

The

MOST

INFLUENTIAL

BRANDS

in Saudi Arabia

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.

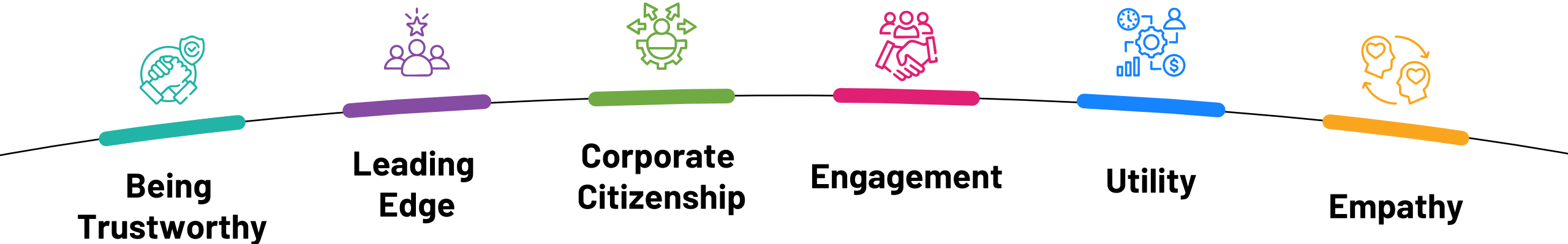
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2026 edition represents the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



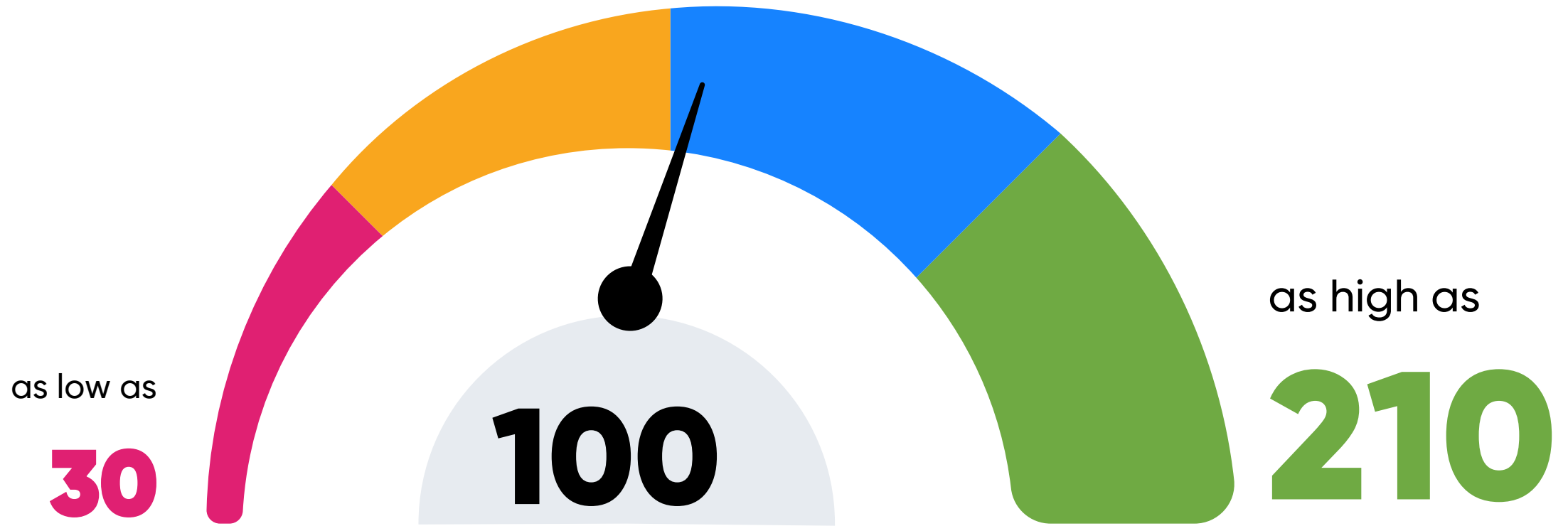
- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

OVERVIEW OF KEY FINDINGS

02

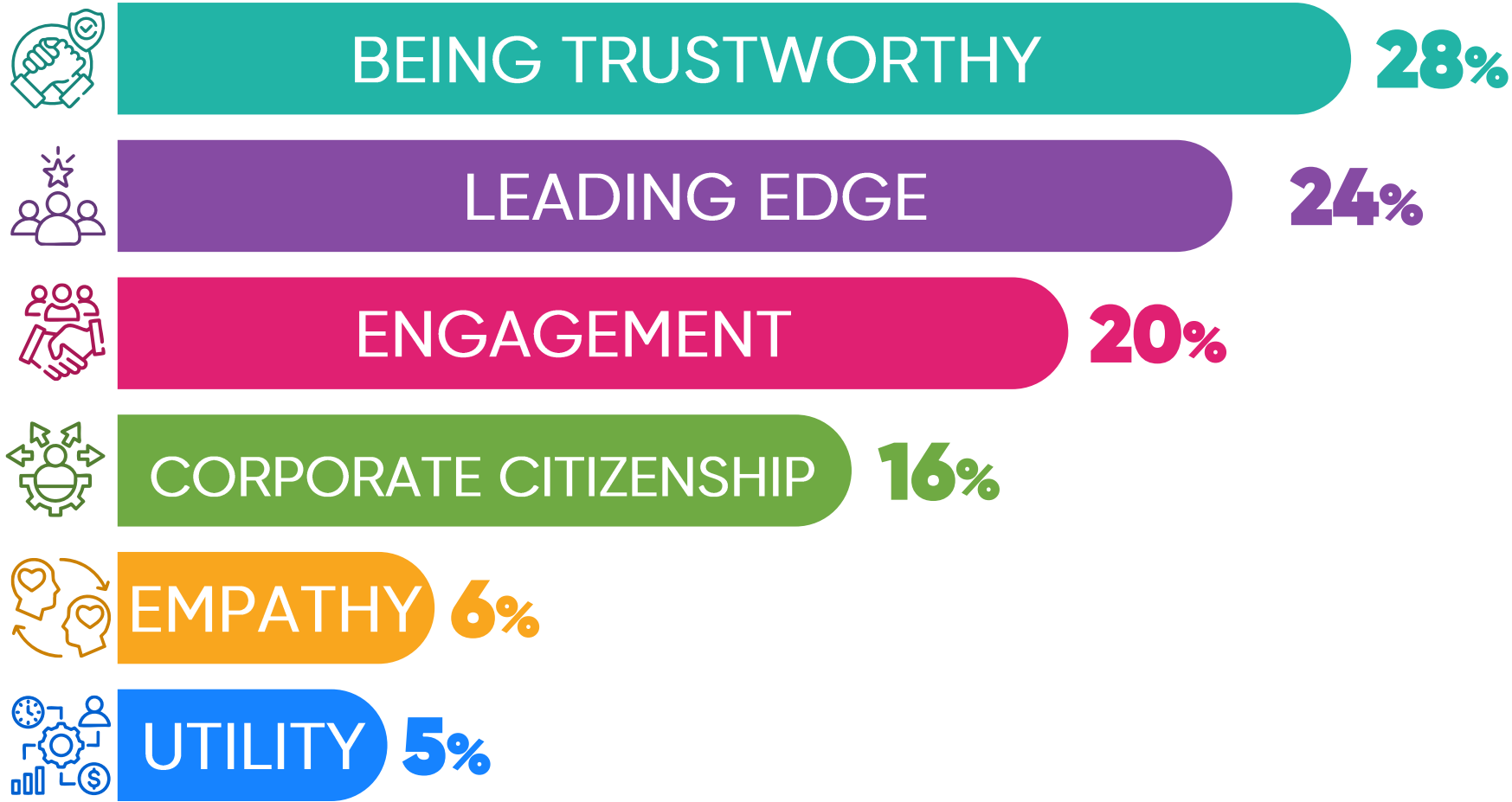
The Ipsos Influence Index: Overview

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**.



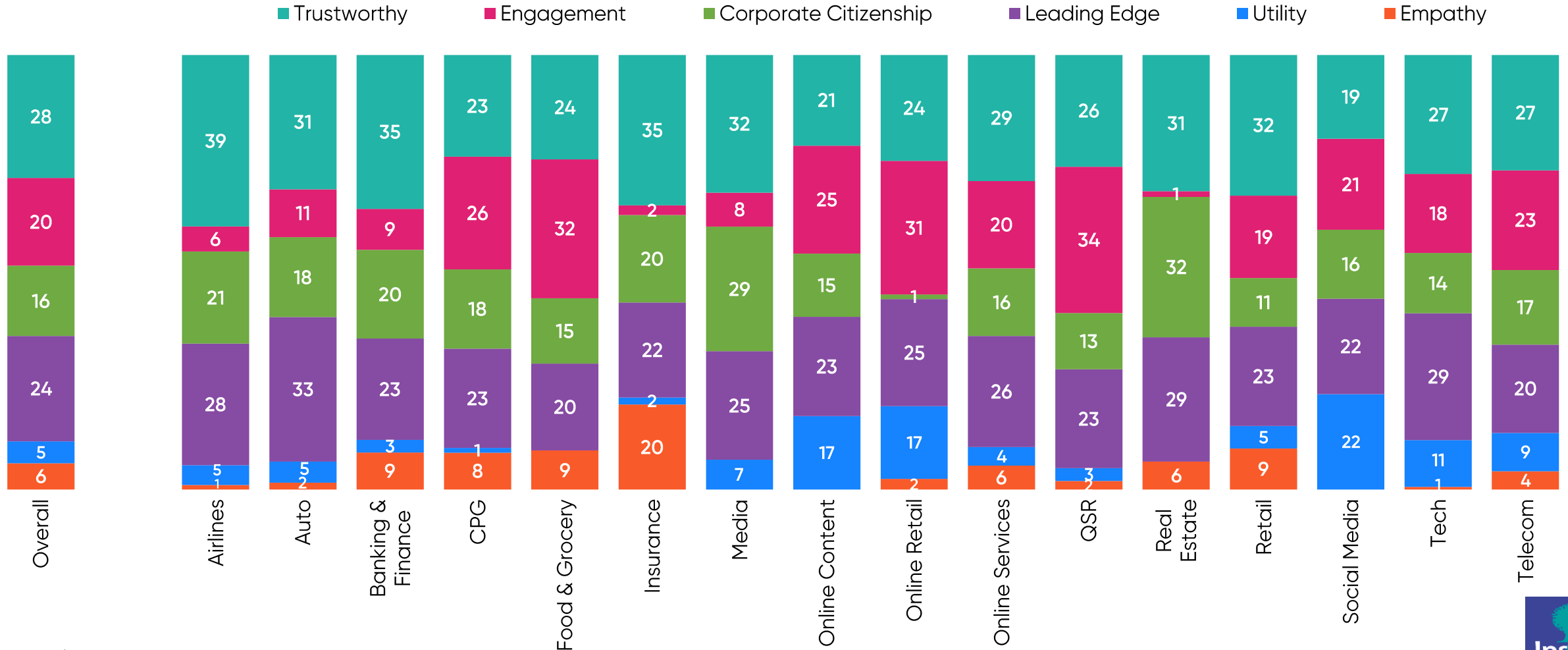
The Influence Drivers Of The Saudi Market

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

Visibility, Trust and Innovations are fueling brand influence in KSA

01 Omnipresence Drives Loyalty

Seamless integration into daily life is key. When brands are consistently present across social media and everyday moments, they move beyond just logos and become trusted through recommendations from loved ones. This familiarity naturally turns curiosity into commitment, building long-term loyalty.



02 Trust Shapes Perception

Trust underpins brand influence across telecom, banking and tech sectors. Where reputation is critical, brands that consistently deliver and continue to evolve, build confidence and inspire Saudi pride, naturally becoming trusted and recommended.



03 Innovation Captures Attention

Social media and tech brands lead innovation through consistently setting trends and defining industry standards. They captivate audiences by introducing unseen necessities, pioneering technology and through their originality. Their ability to stand out marks them as forces that shape modern consumer behavior.



