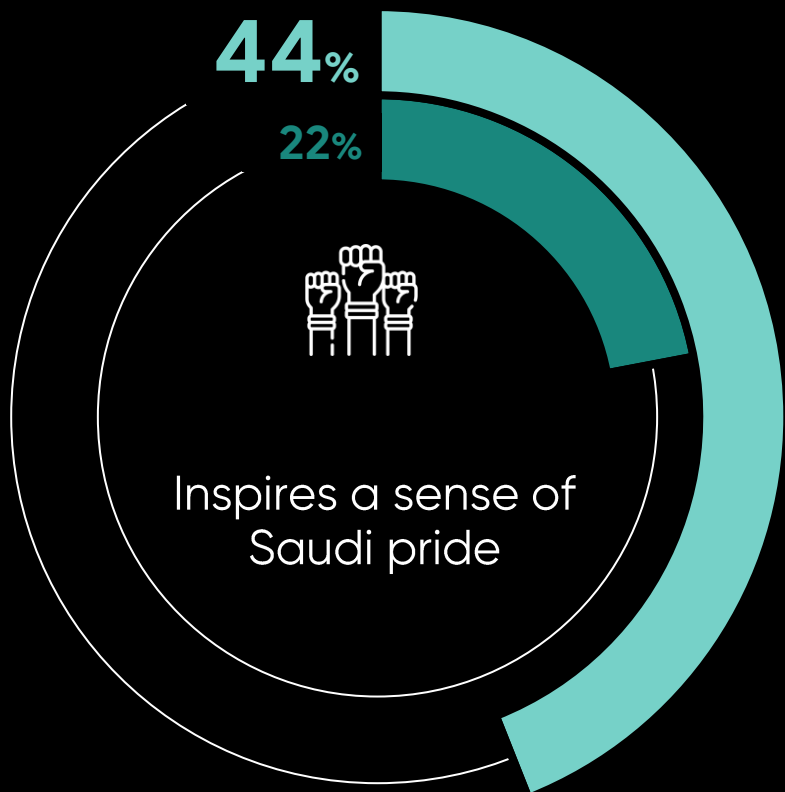
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Index Score





TRUSTWORTHY

Top 2 Attributes

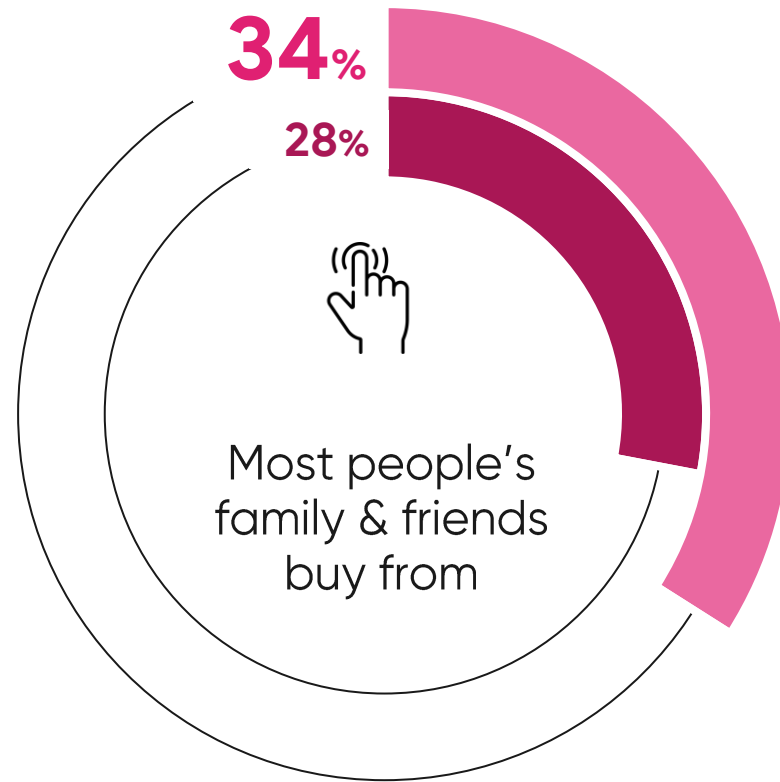
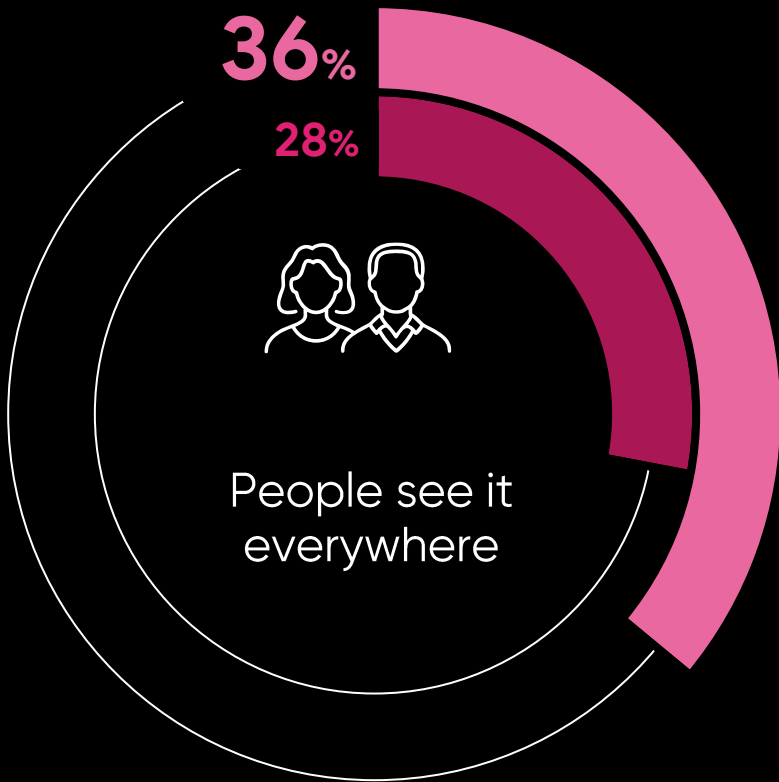


STC Bank

BRAND OVERALL

ENGAGEMENT

Top 2 Attributes



STC Bank

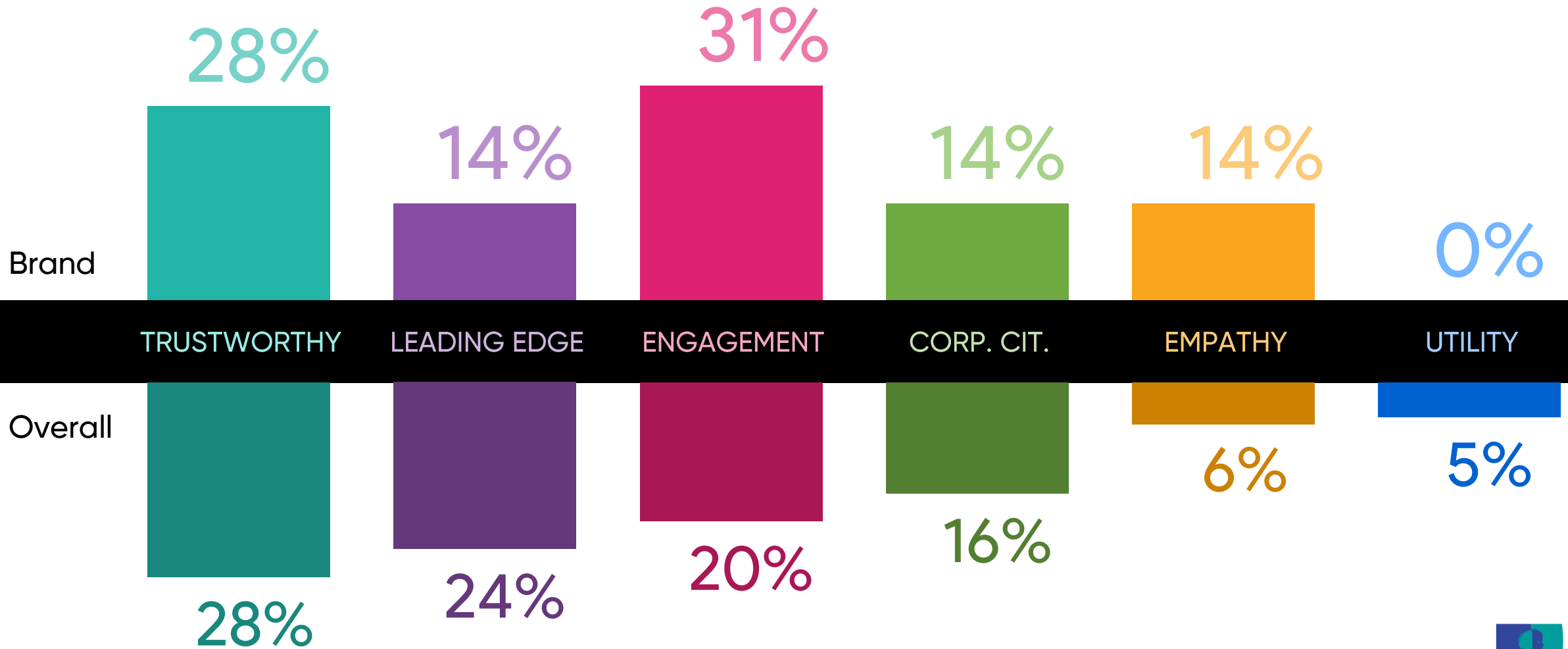
BRAND OVERALL



142

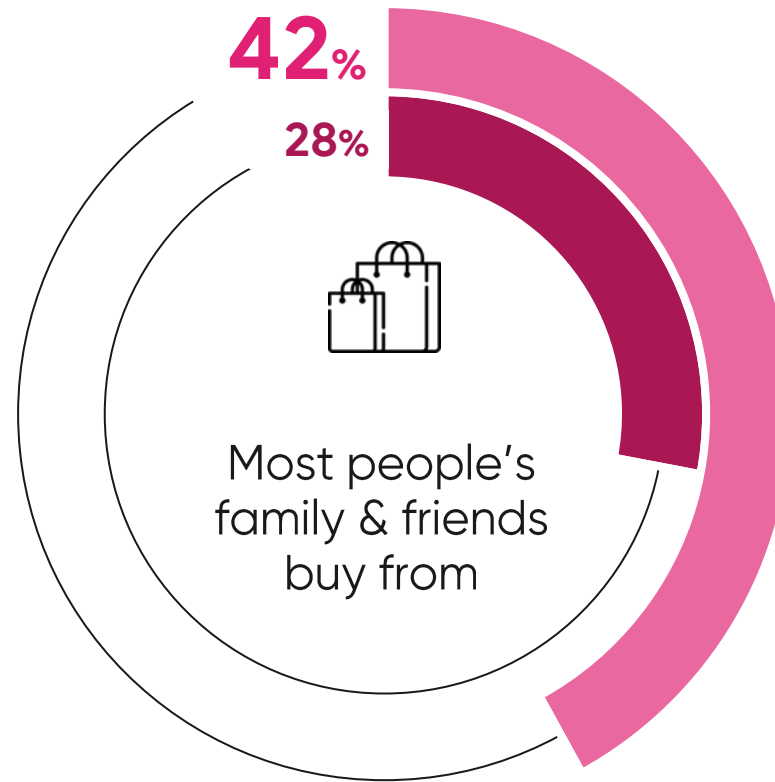
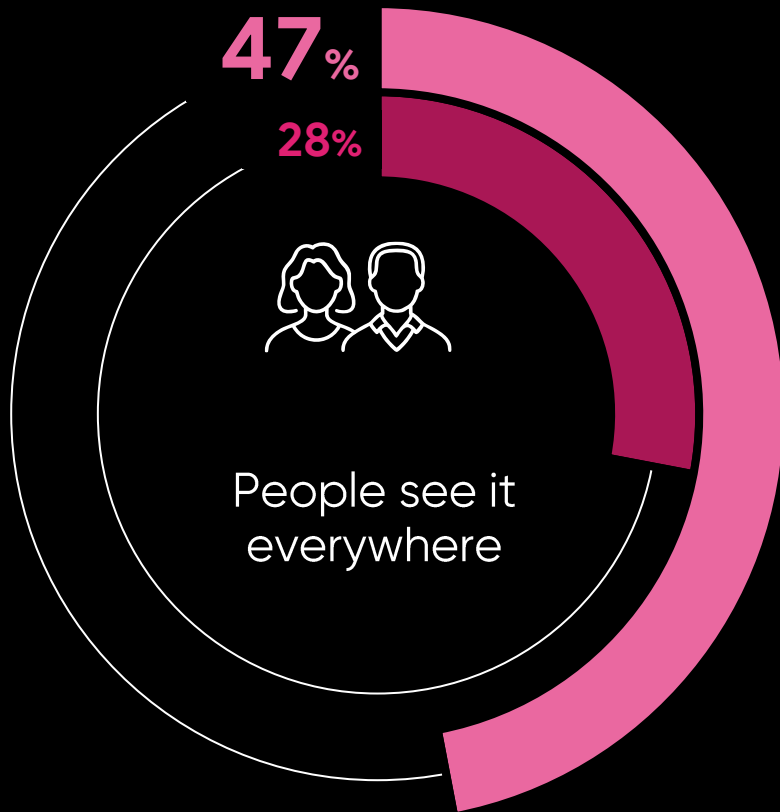
Ipsos Influence
Index Score





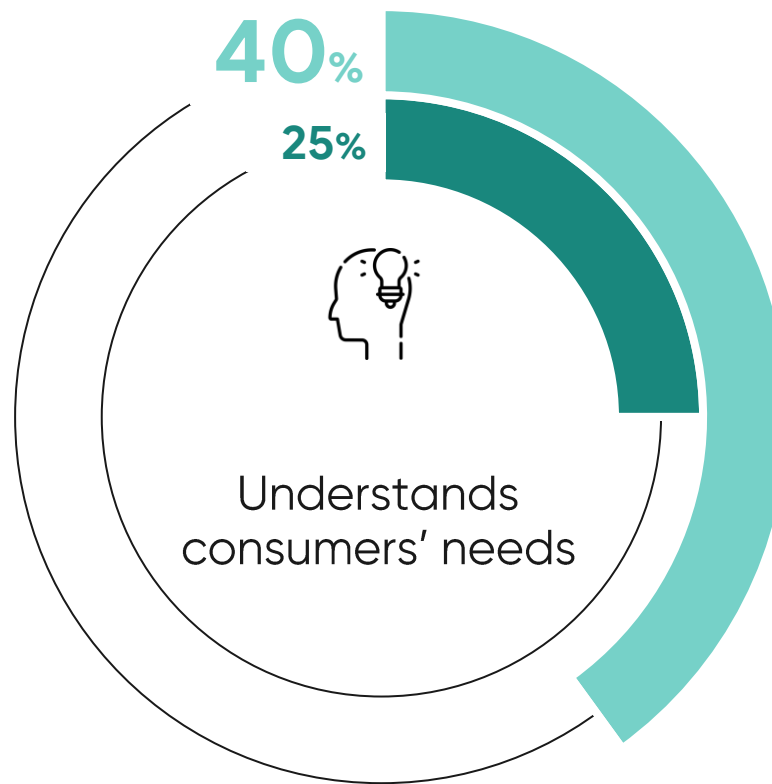
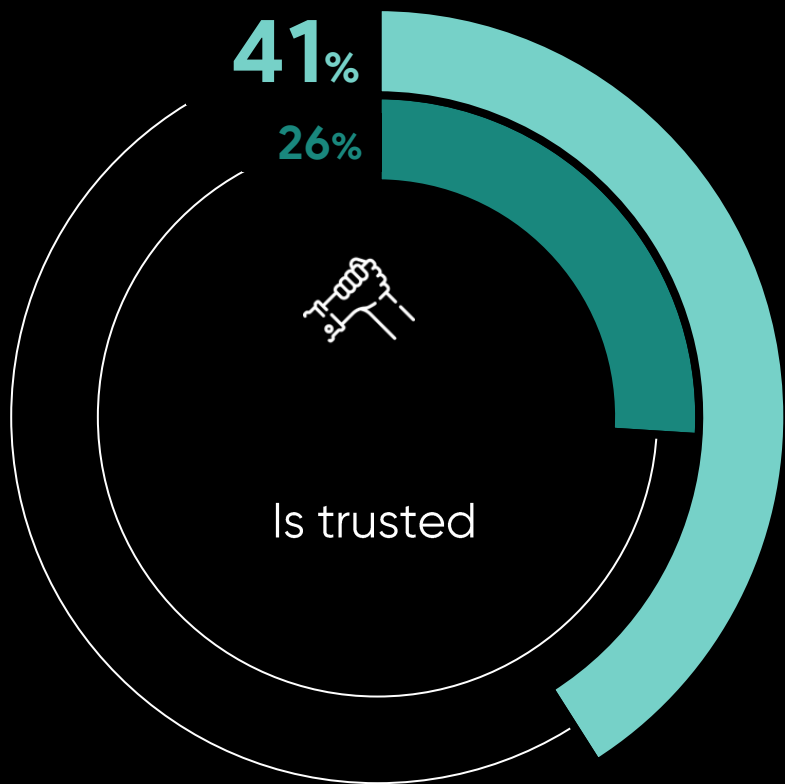
ENGAGEMENT

Top 2 Attributes



TRUSTWORTHY

Top 2 Attributes



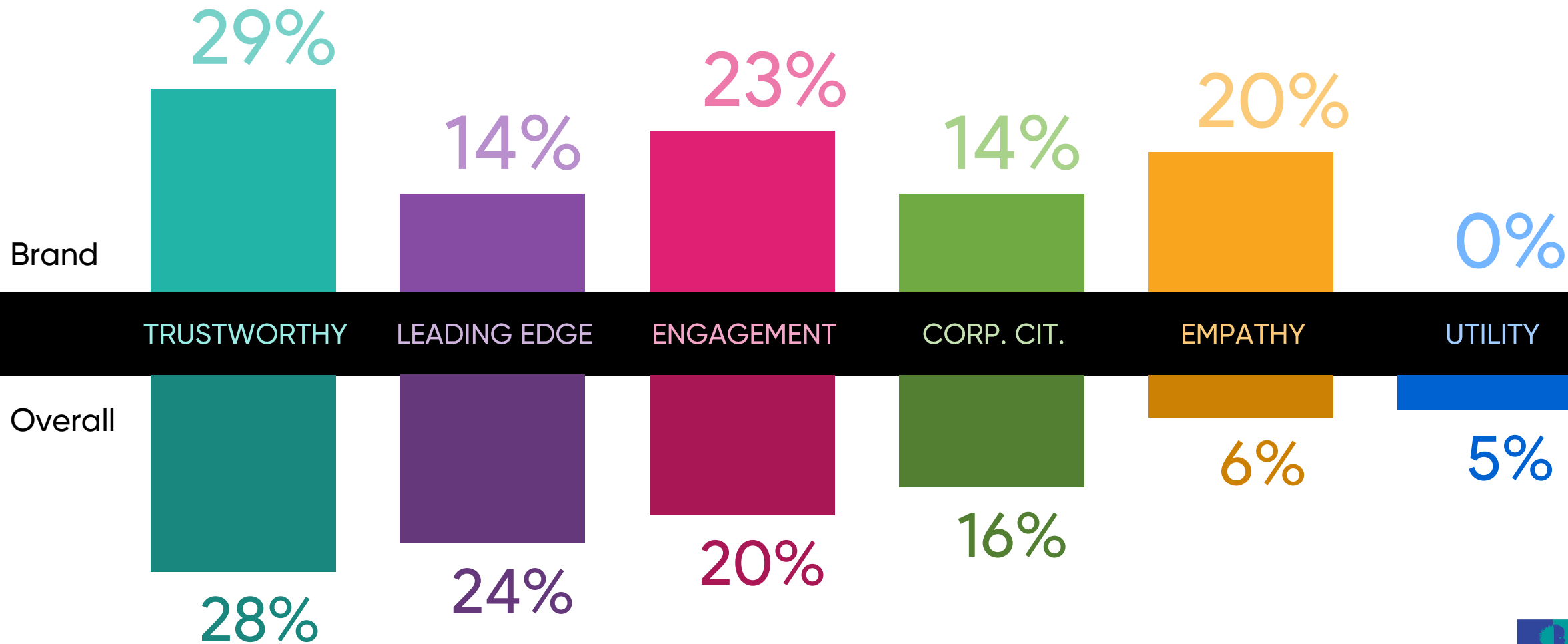


العشيم
Othaim

147

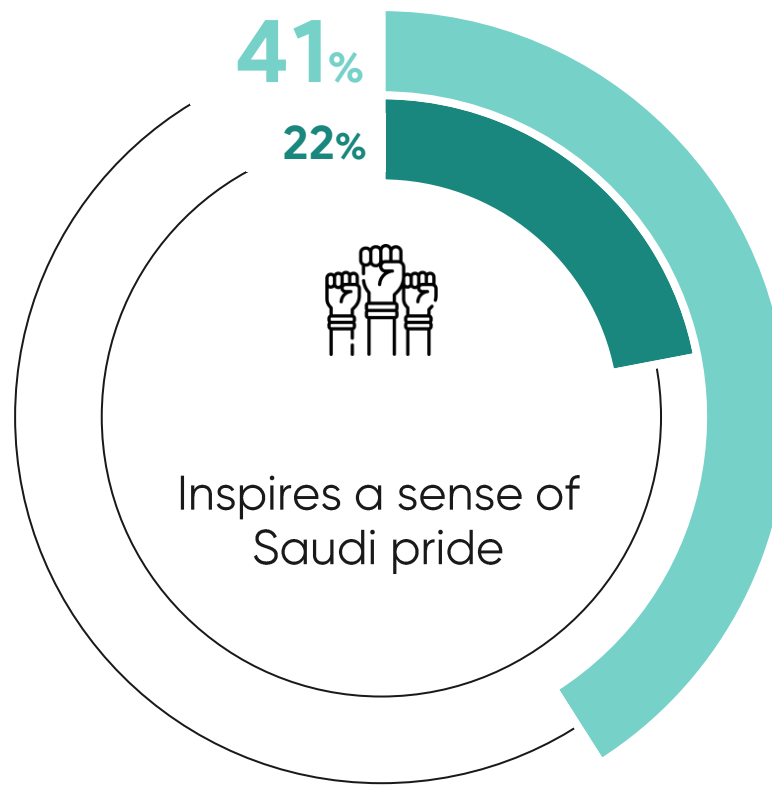
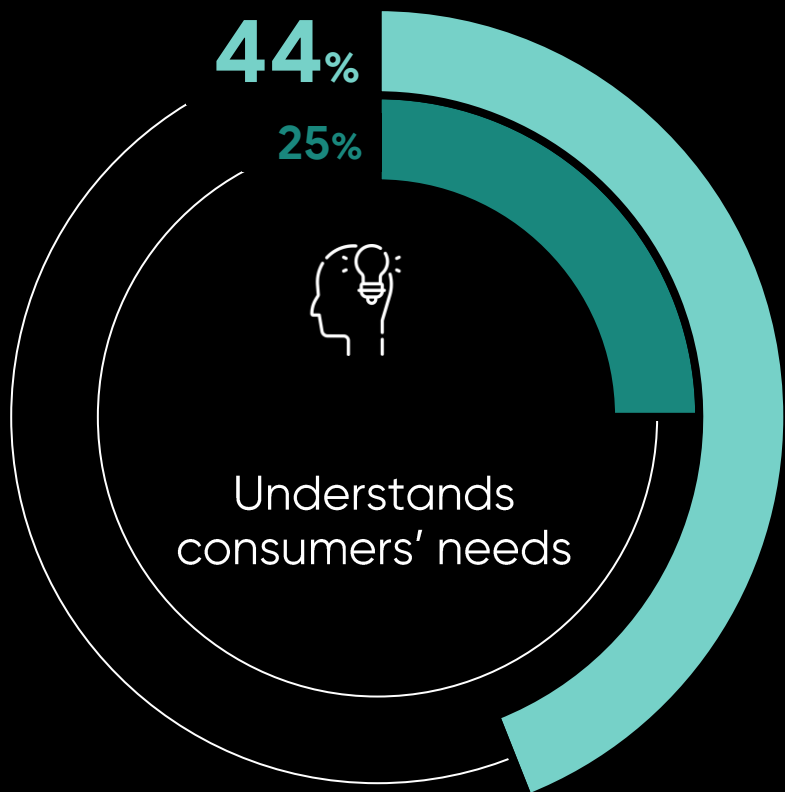
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TRUSTWORTHY