TOP 10 BRANDS IN SAUDI ARABIA

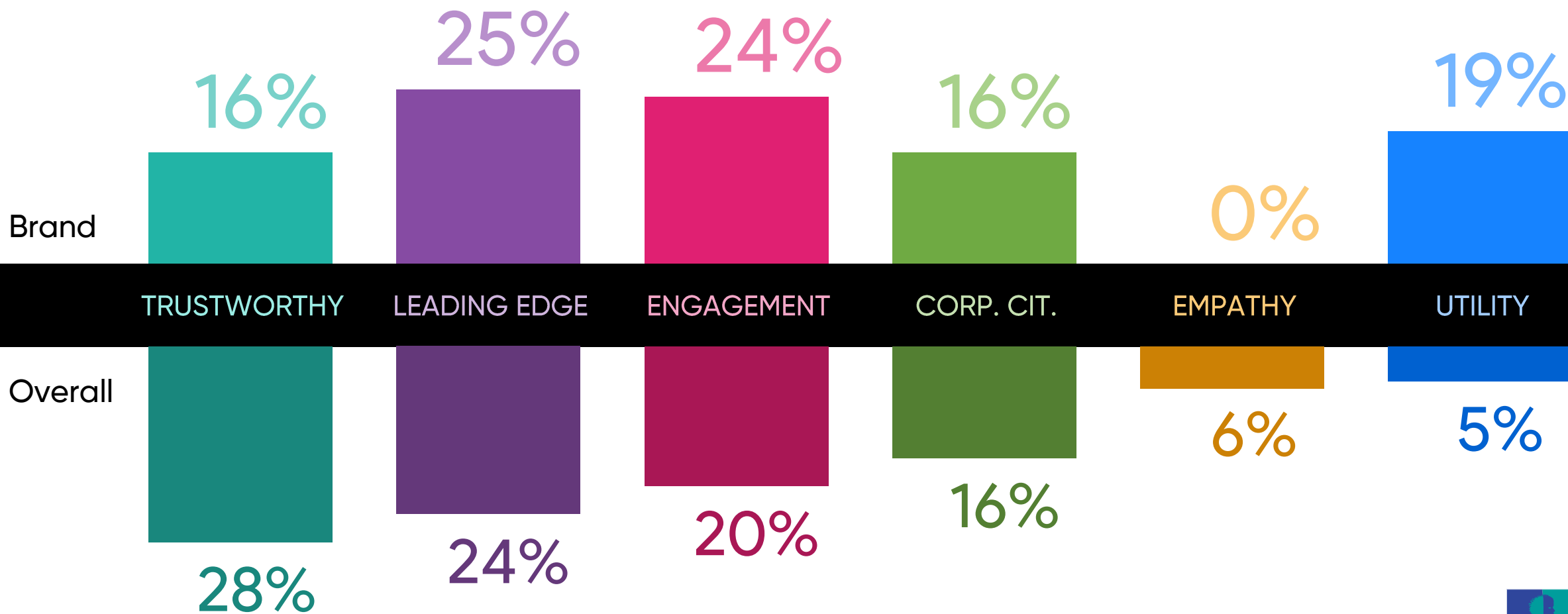
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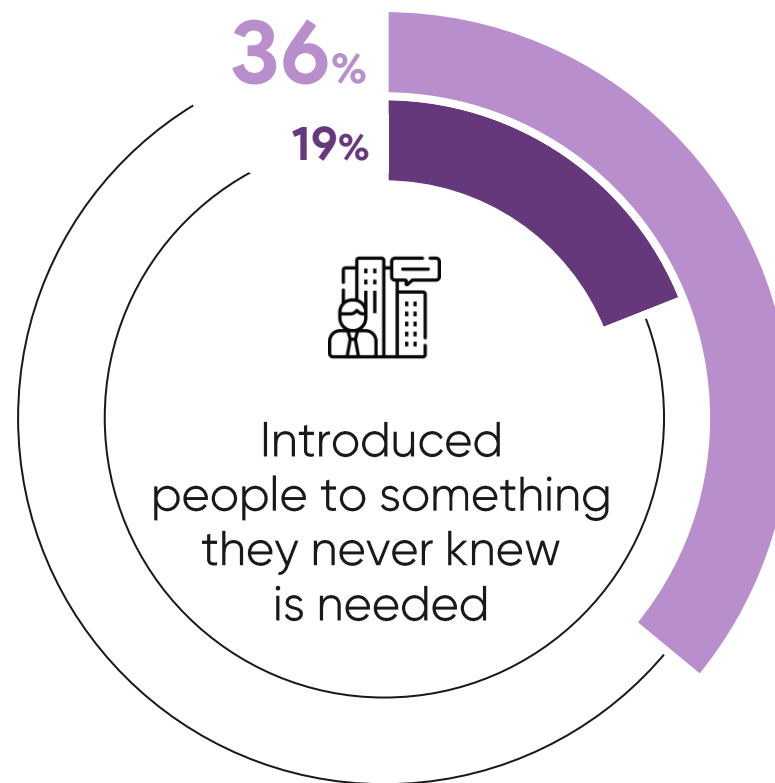
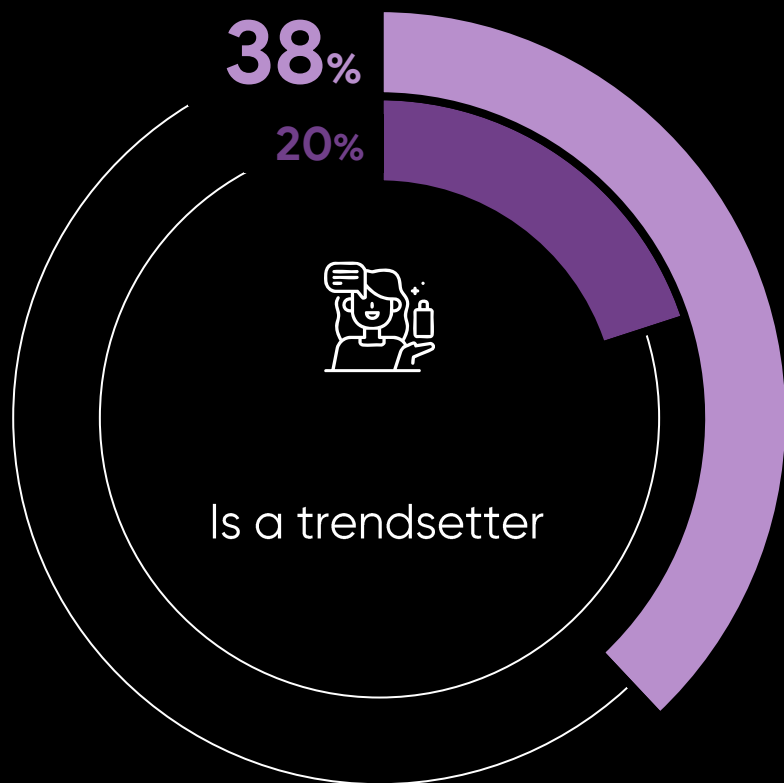
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Index Score





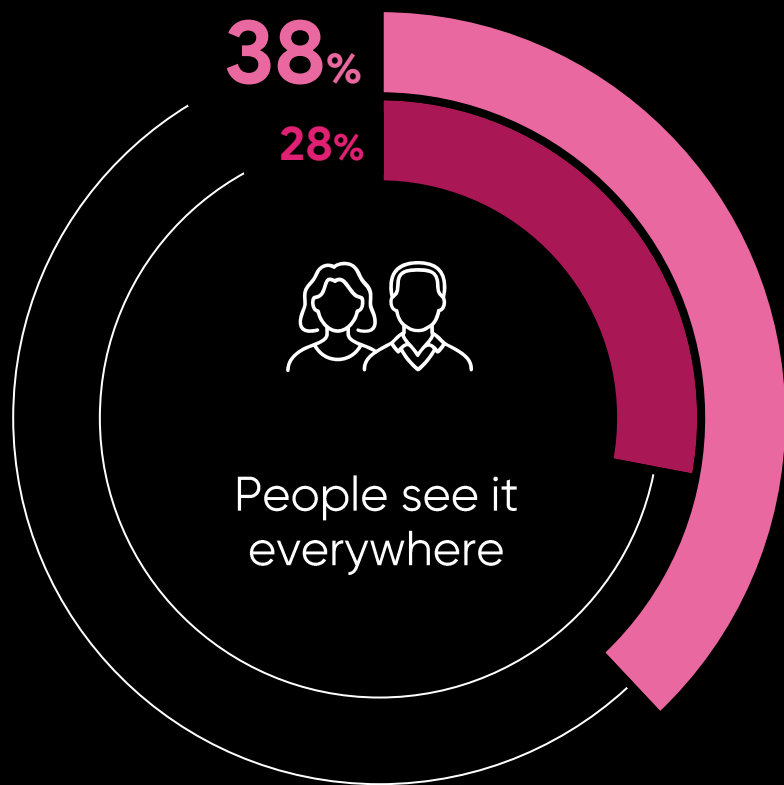
LEADING EDGE

Top 2 Attributes

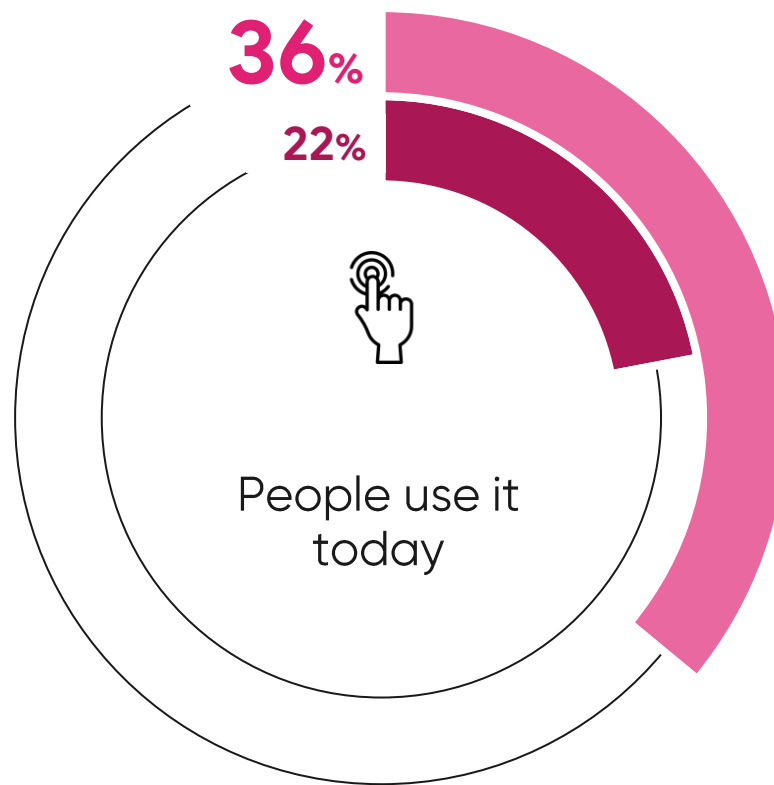


BRAND OVERALL

ENGAGEMENT



Top 2 Attributes





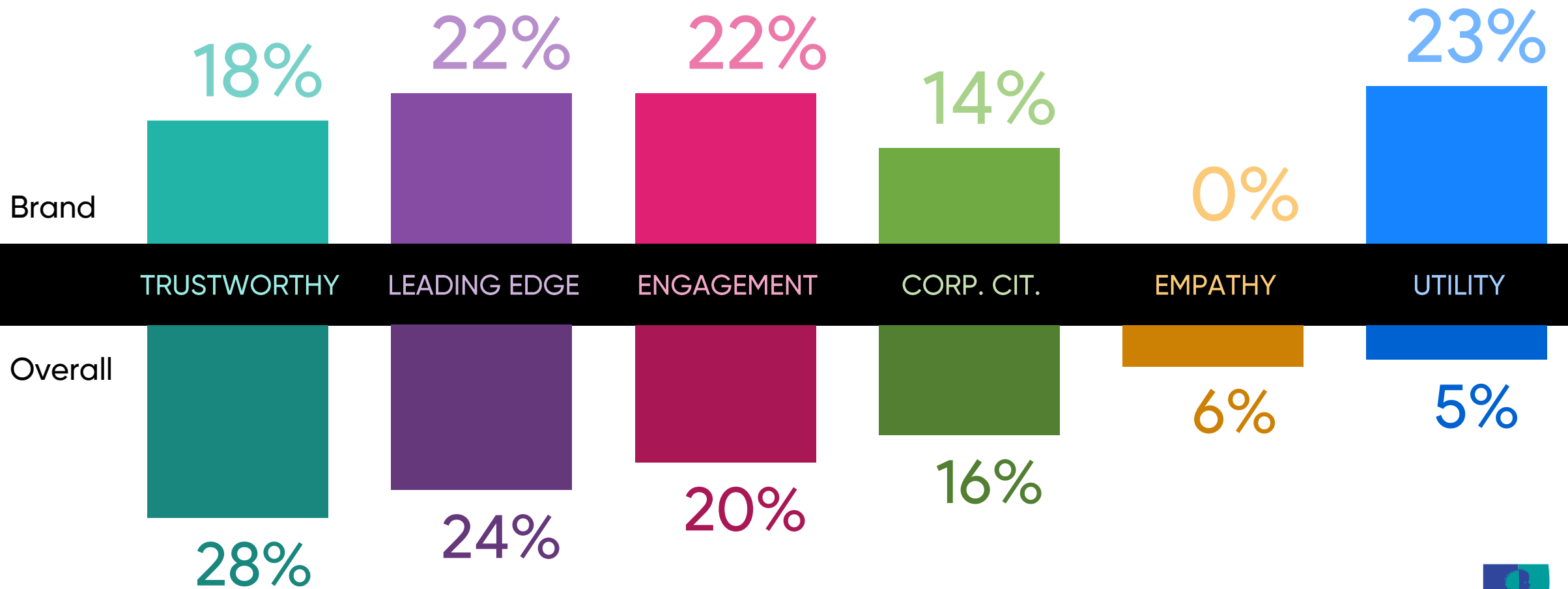
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Index Score

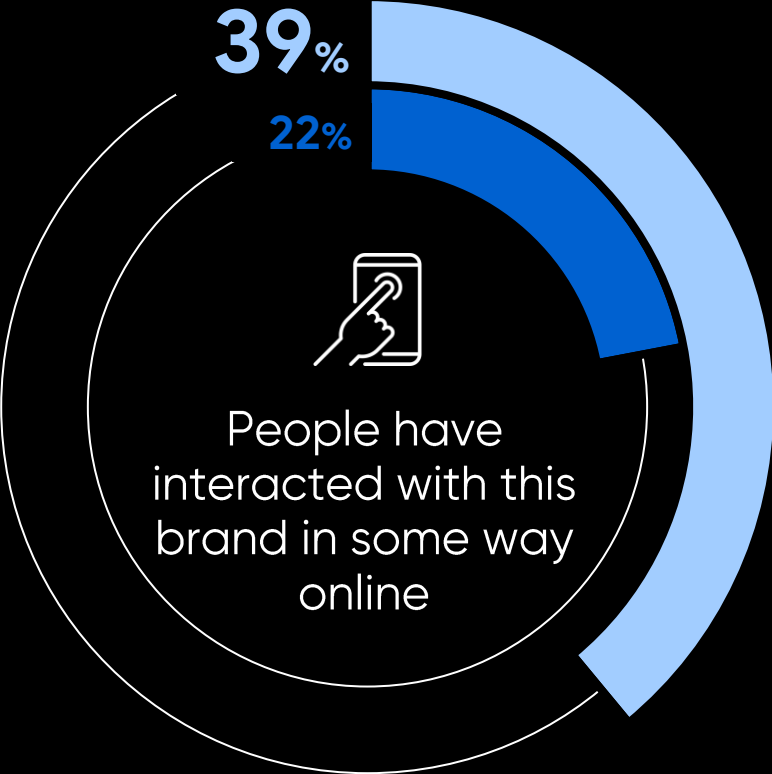




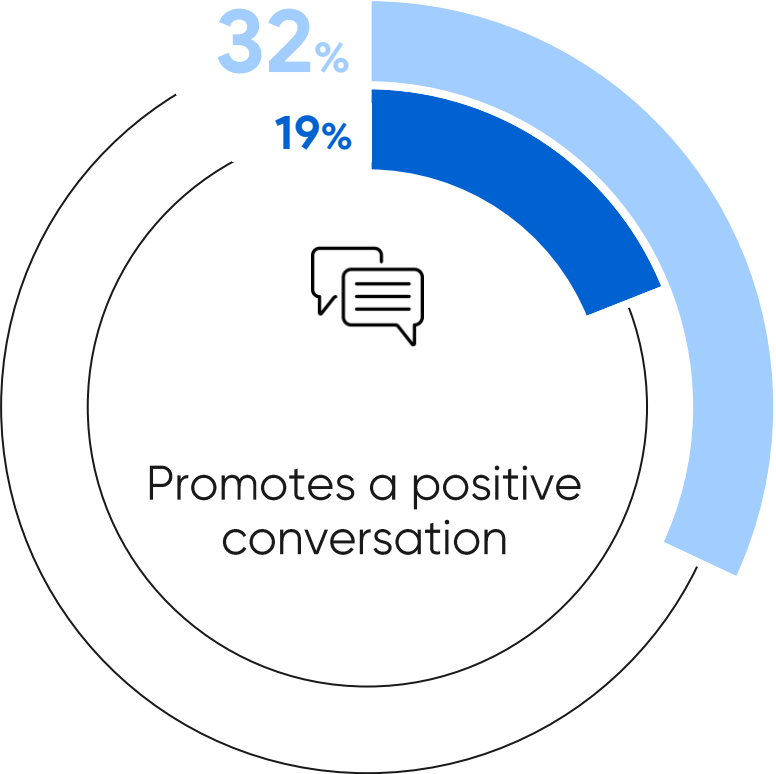
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UTILITY