Top 2 Attributes

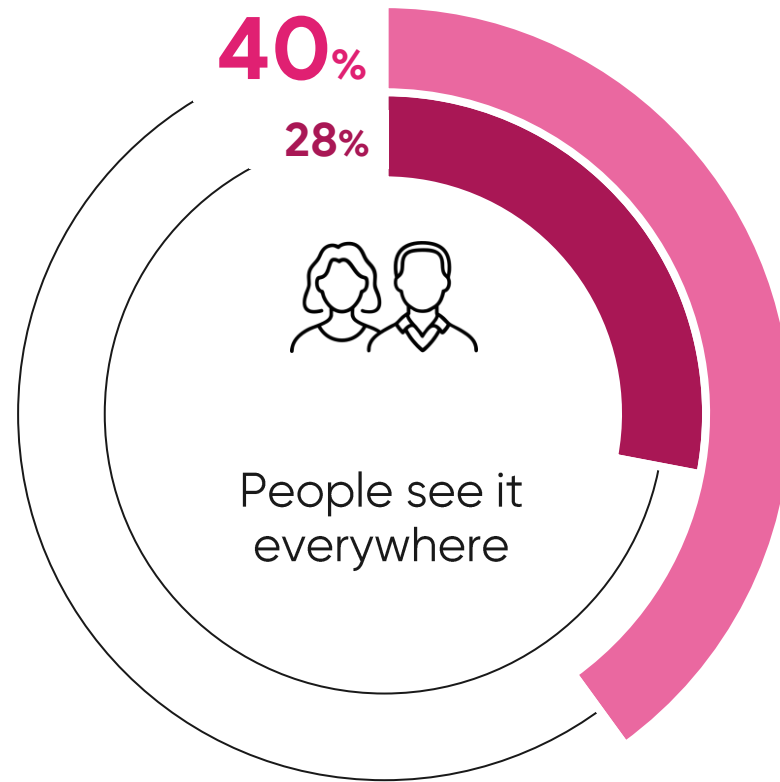
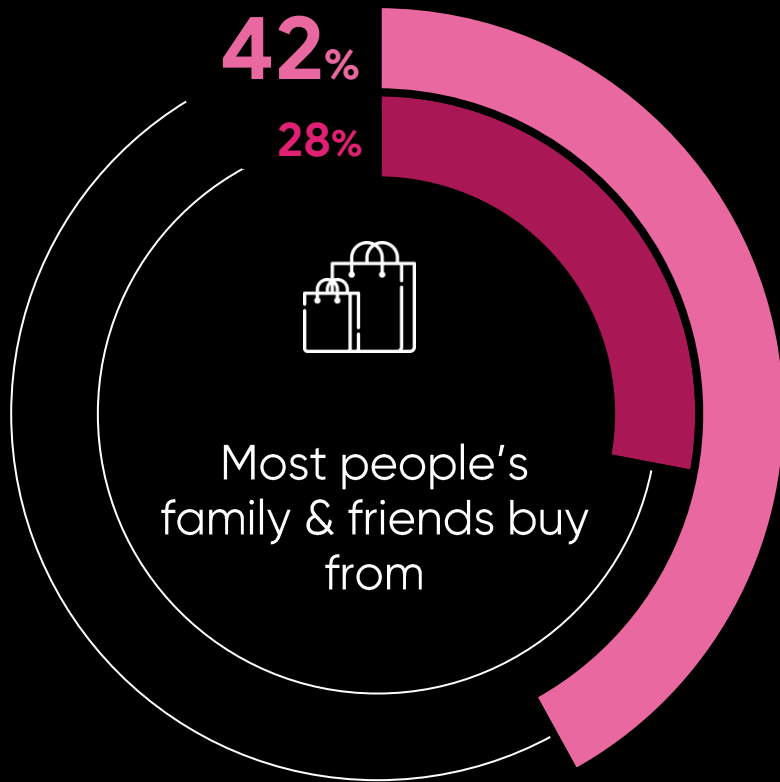


العشيم
Othaim

BRAND OVERALL

ENGAGEMENT

Top 2 Attributes



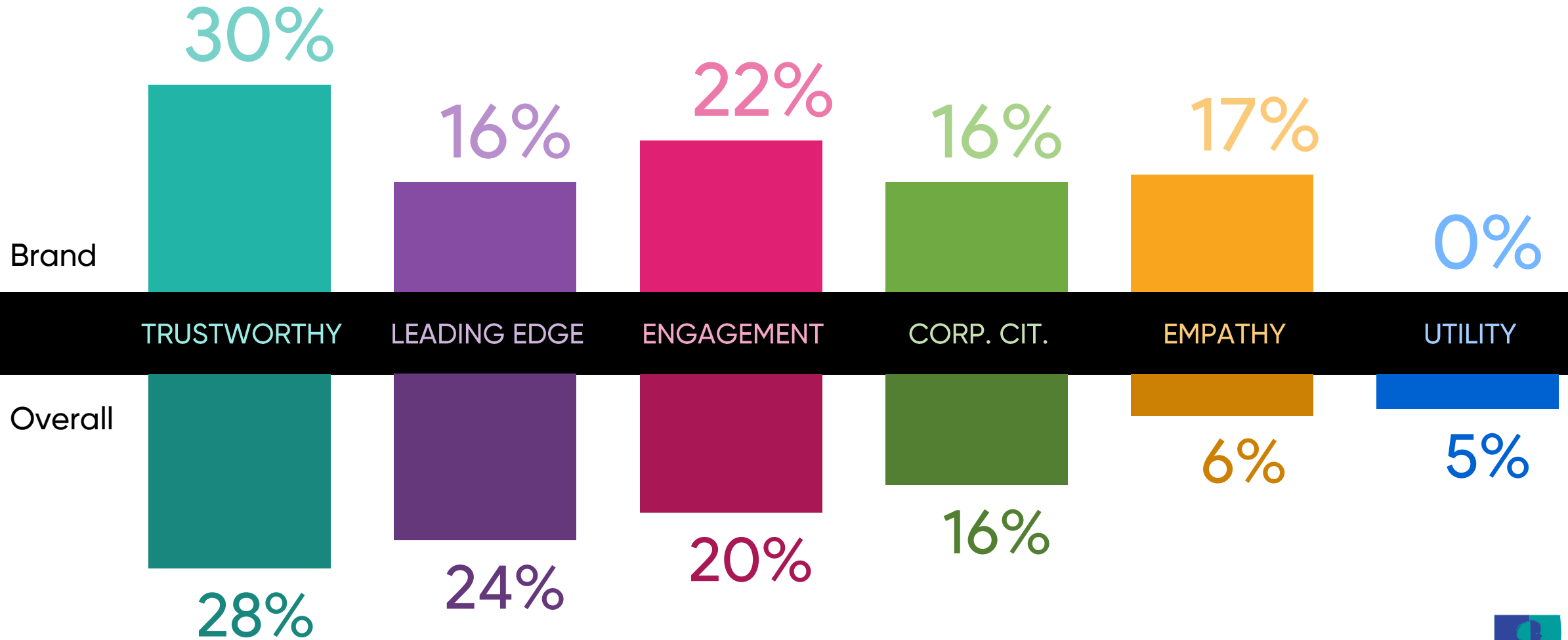
BRAND OVERALL



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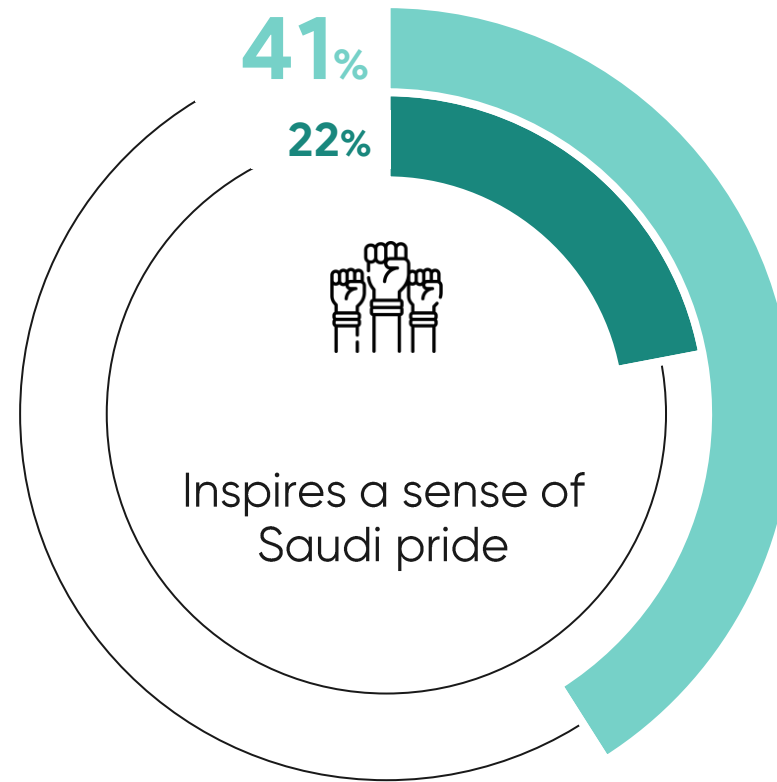
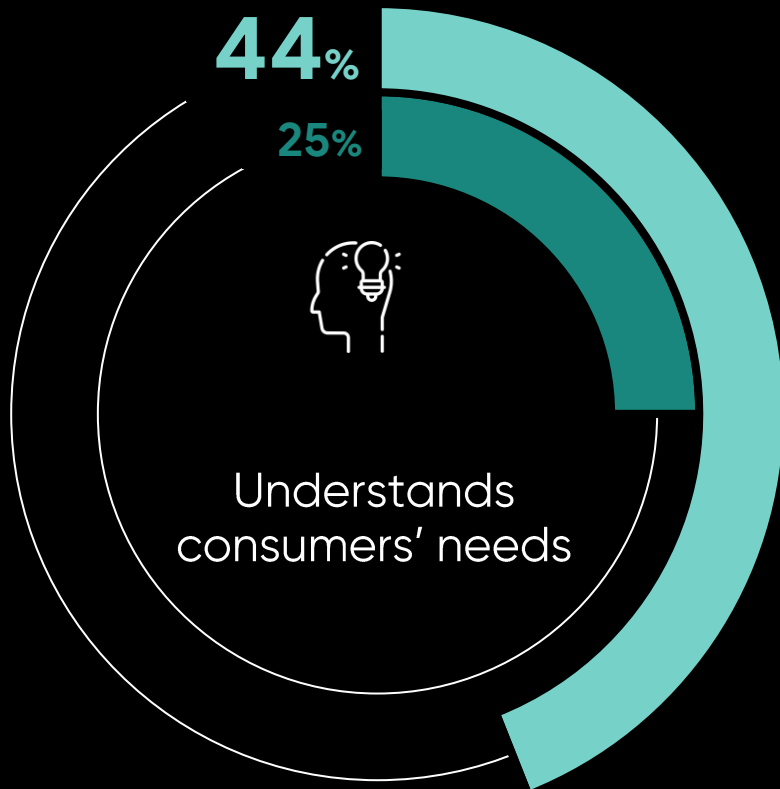
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Index Score