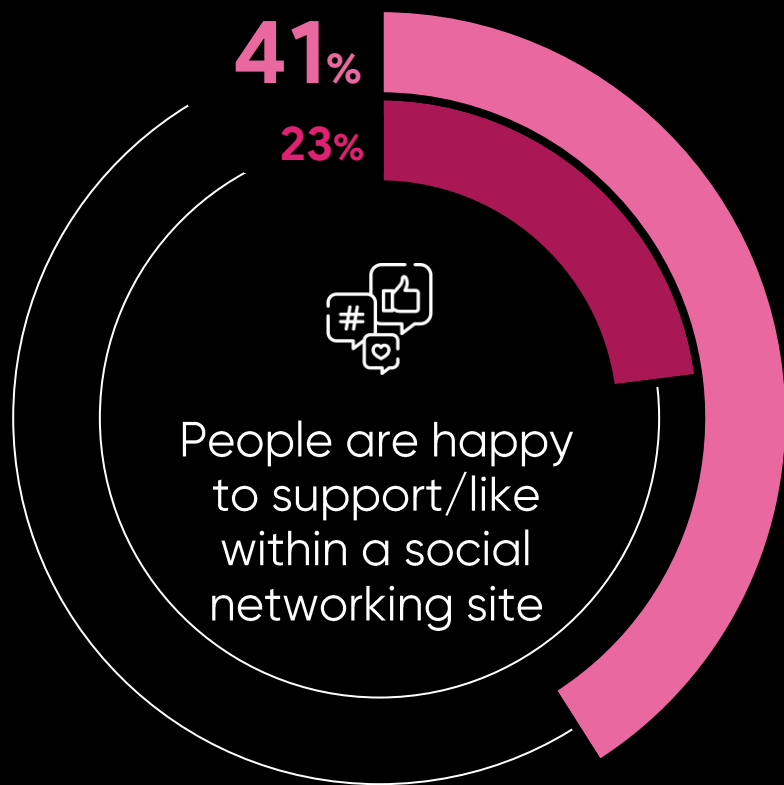
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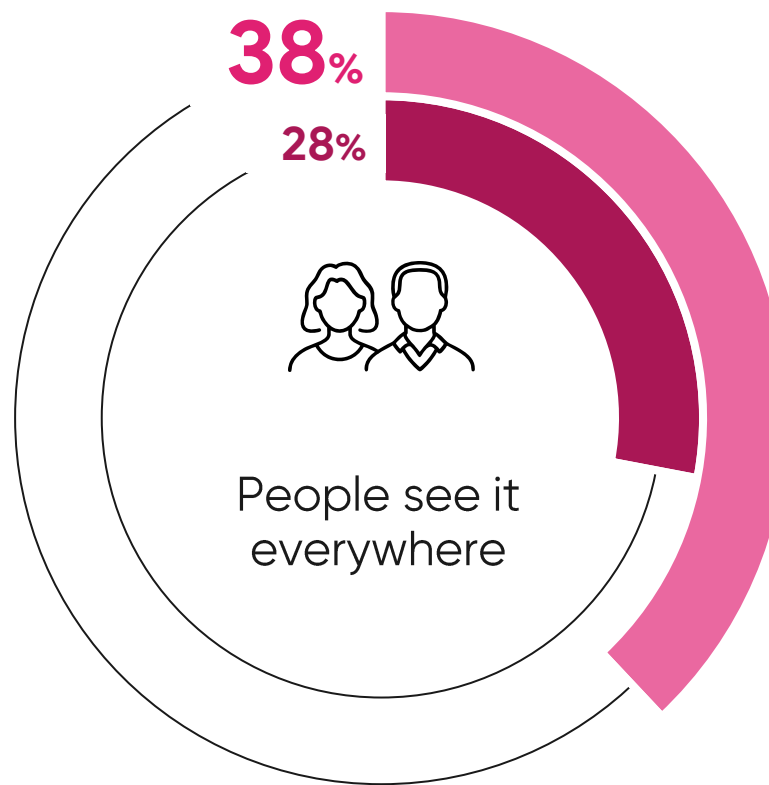
 BRAND  OVERALL



ENGAGEMENT



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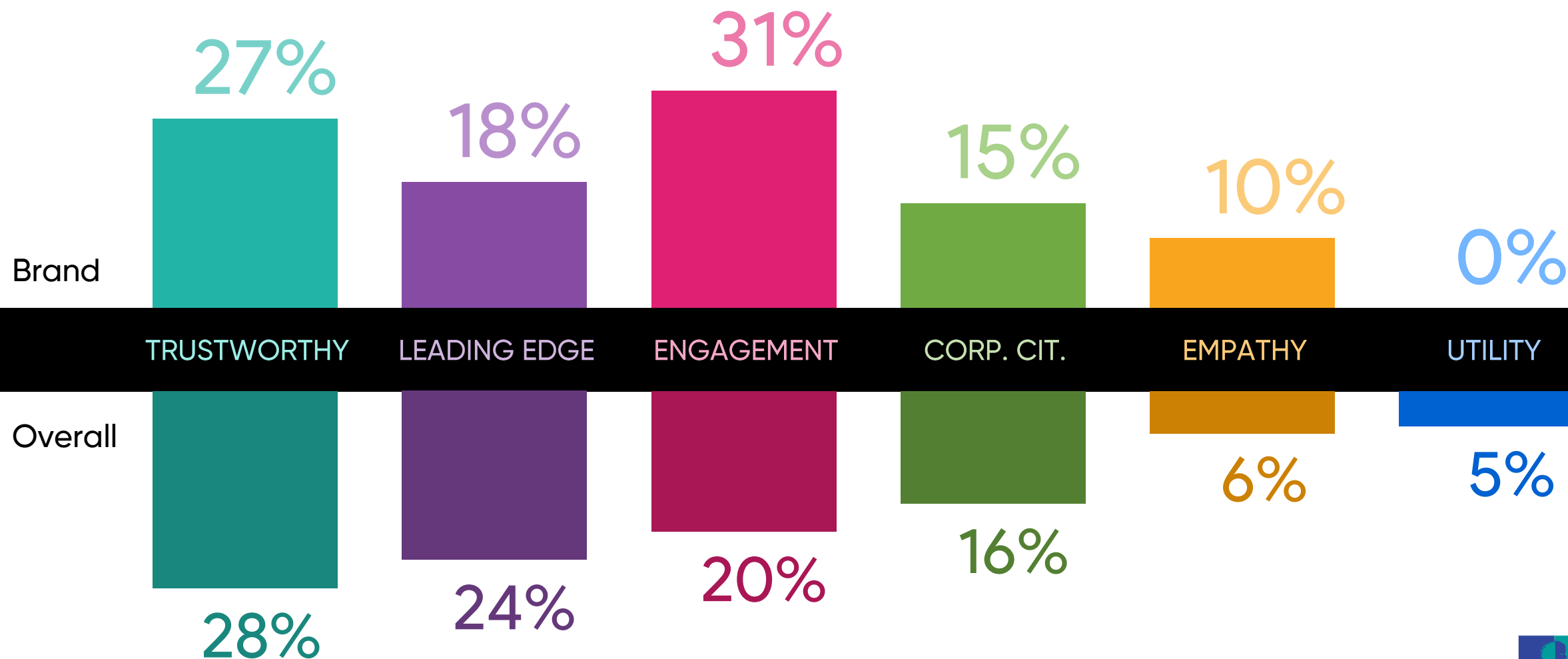
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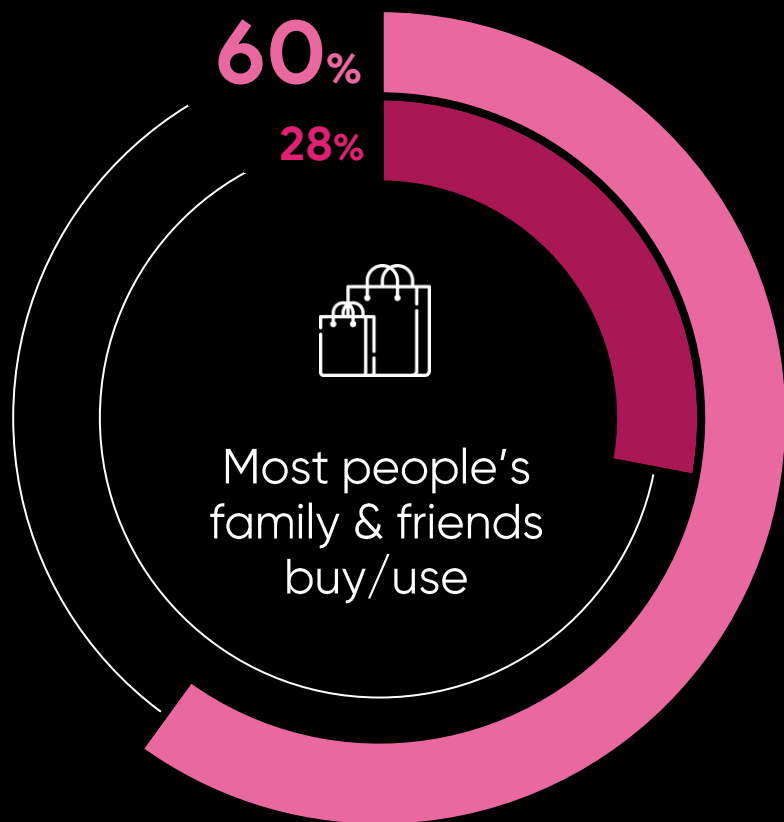
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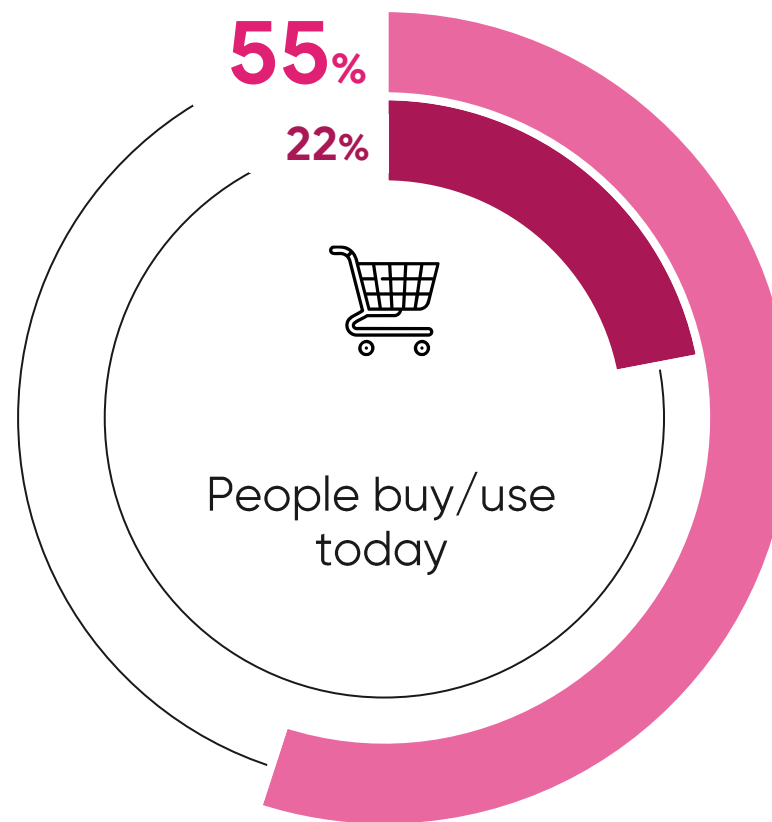




ENGAGEMENT



Top 2 Attributes

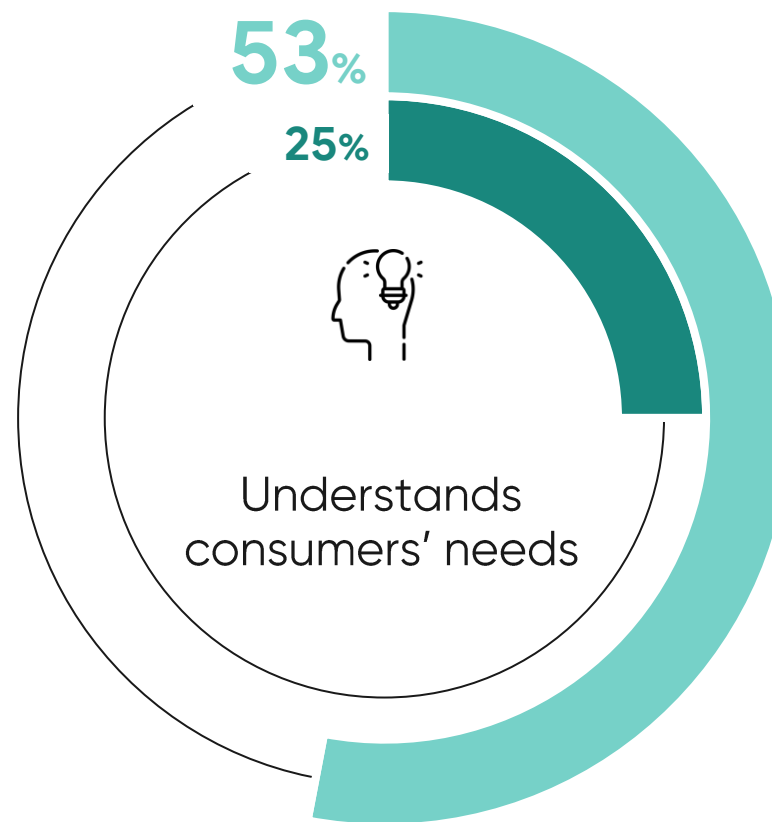
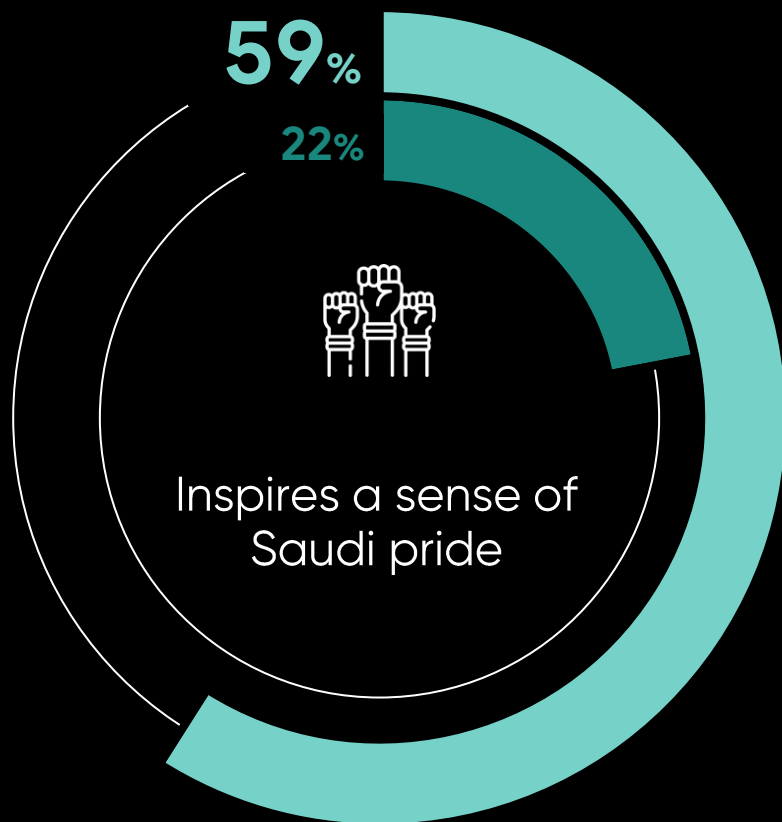