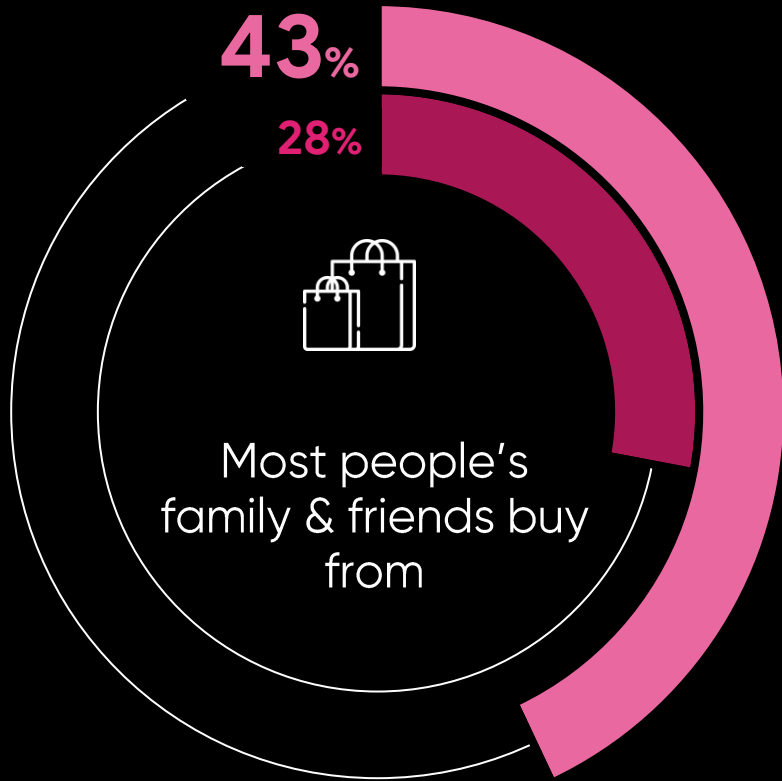


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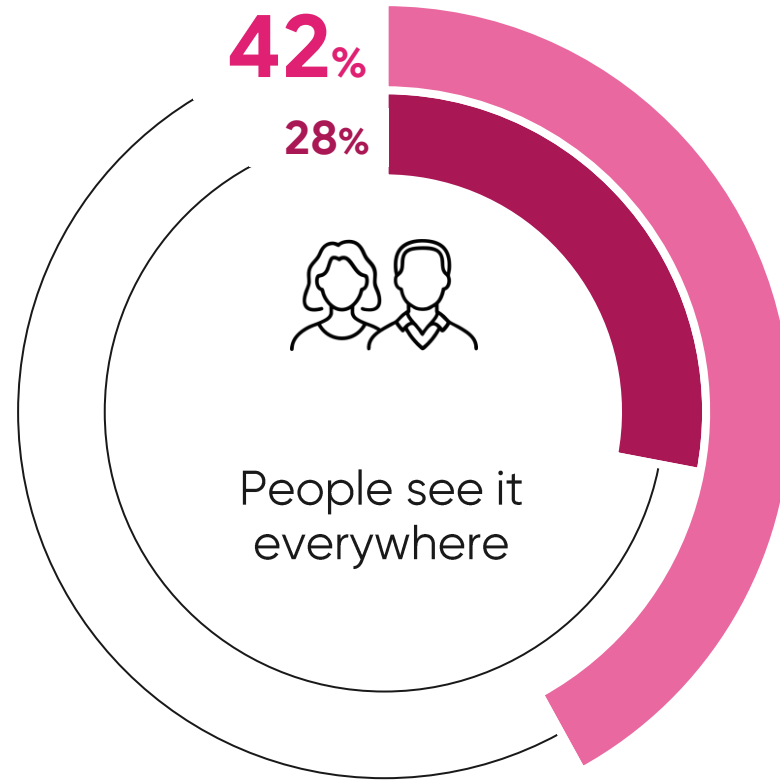
Top 2 Attributes



ENGAGEMENT



Top 2 Attributes



BRAND OVERALL



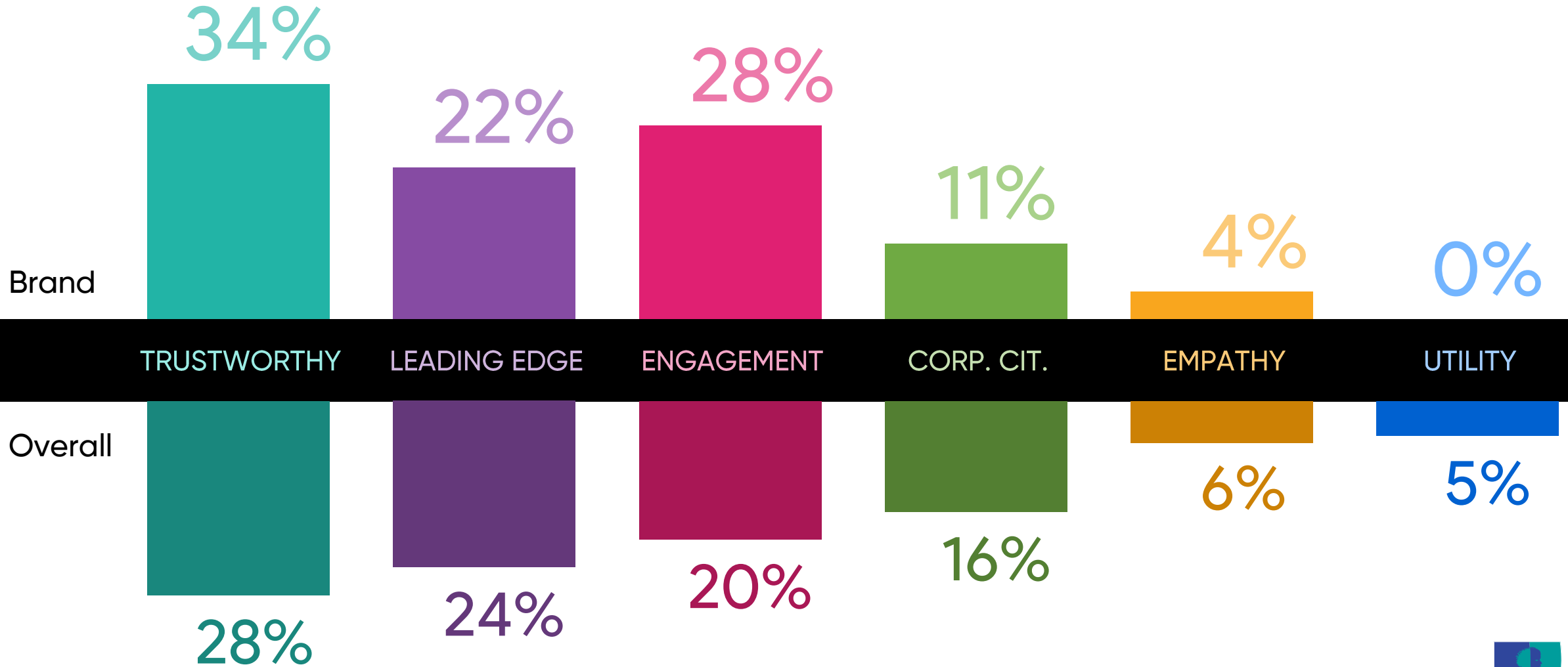
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Ipsos Influence
Index Score



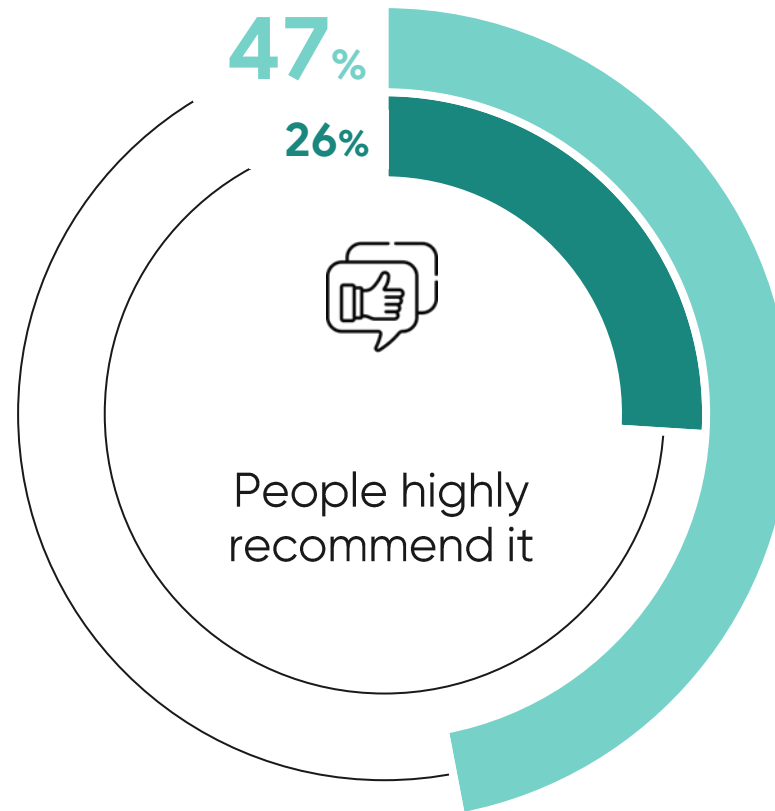
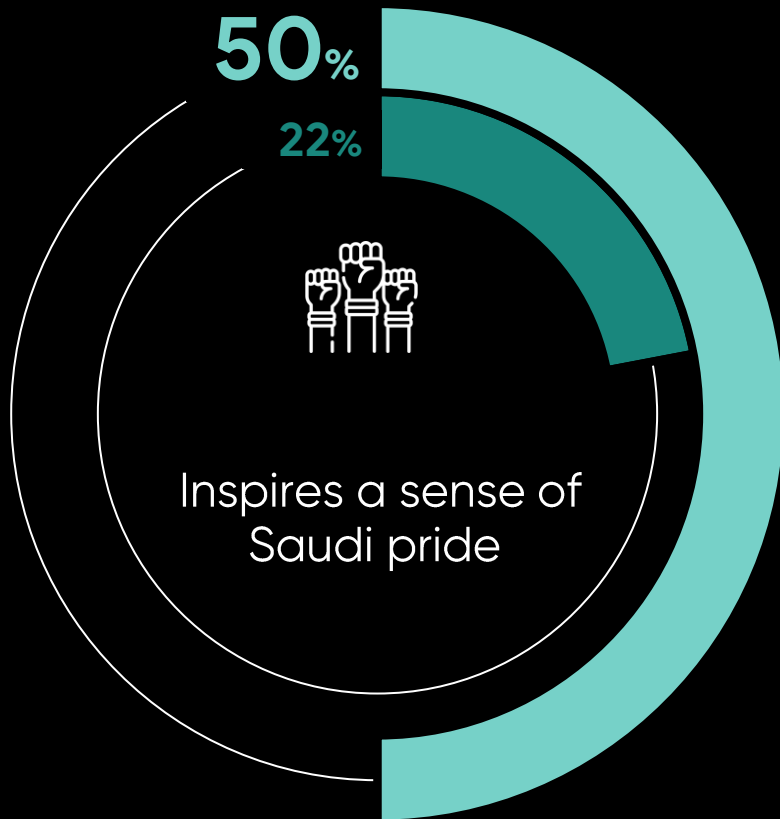


Ipsos
influence
score
153



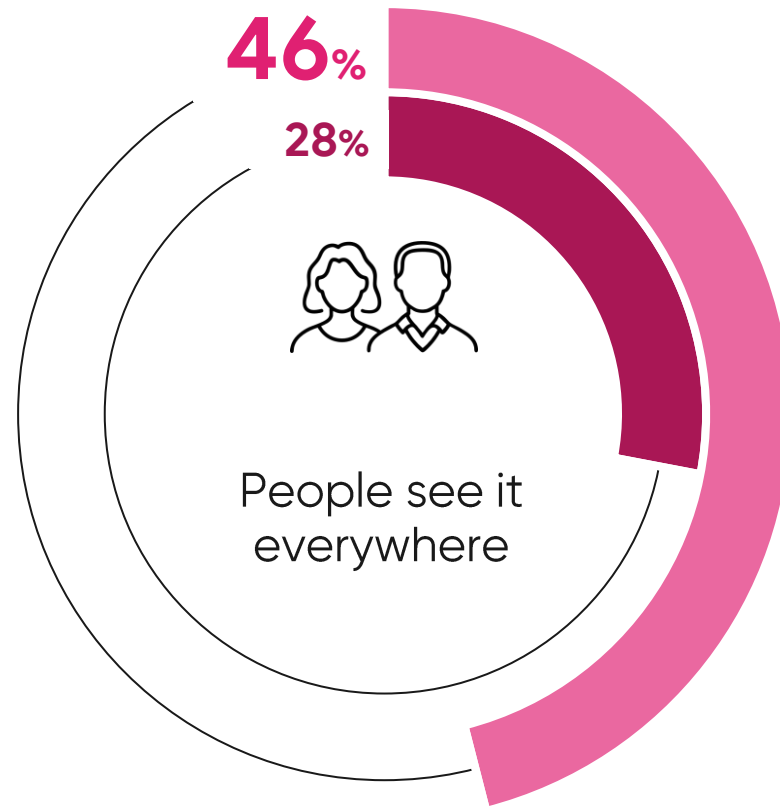
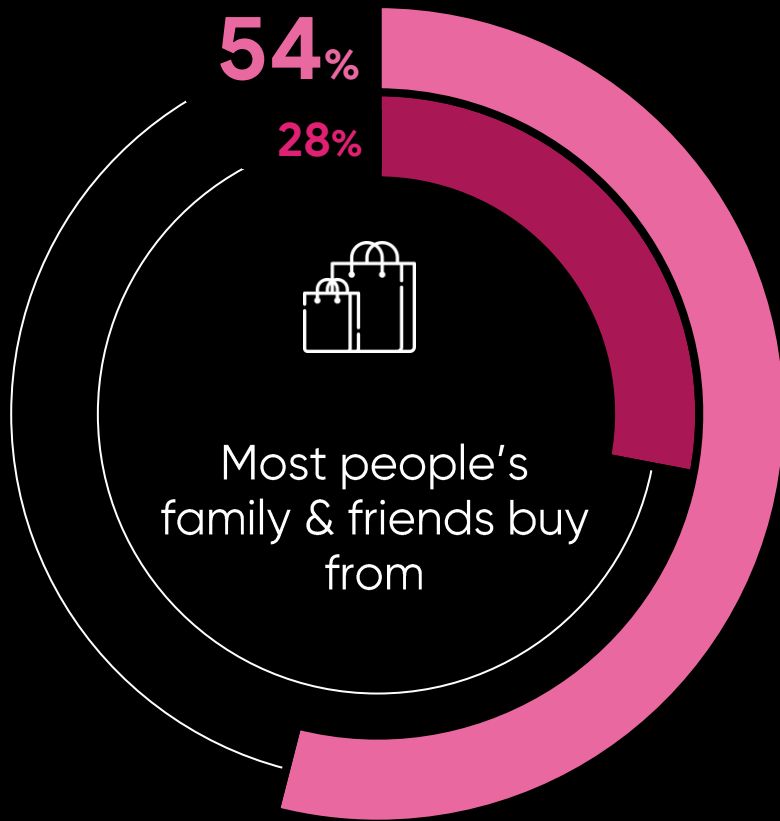
TRUSTWORTHY

Top 2 Attributes



ENGAGEMENT

Top 2 Attributes

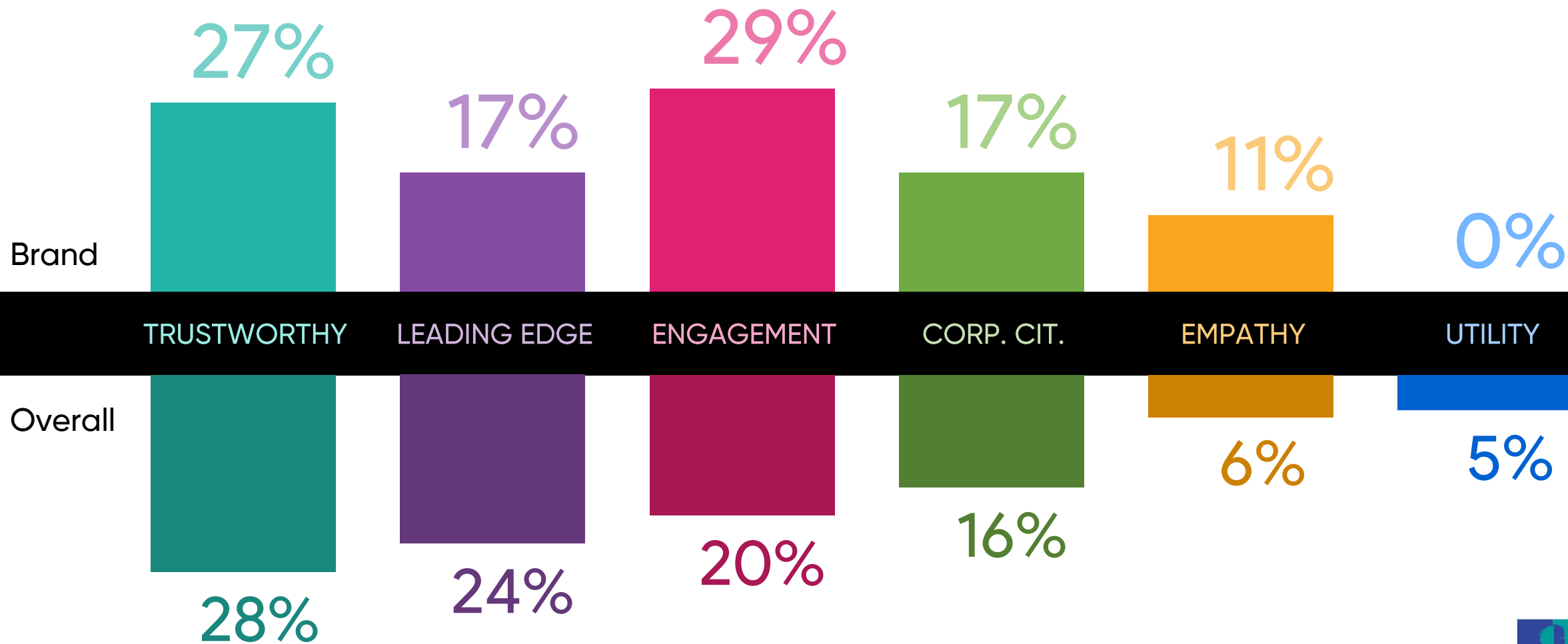




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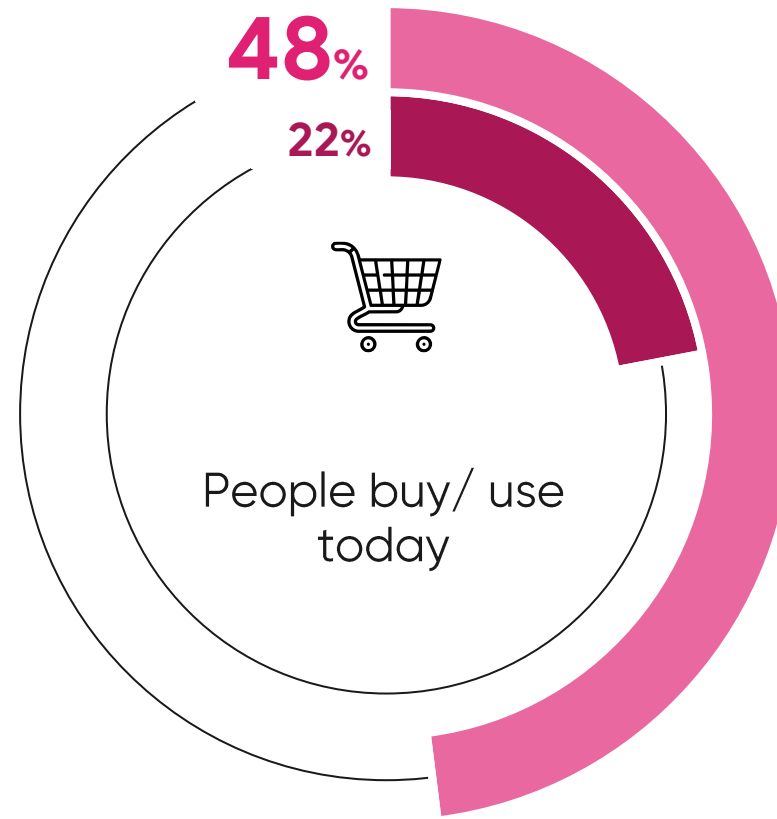
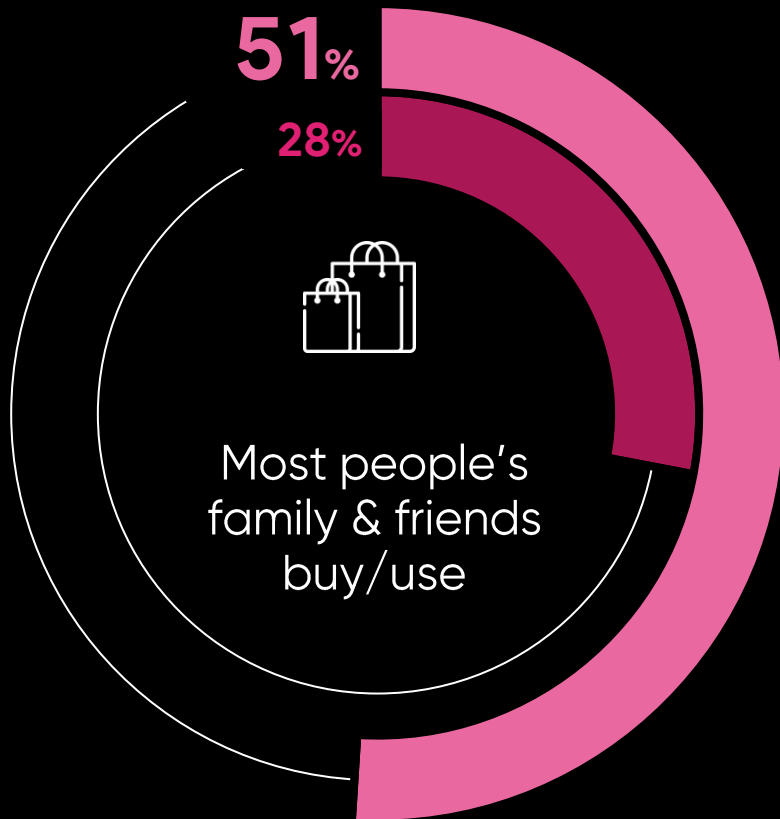
Ipsos Influence Index Score





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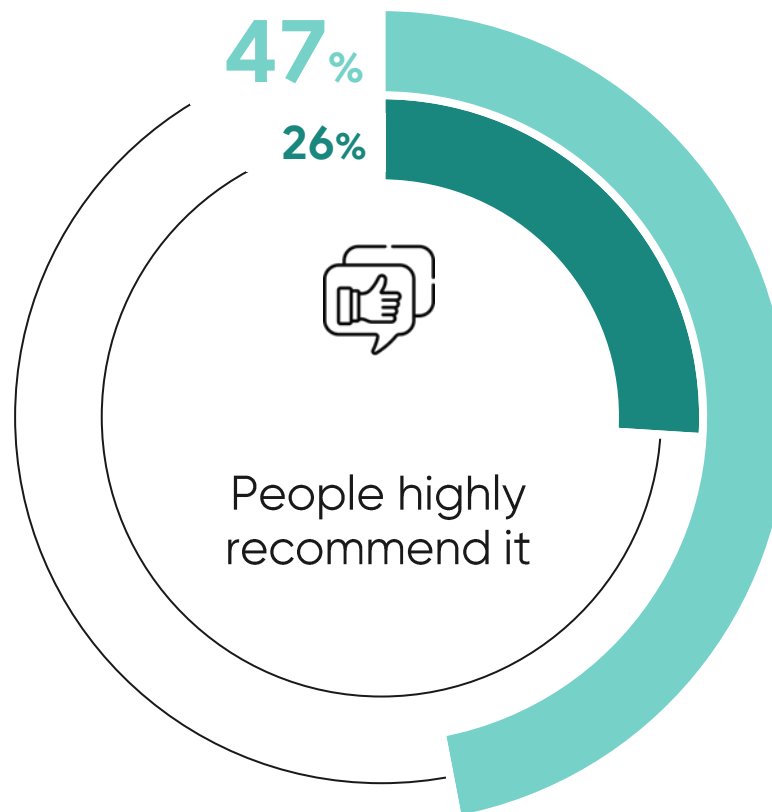
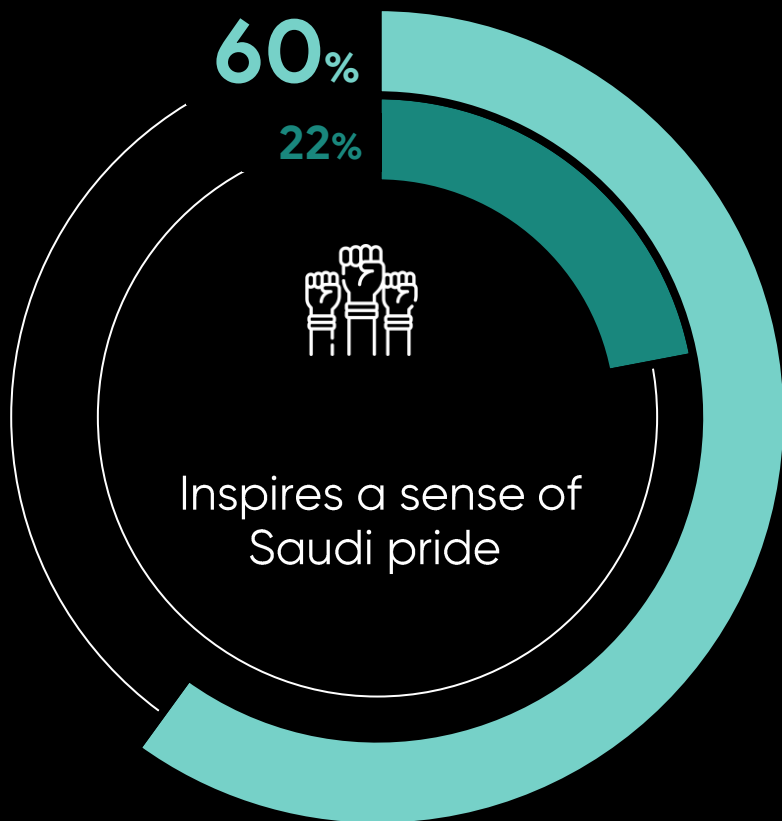
Top 2 Attributes



BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



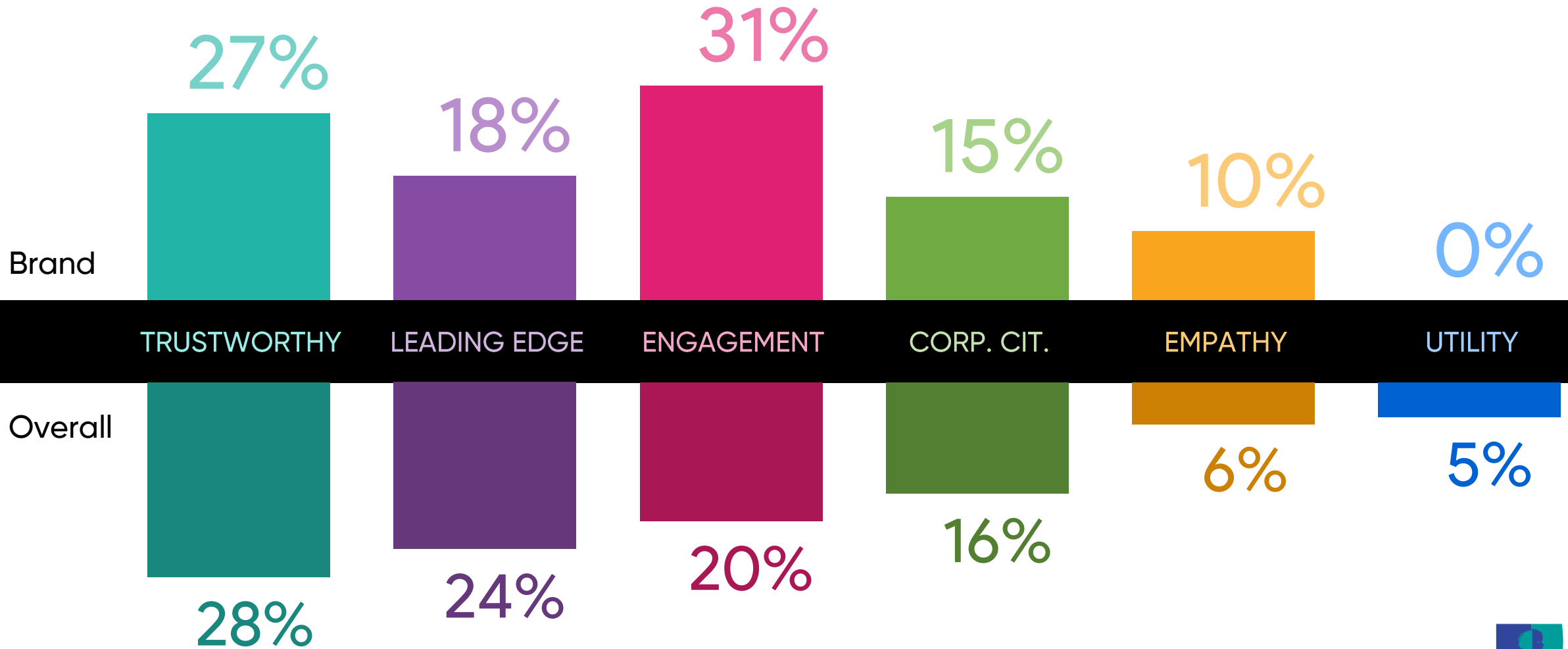
BRAND OVERALL



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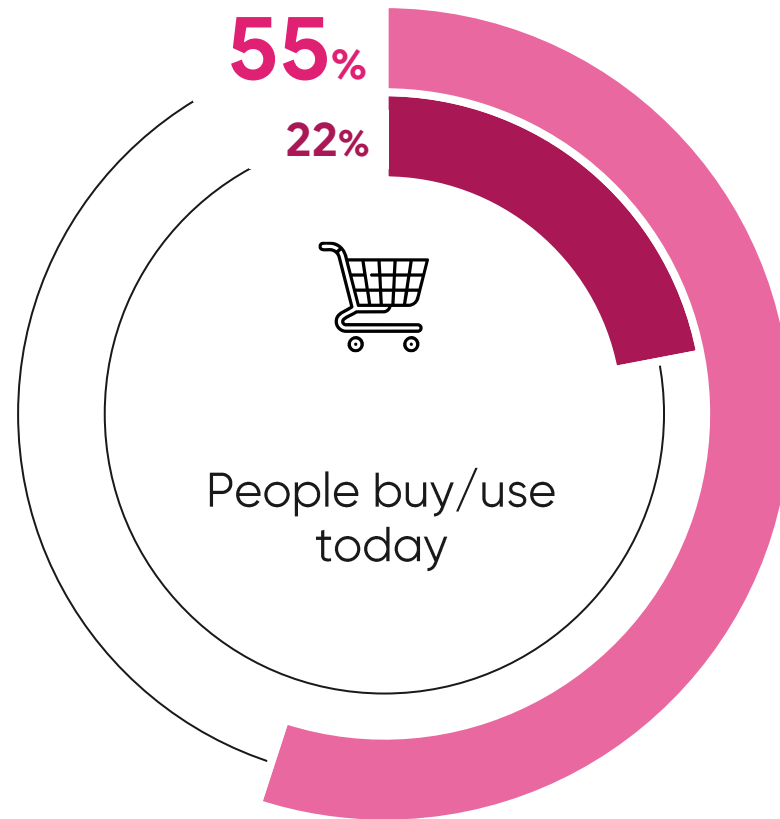
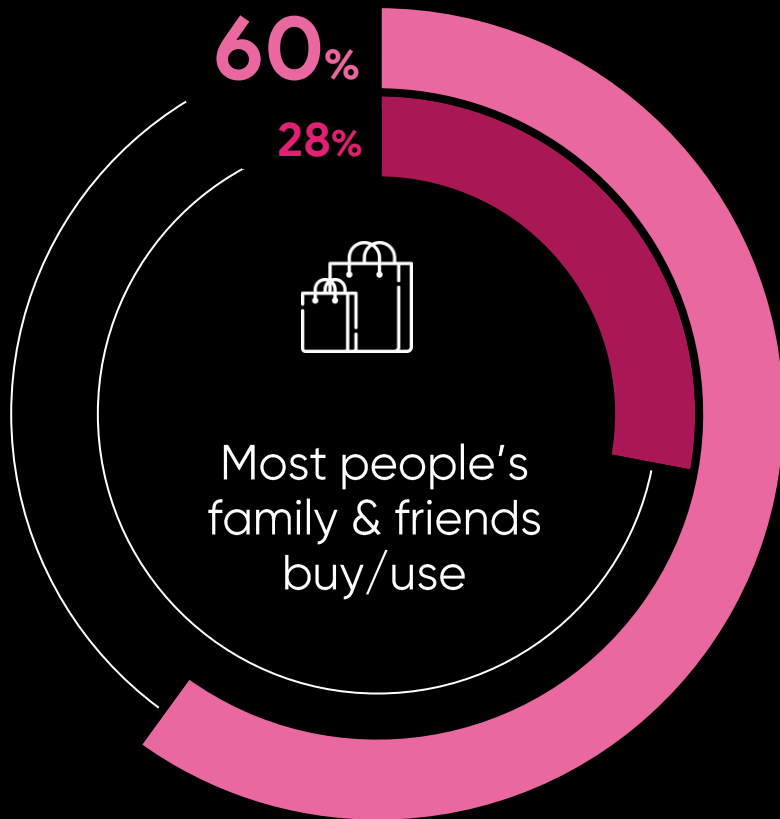
Ipsos Influence
Index Score





ENGAGEMENT

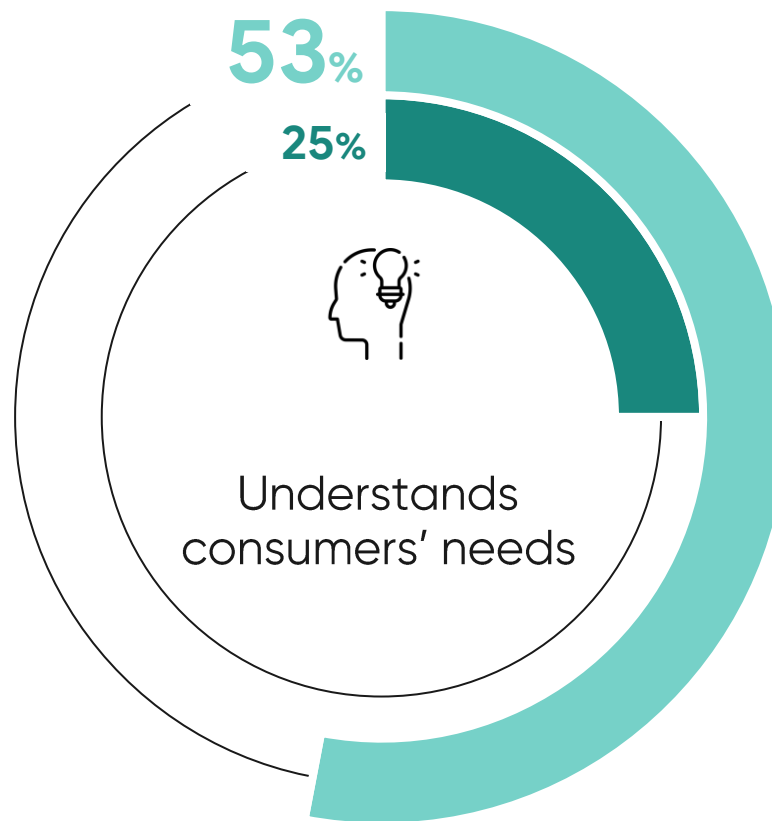
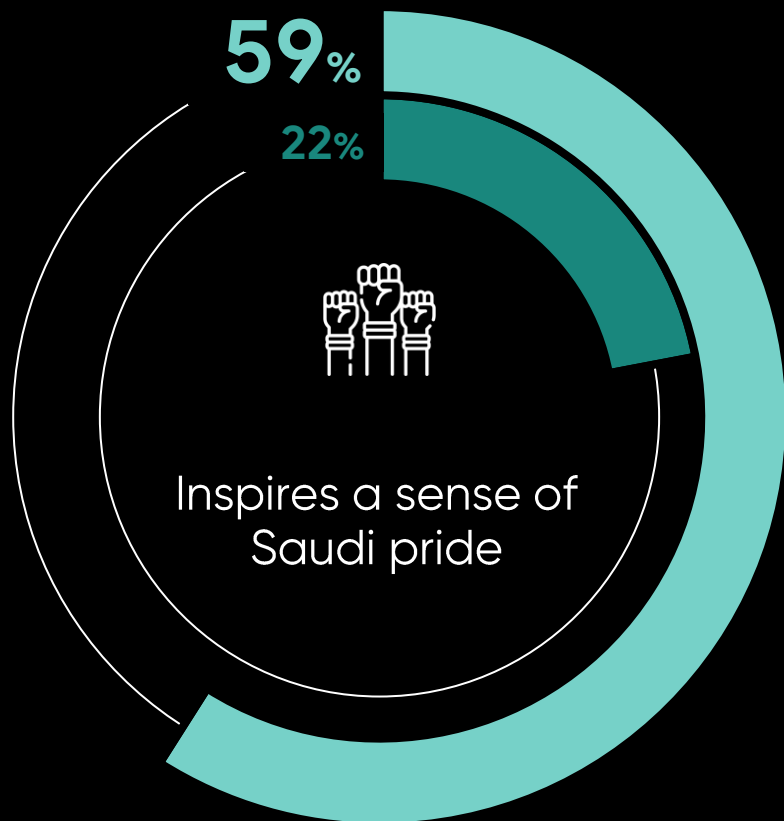
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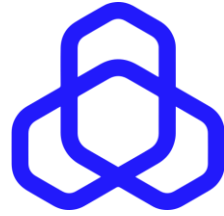
BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