المراعي
Almarai

BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



المراعي
Almarai

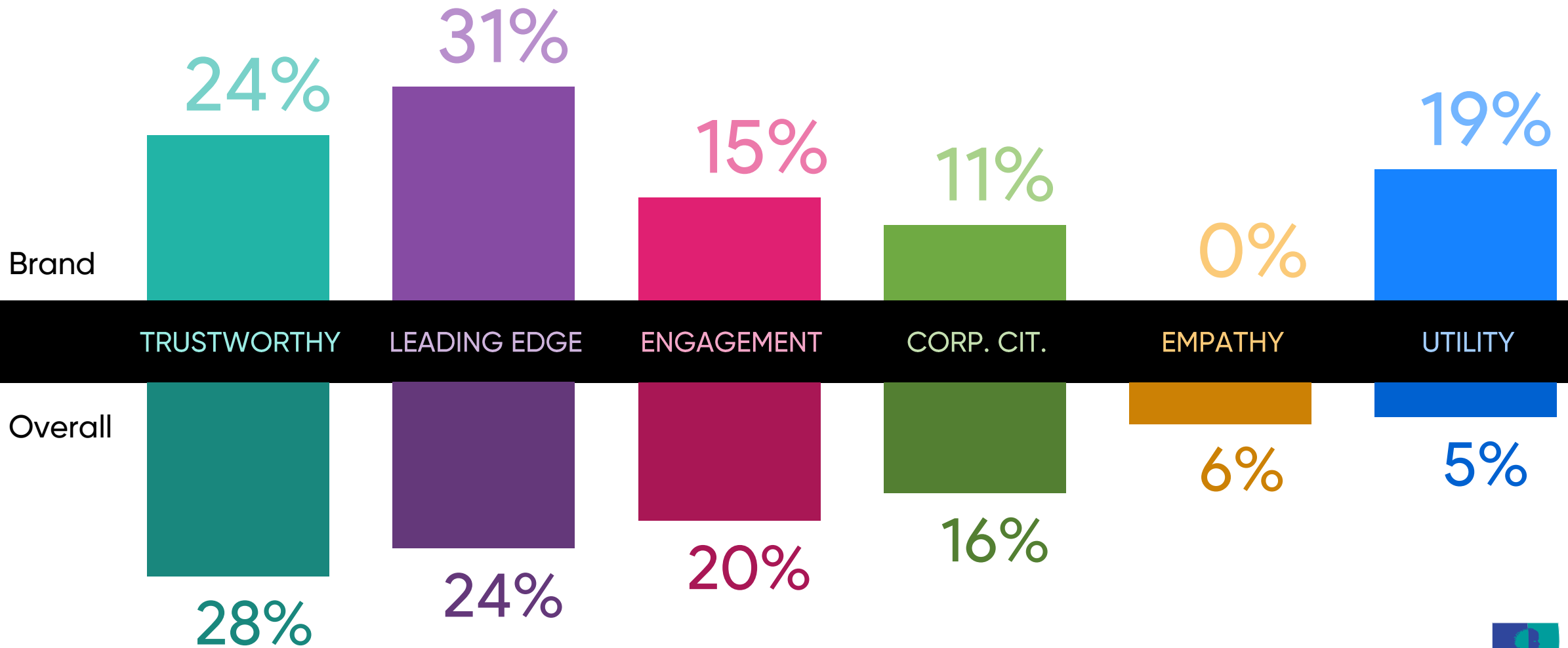
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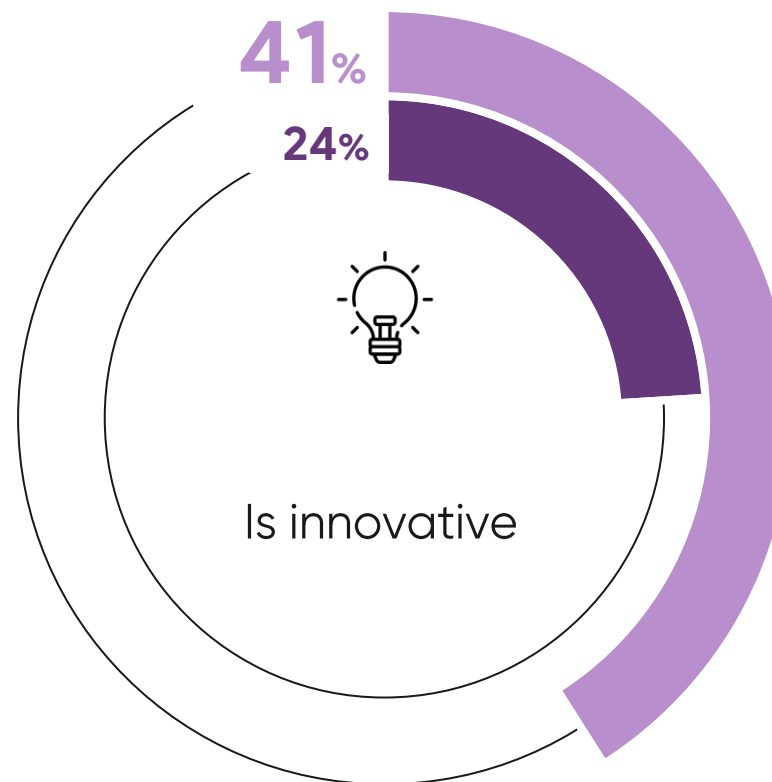
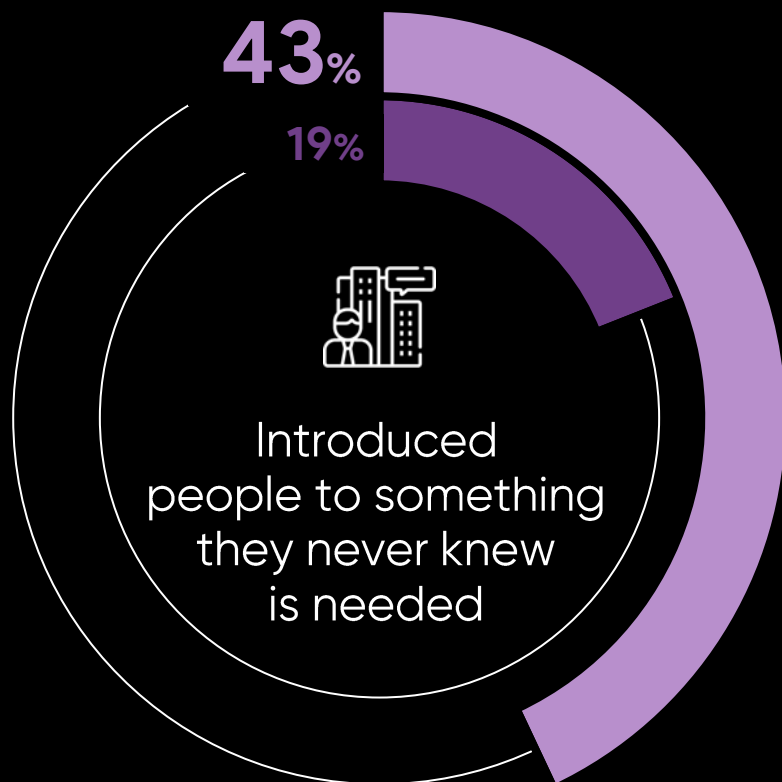


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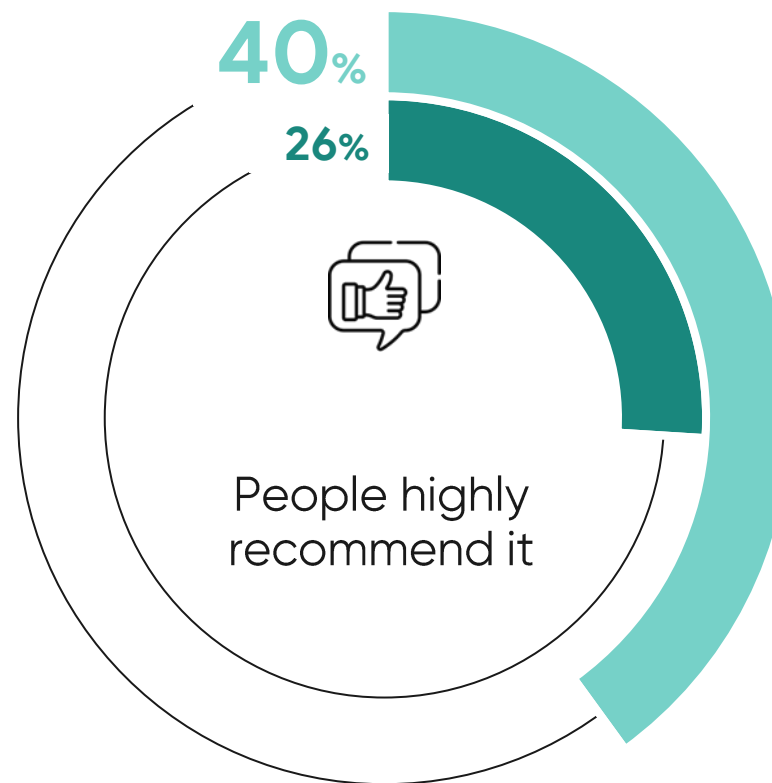
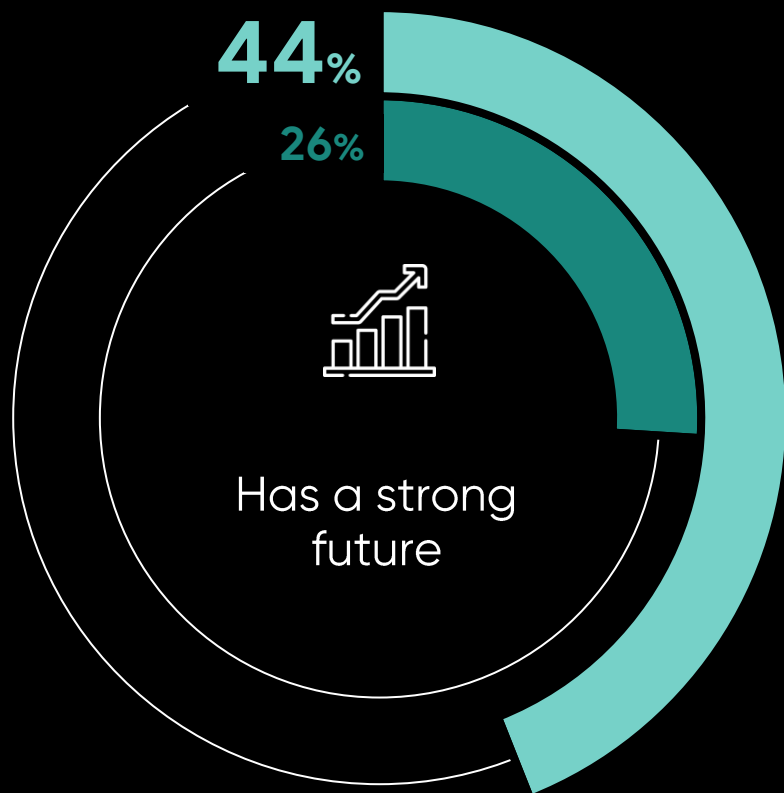