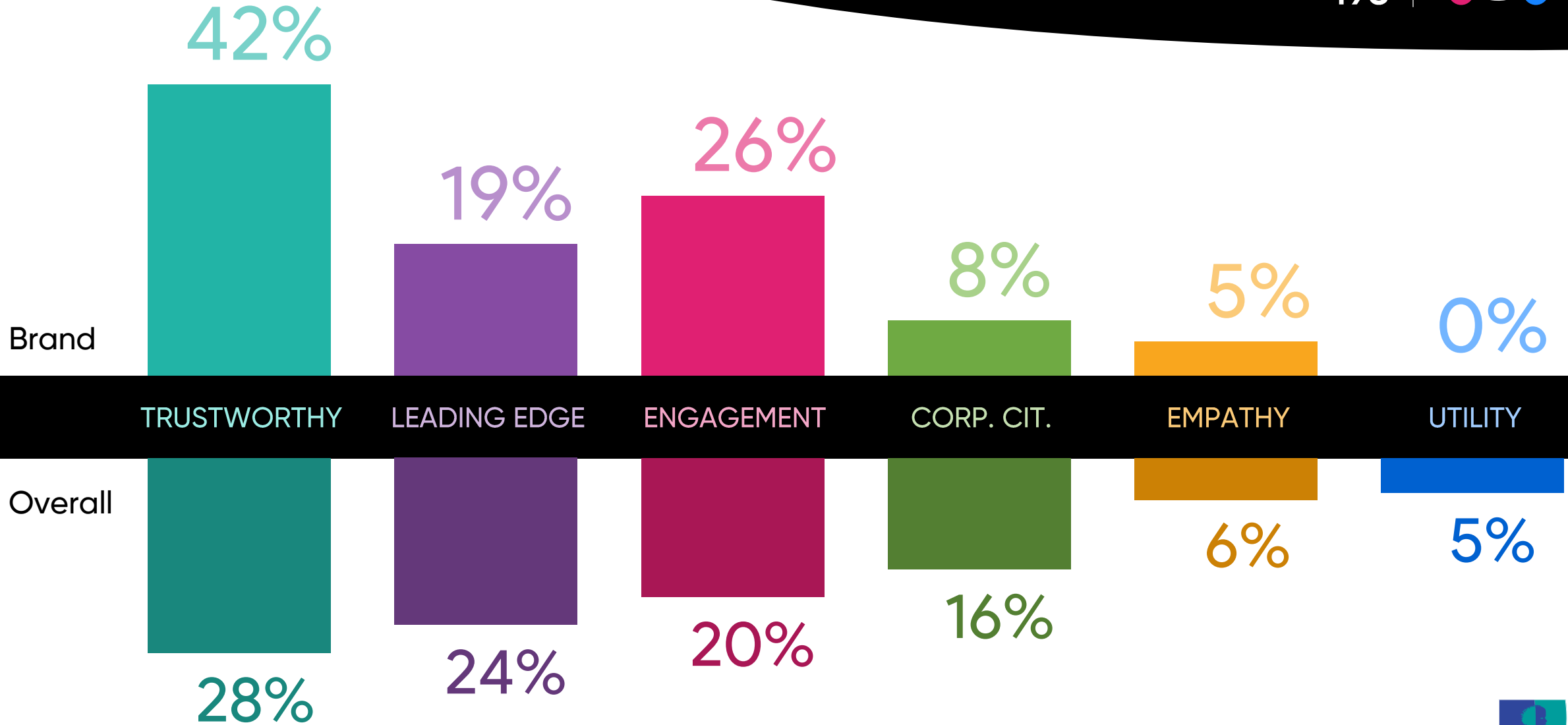
مصرف الراجحي
alrajhi bank



195

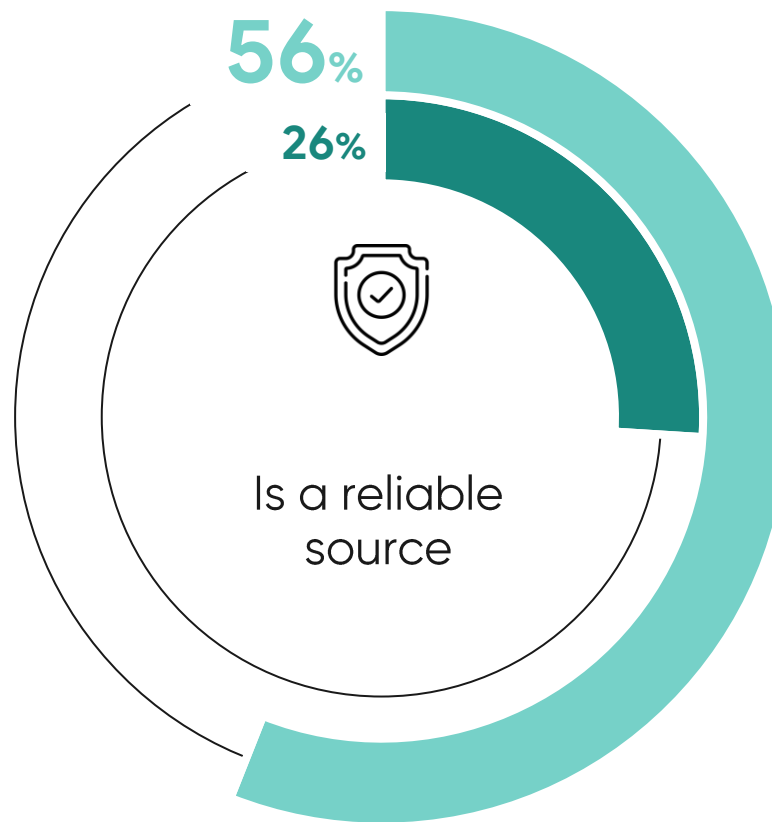
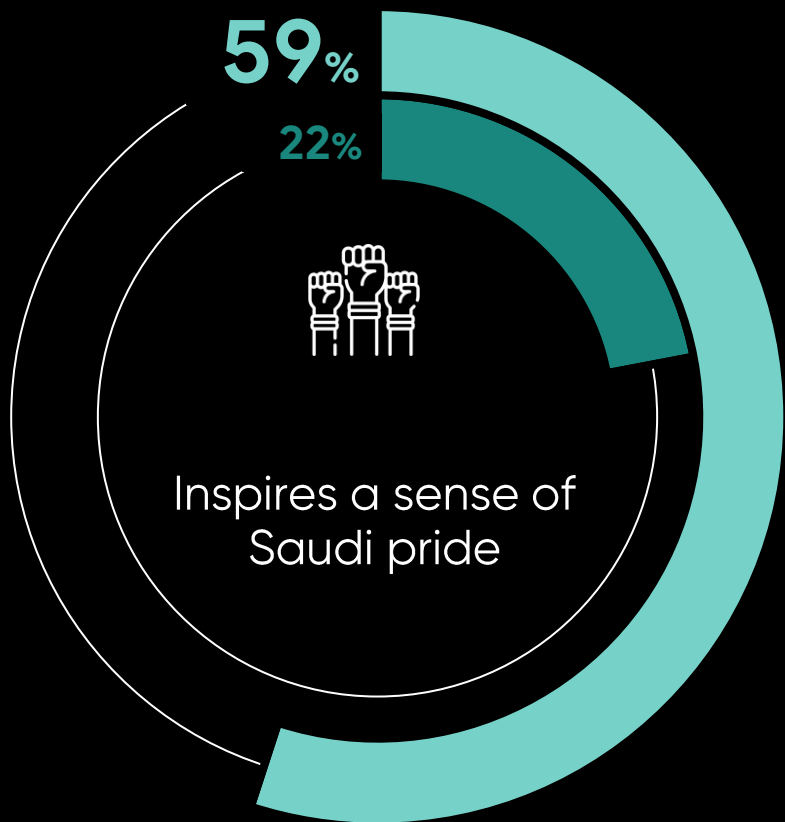
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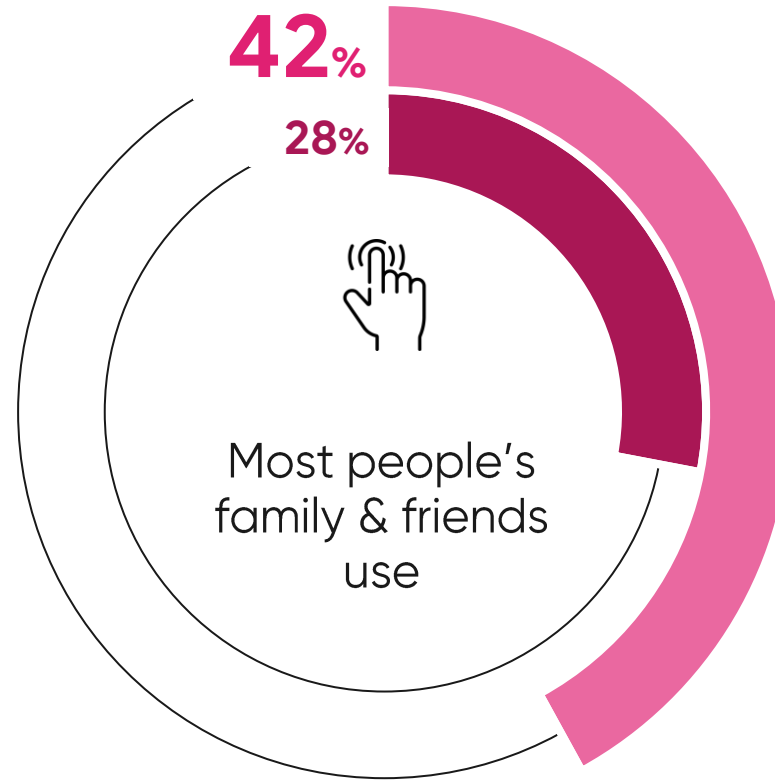
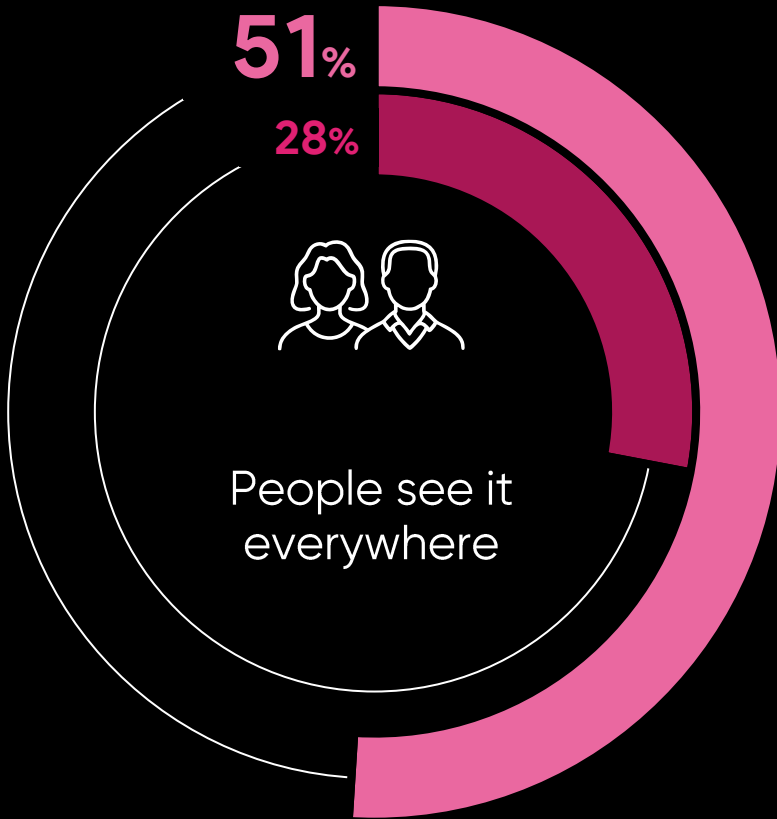
TRUSTWORTHY