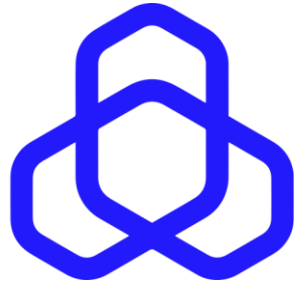


TRUSTWORTHY

Top 2 Attributes



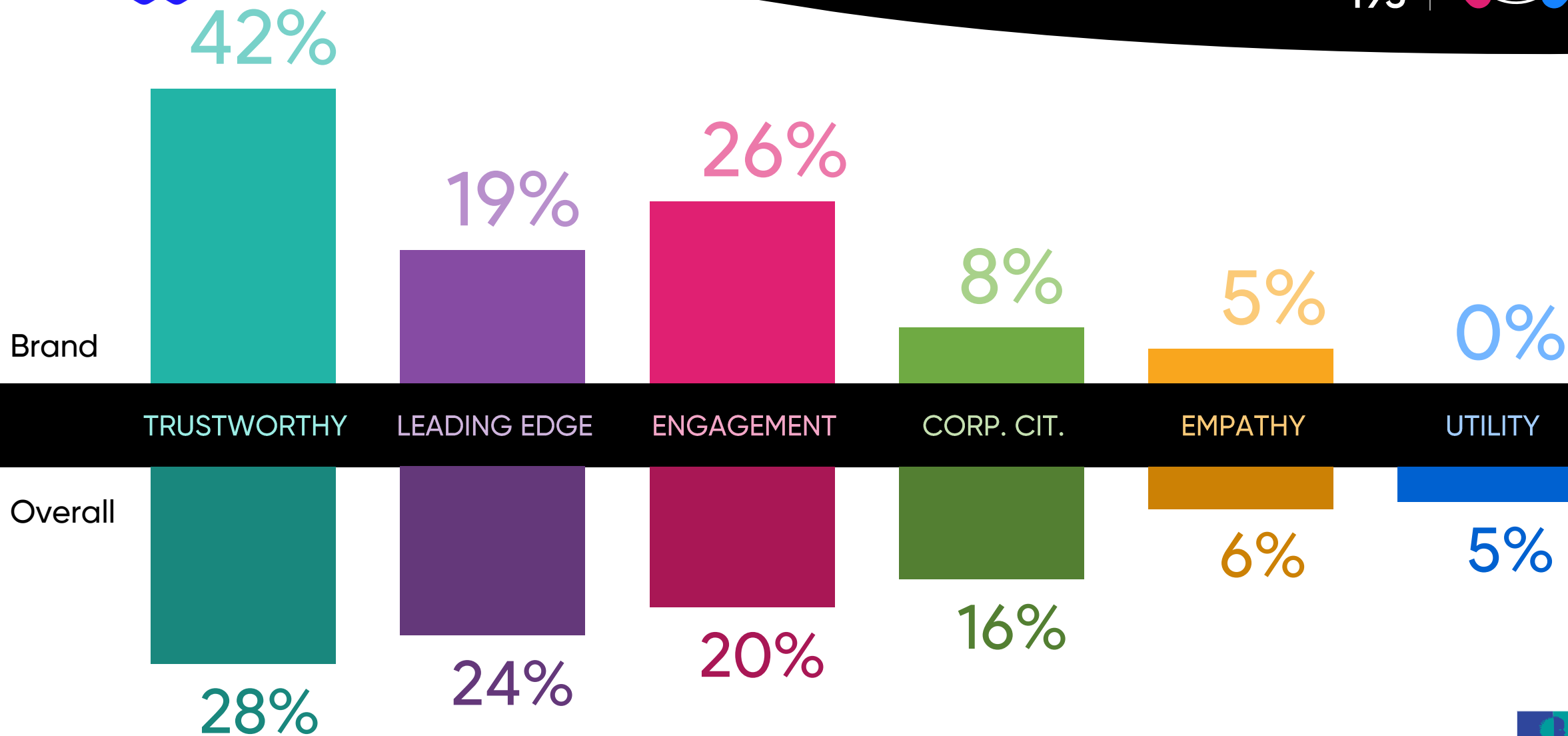
مصرف الراجحي
alrajhi bank



195

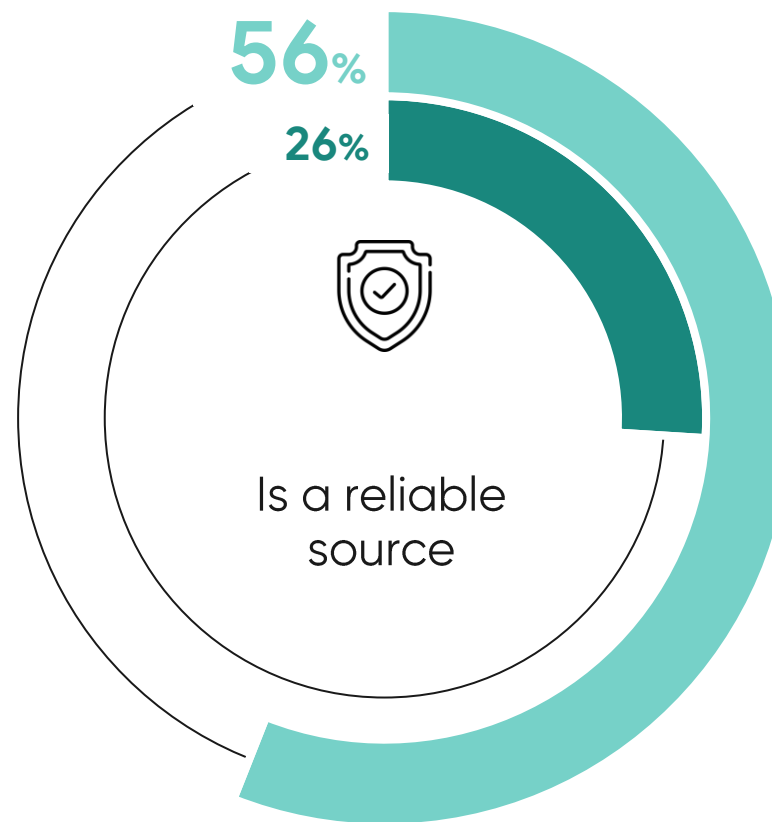
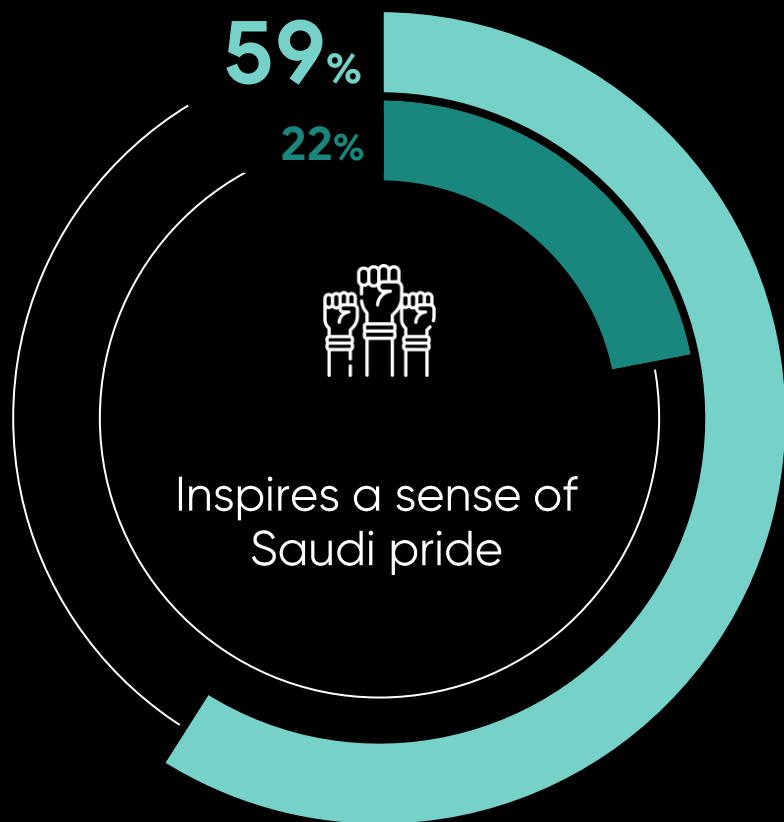
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TRUSTWORTHY

Top 2 Attributes



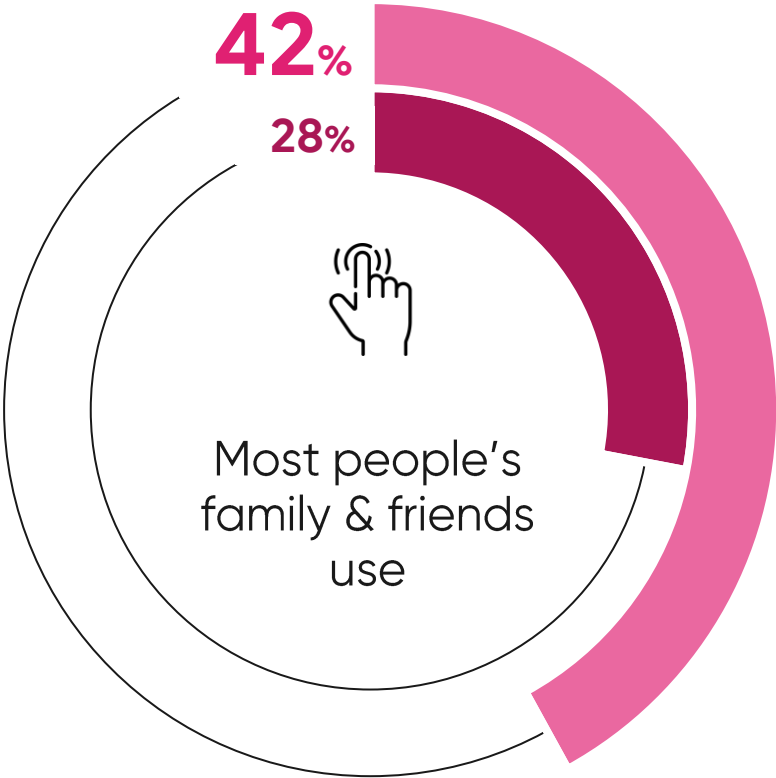
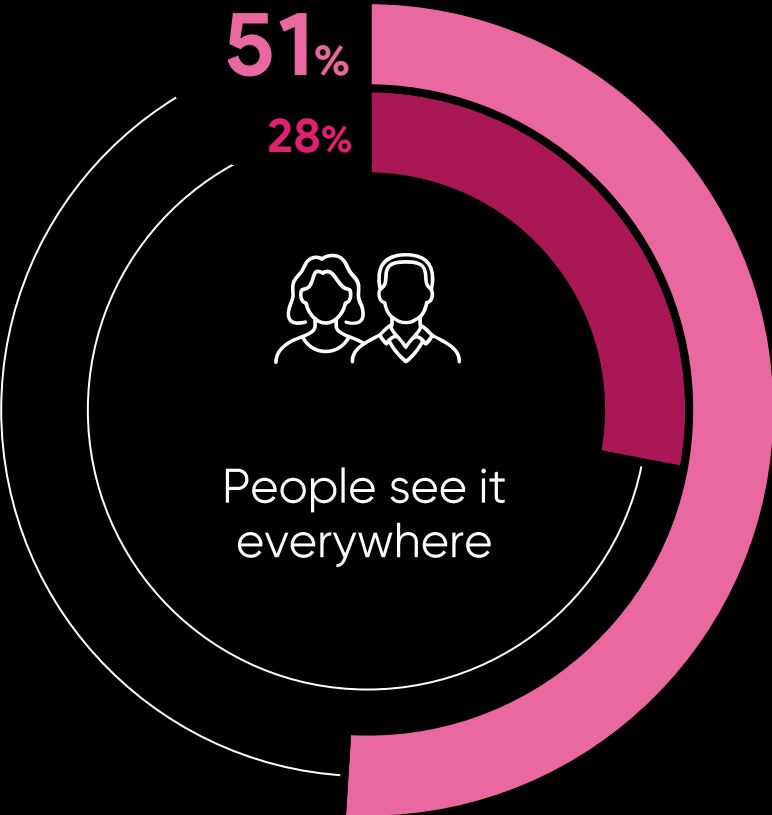
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BRAND OVERALL

ENGAGEMENT

Top 2 Attributes



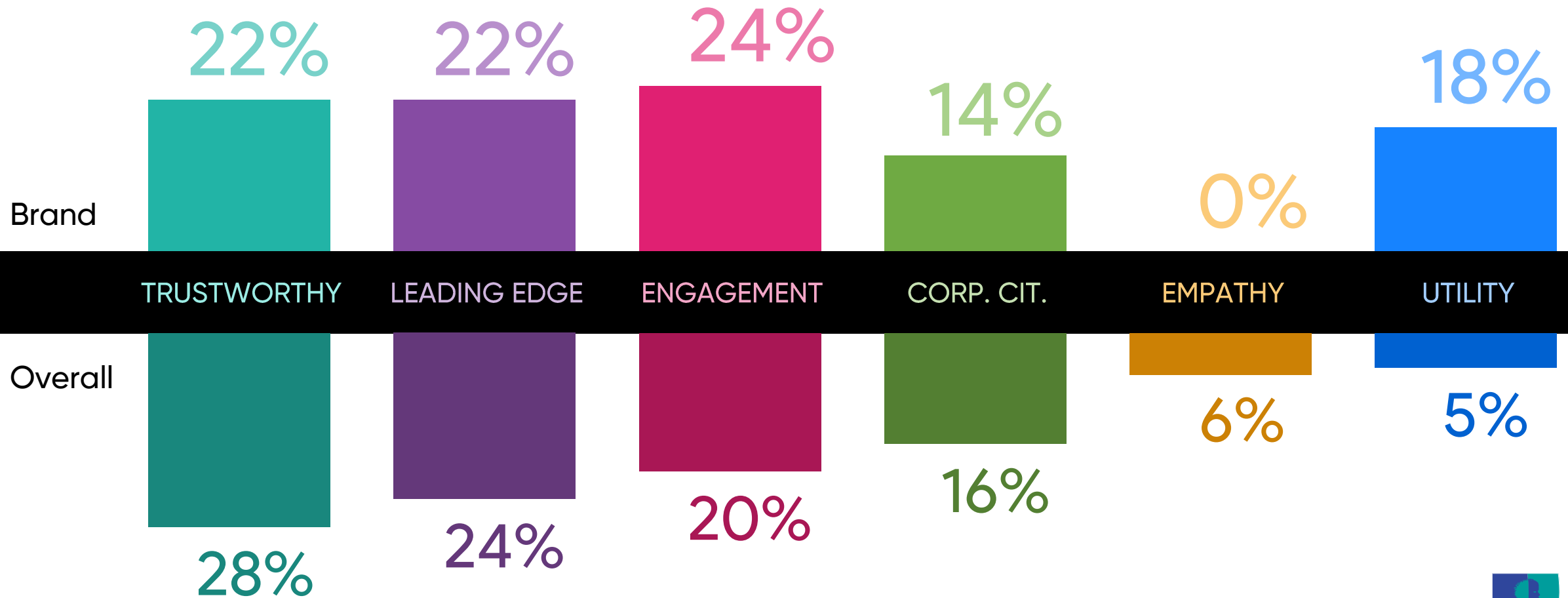
BRAND OVERALL



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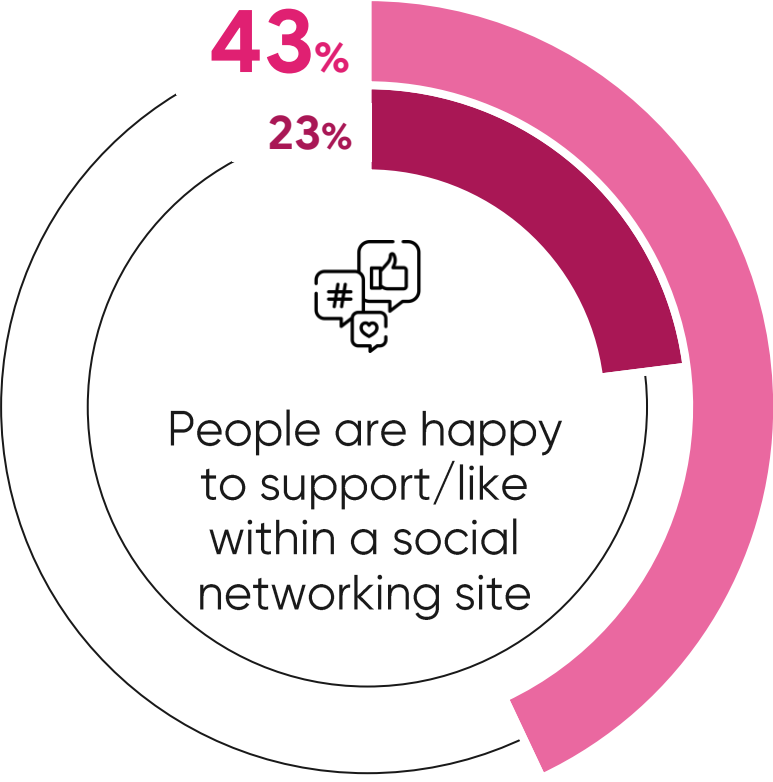
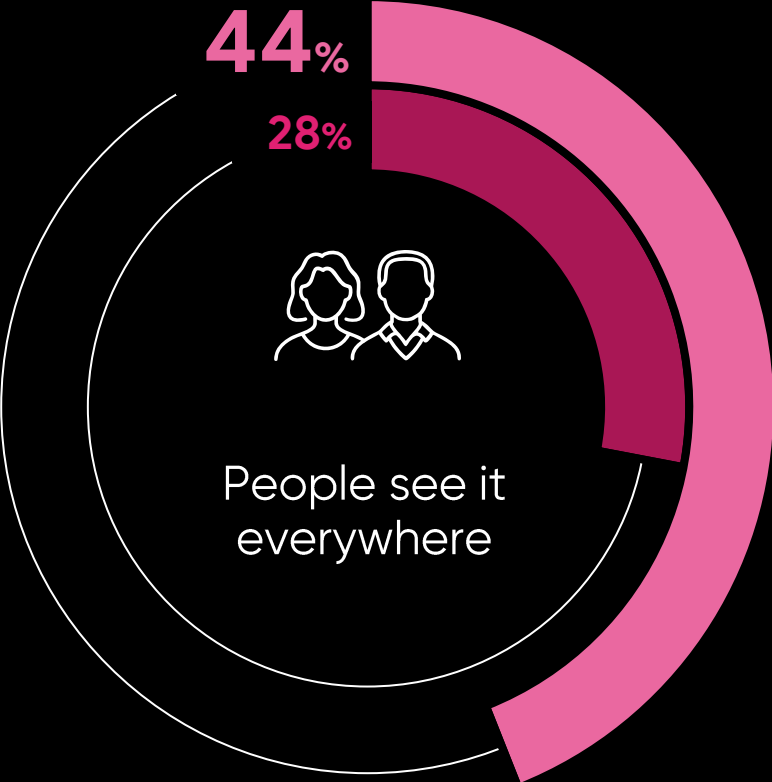
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Index Score





ENGAGEMENT

Top 2 Attributes

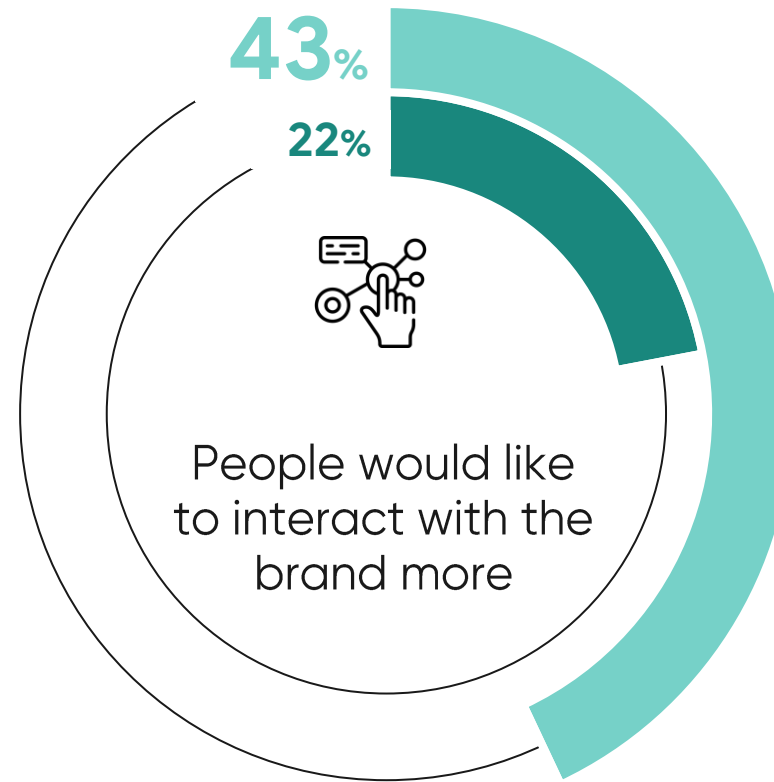
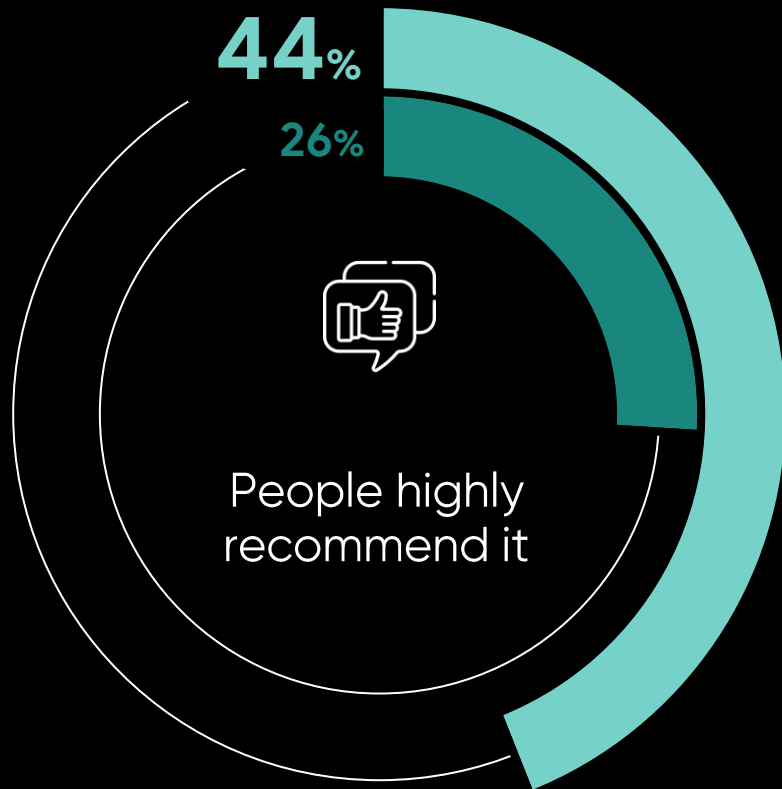


BRAND OVERALL



TRUSTWORTHY

Top 2 Attributes



BRAND OVERALL



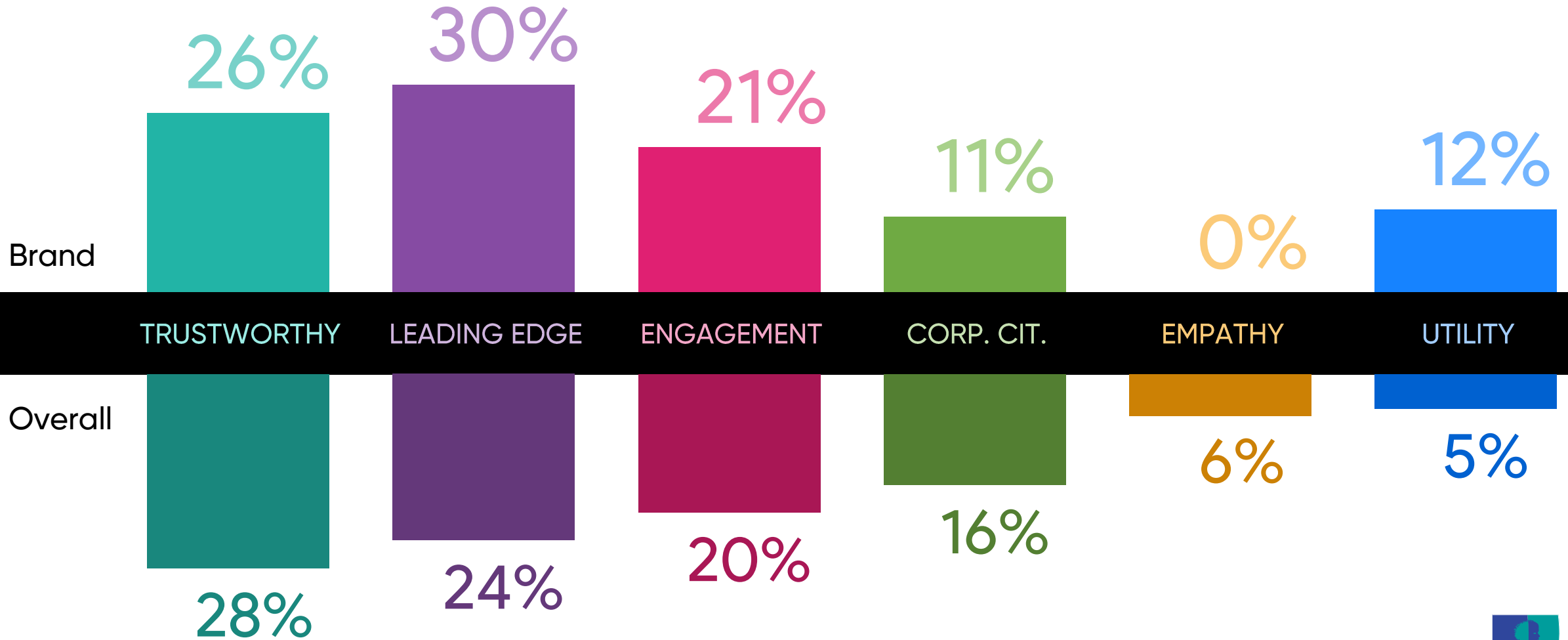
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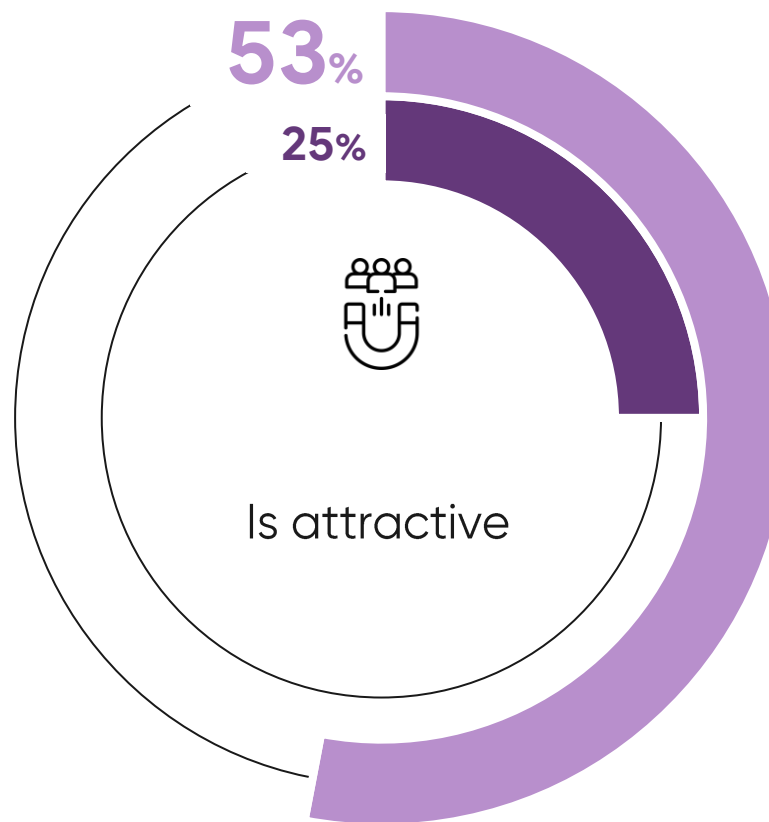
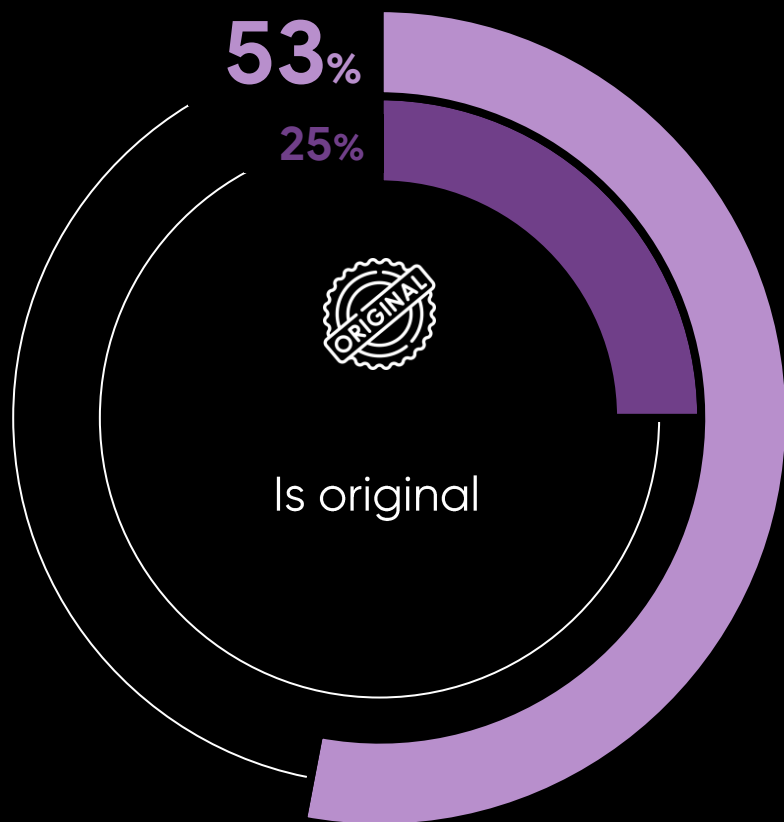
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influence
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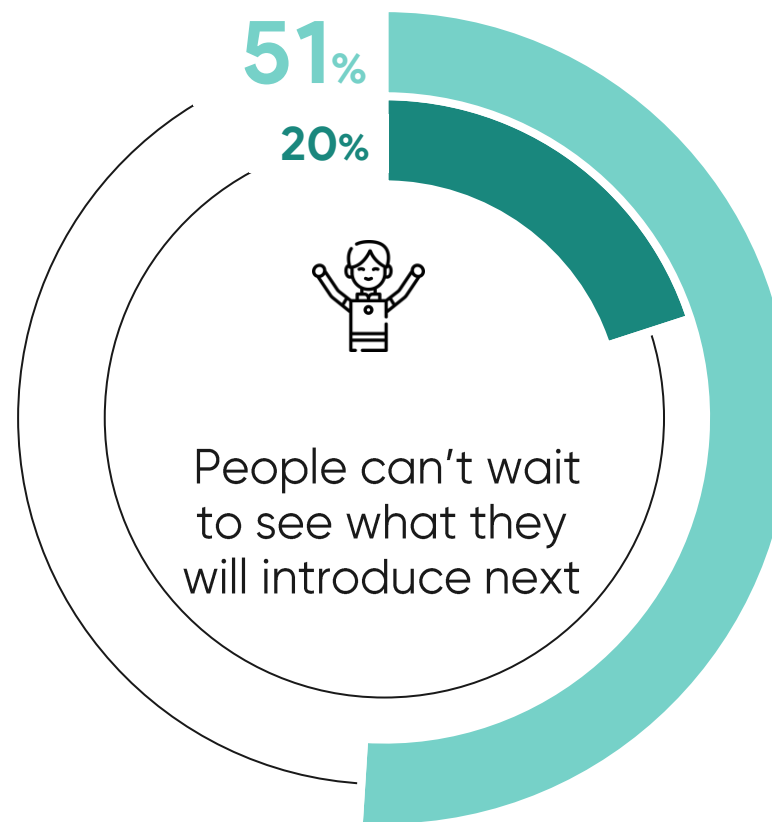
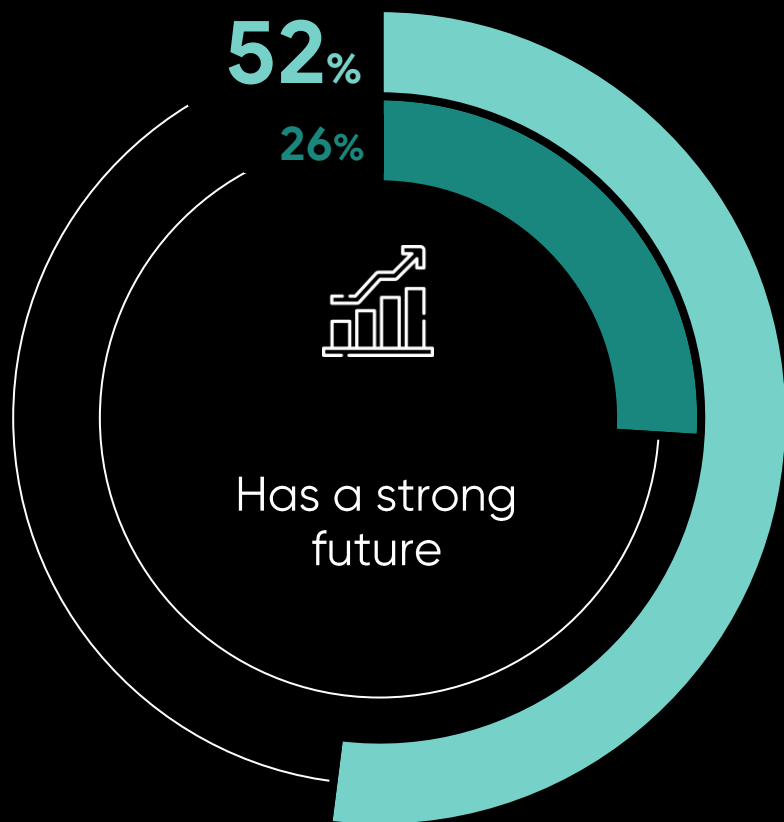




BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



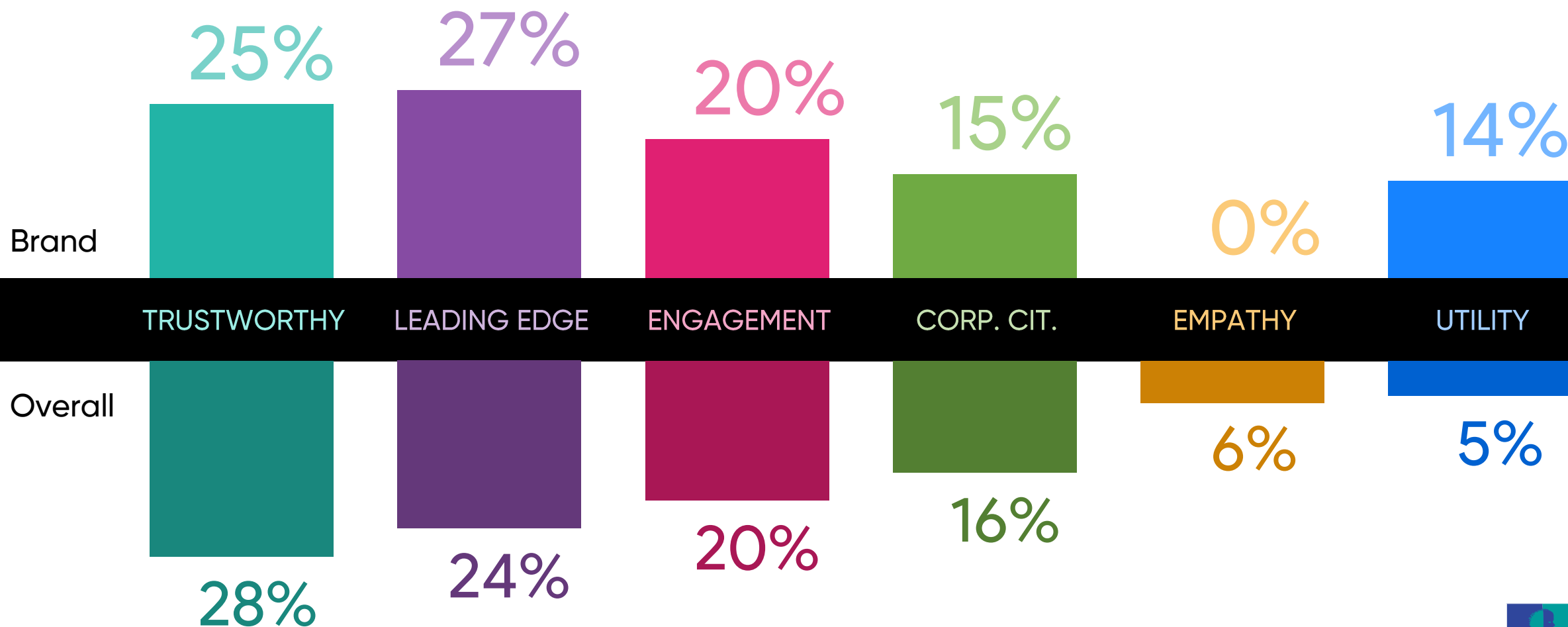
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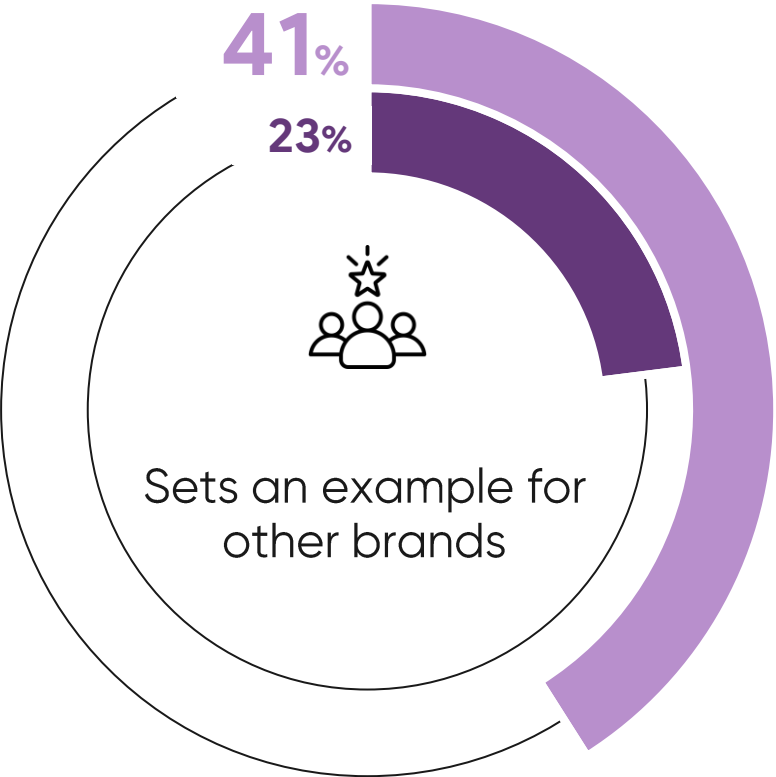
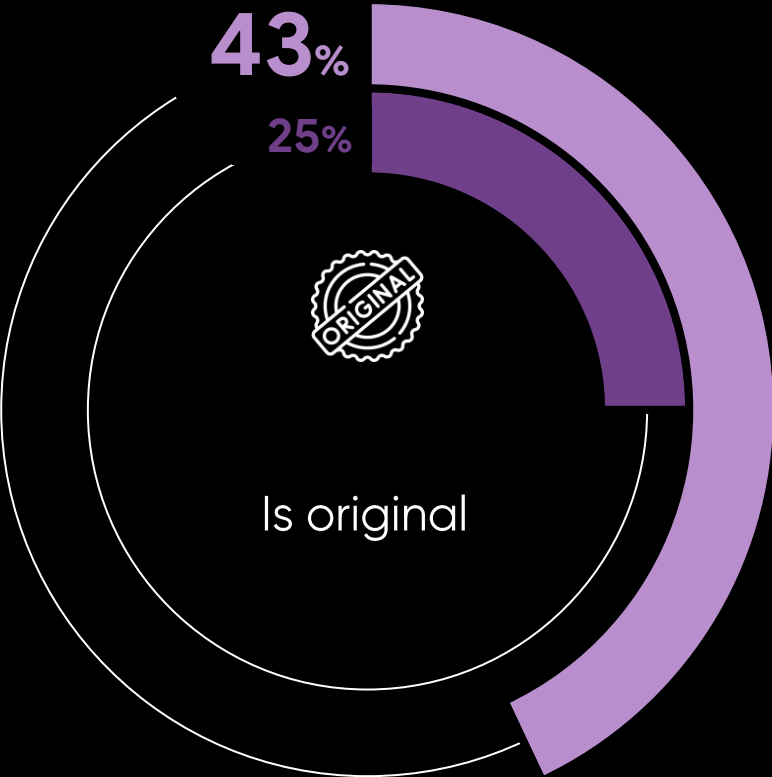


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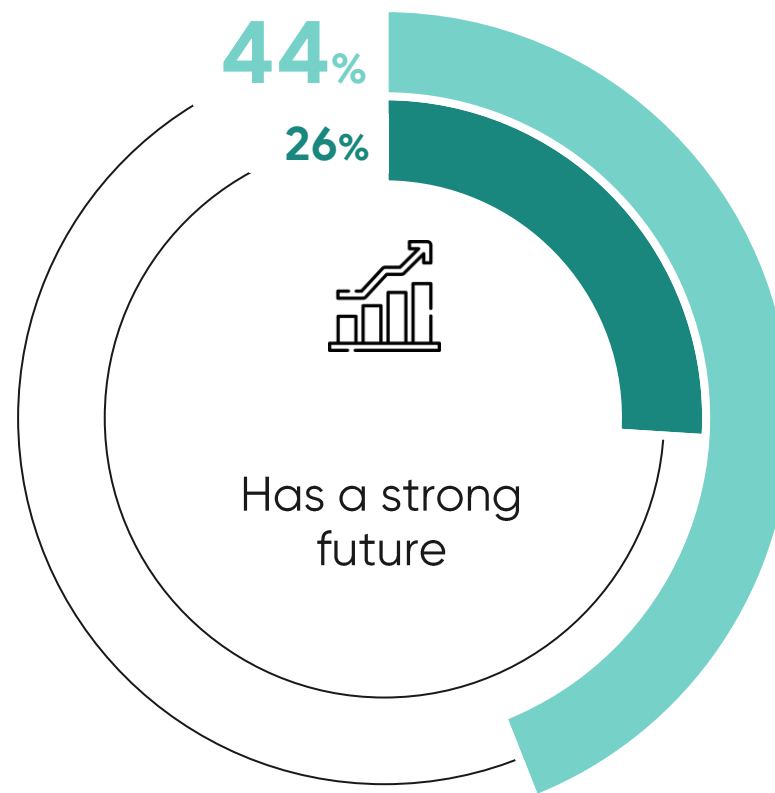
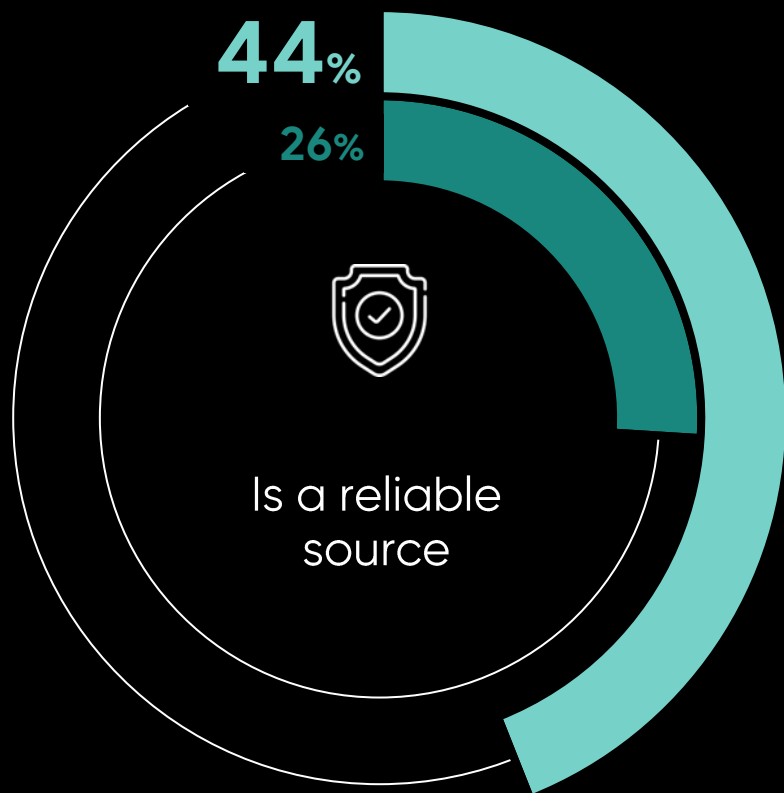