Top 2 Attributes



ENGAGEMENT

Top 2 Attributes

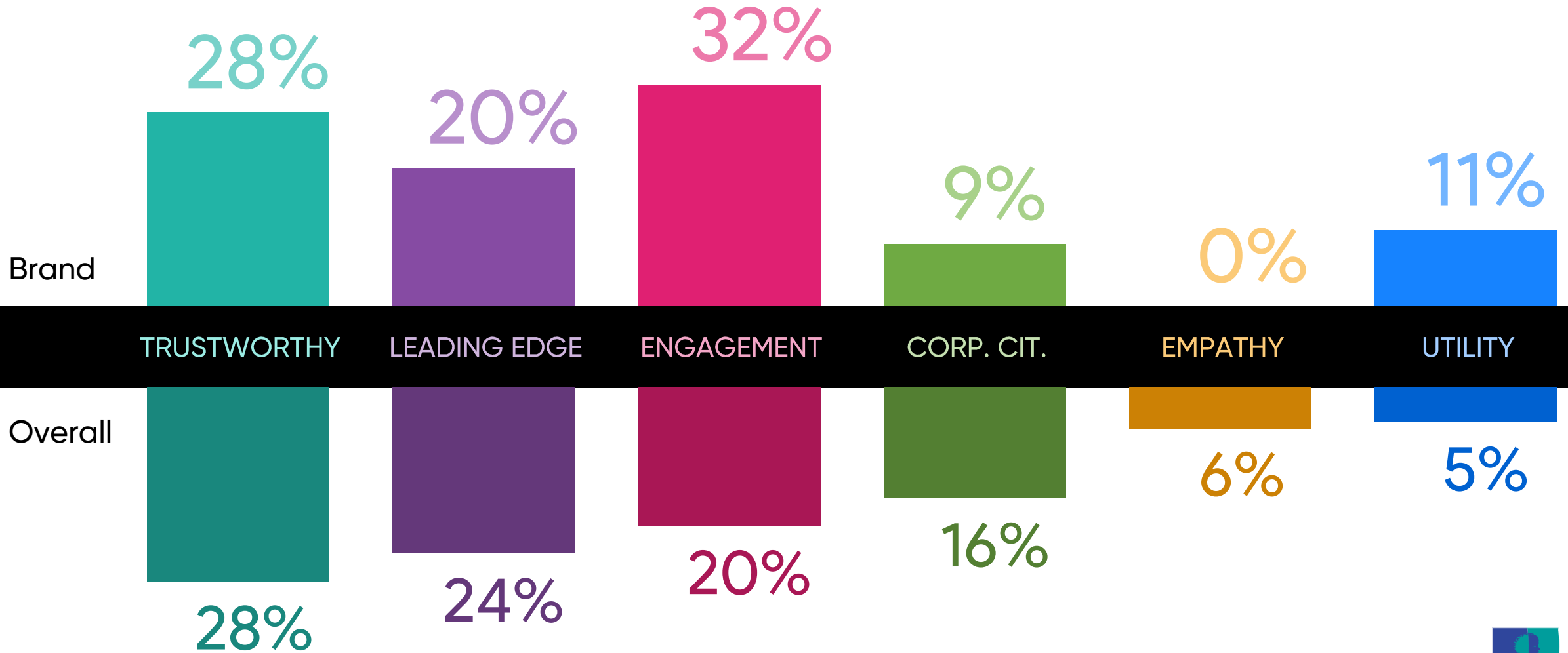


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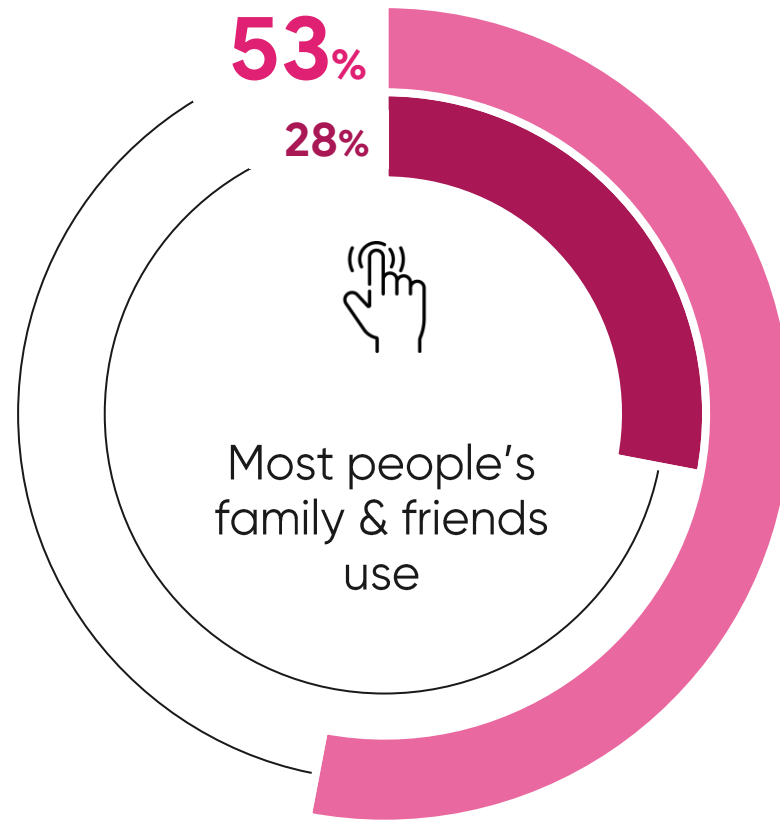
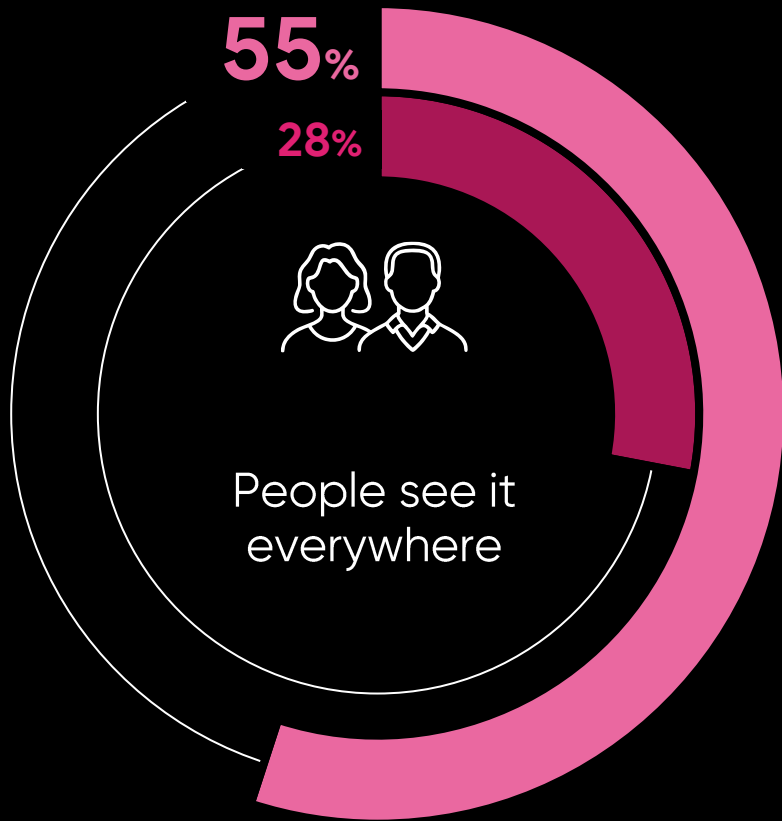
Ipsos Influence
Index Score





ENGAGEMENT

Top 2 Attributes

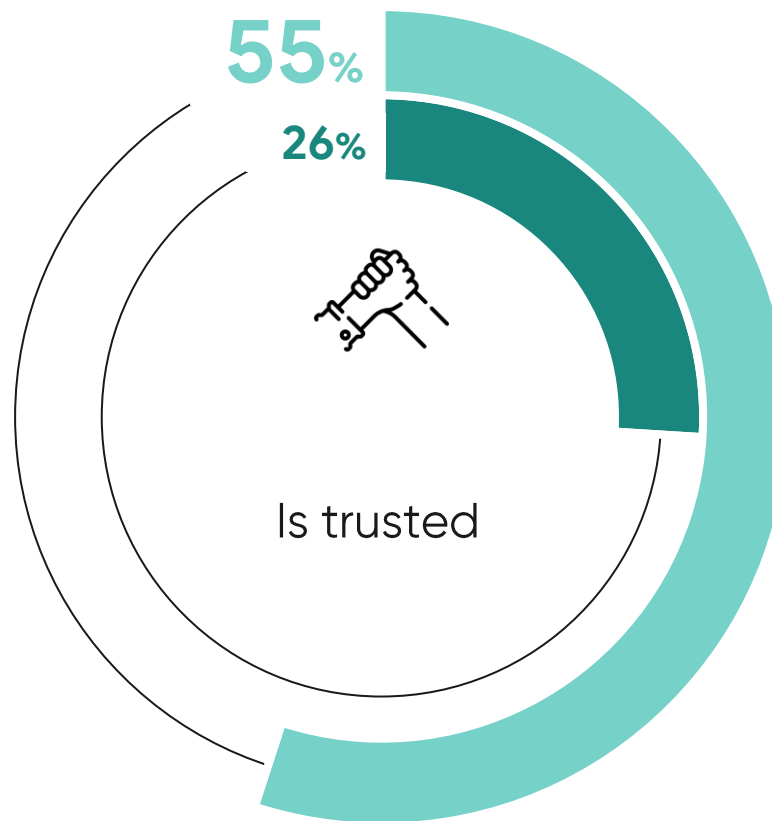
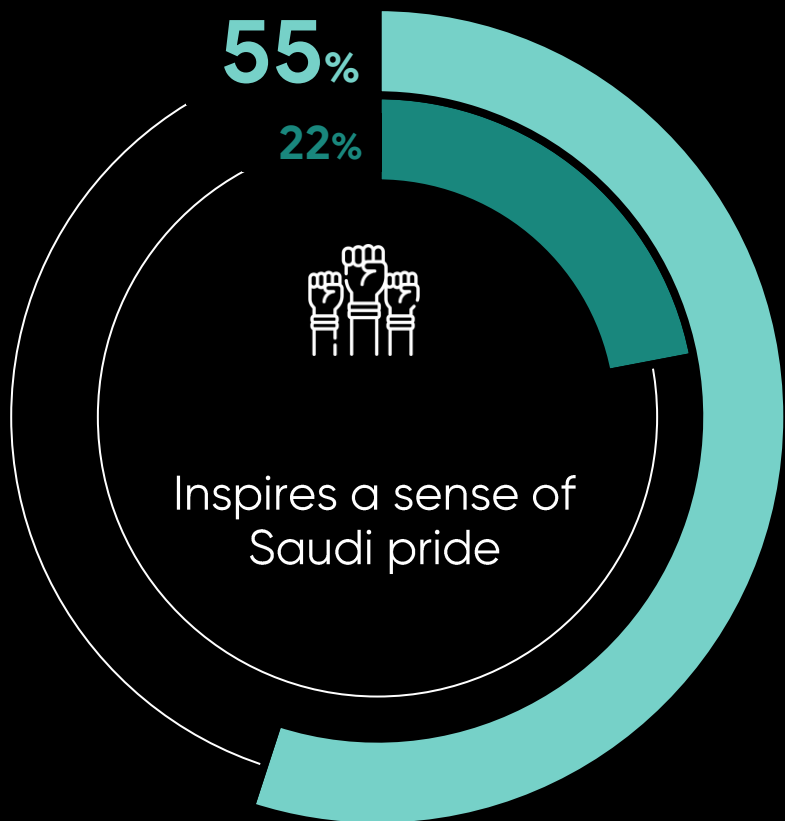


stc

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



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

#52

#76

#46

#60

#15

#60

#11

#18



#80

#102

#71

#96

#59

#111

#25

#70

#20

#27

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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Mohamad Jobeilly

Senior Client Director
Ipsos in Saudi Arabia
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The

MOST
INFLUENTIAL
BRANDS

in Saudi Arabia

2026