BRAND OVERALL

TRUSTWORTHY

Top 2 Attributes



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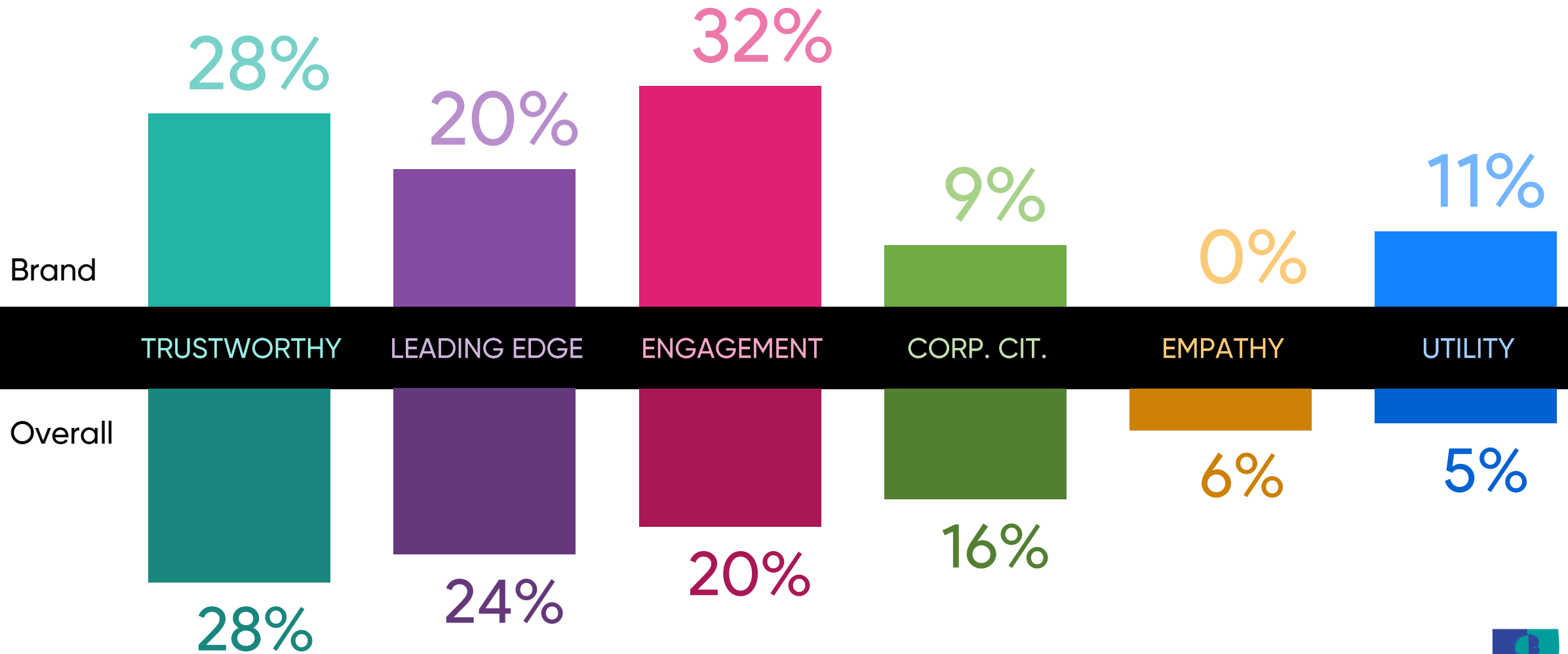
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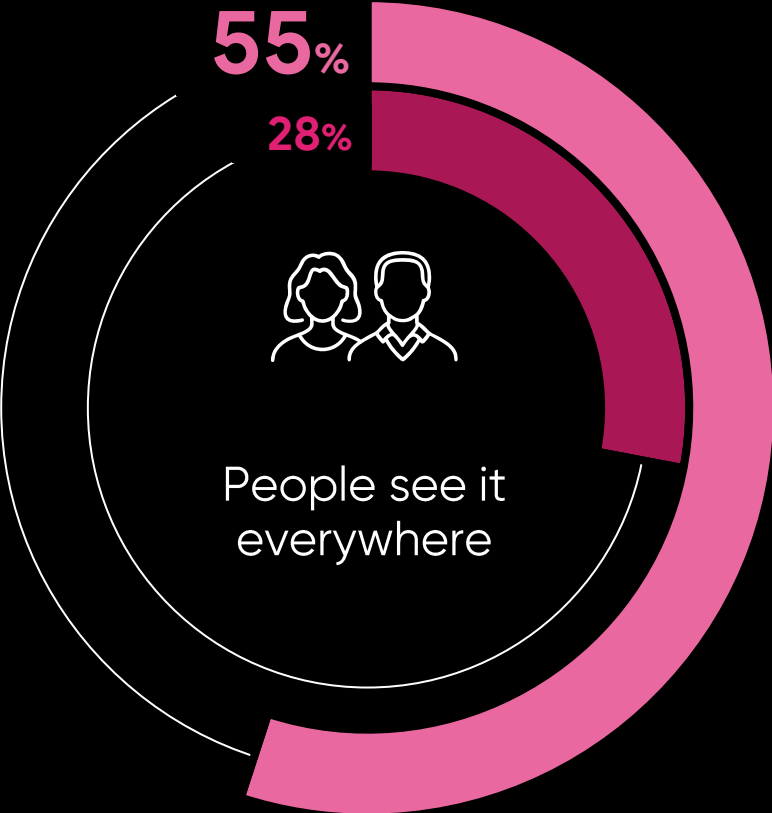
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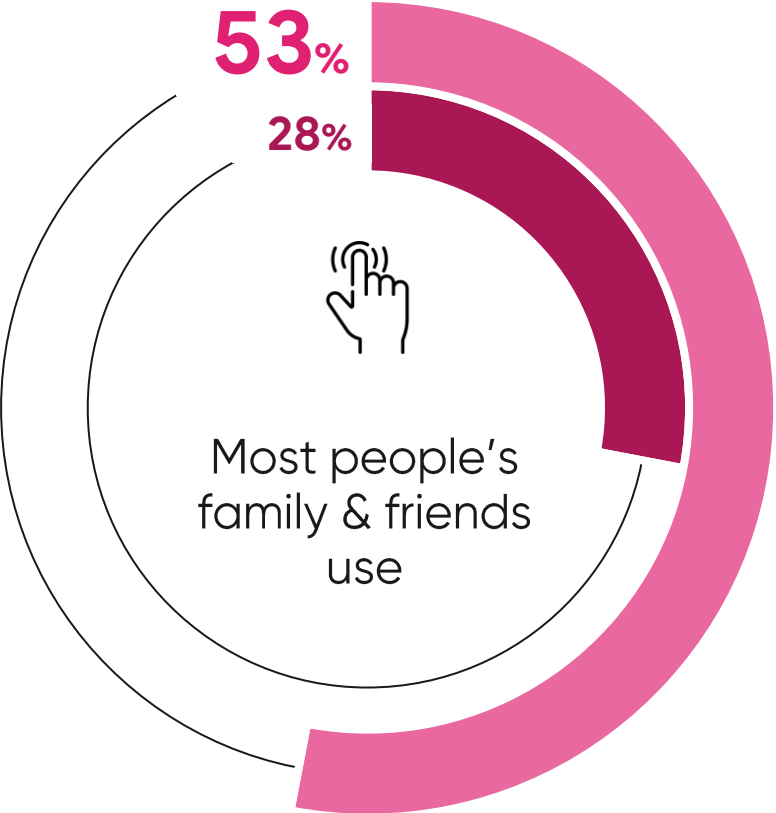




ENGAGEMENT



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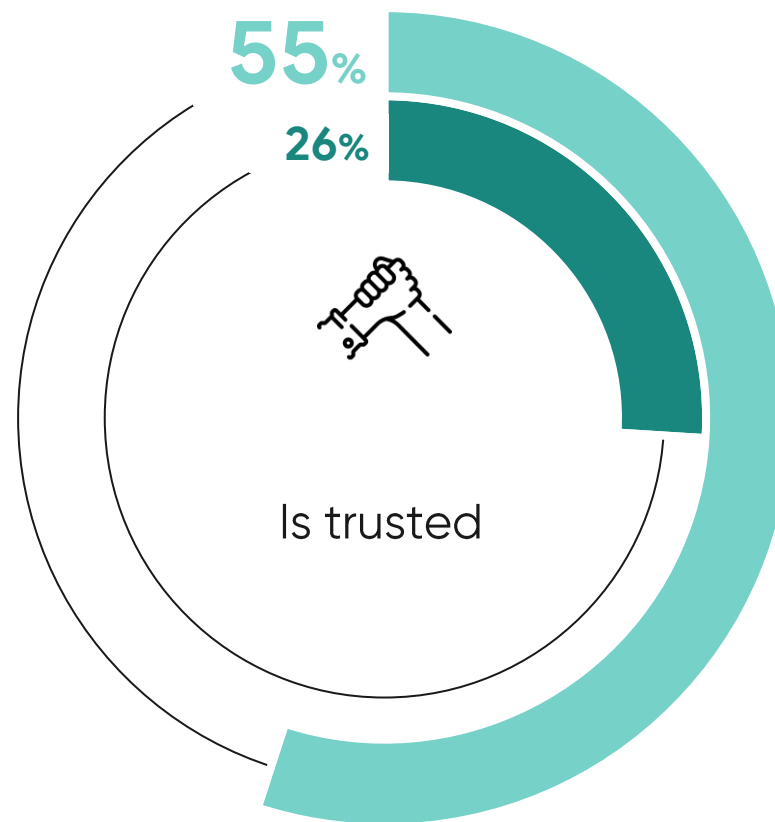
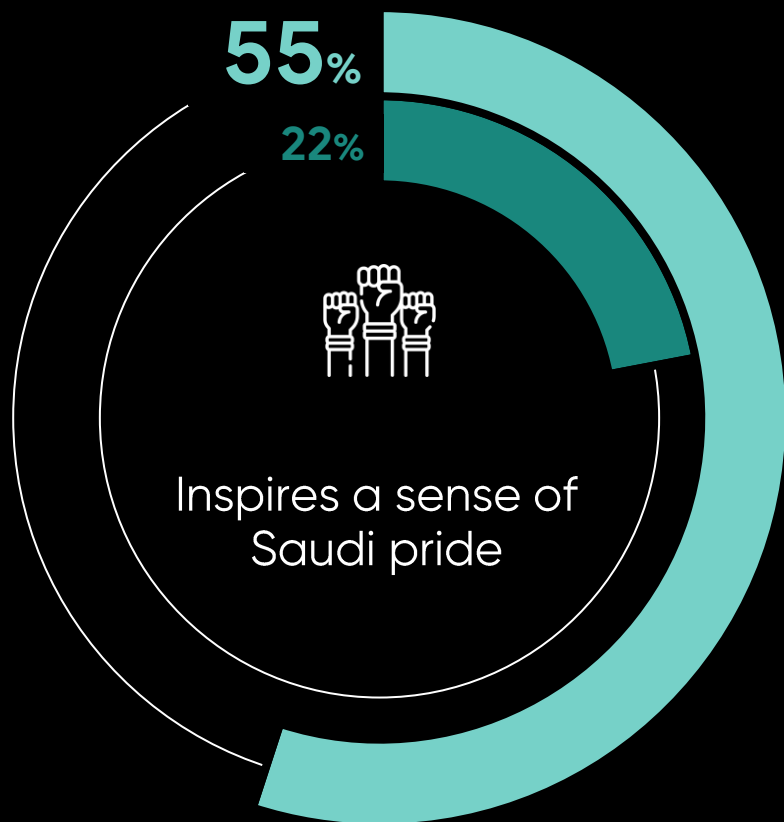
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BRAND OVERALL



TRUSTWORTHY

Top 2 Attributes



stc

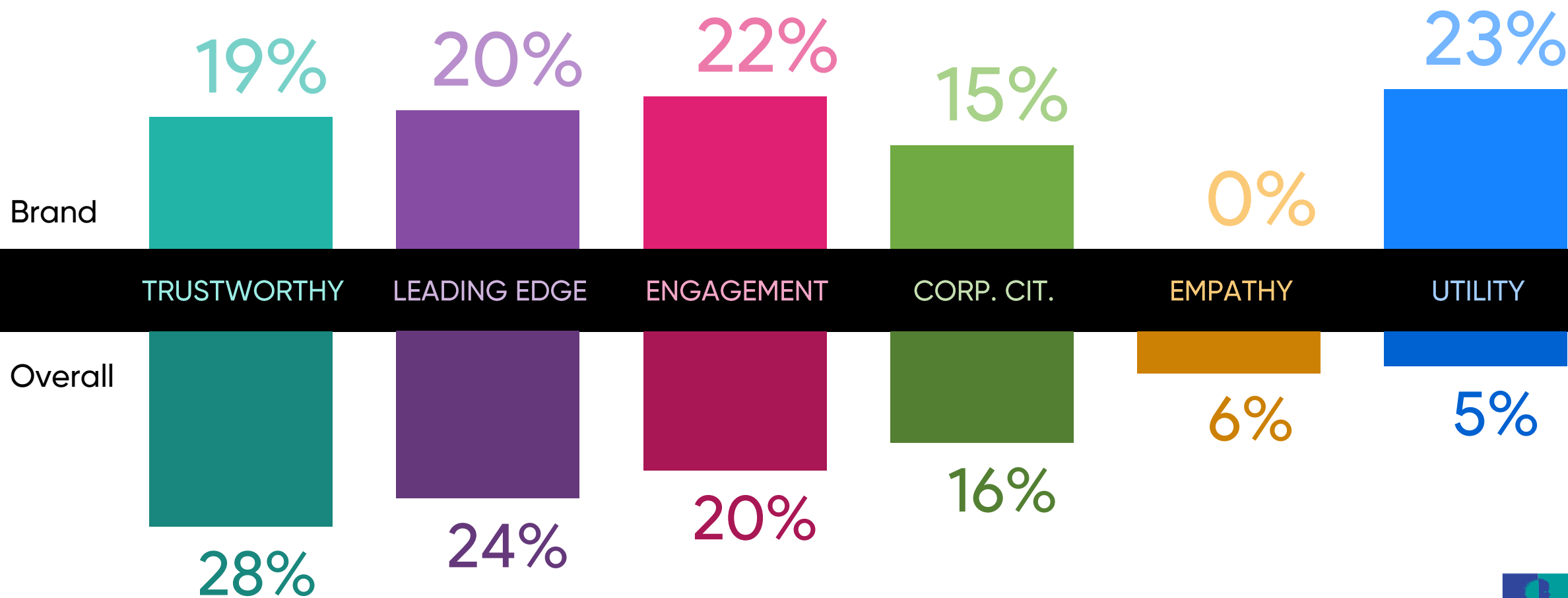
BRAND OVERALL



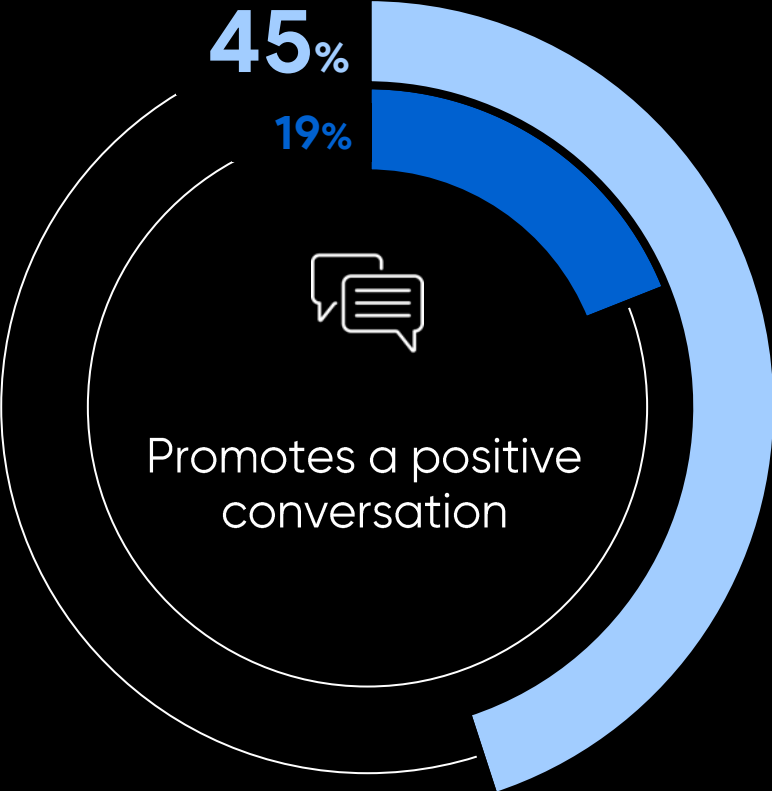
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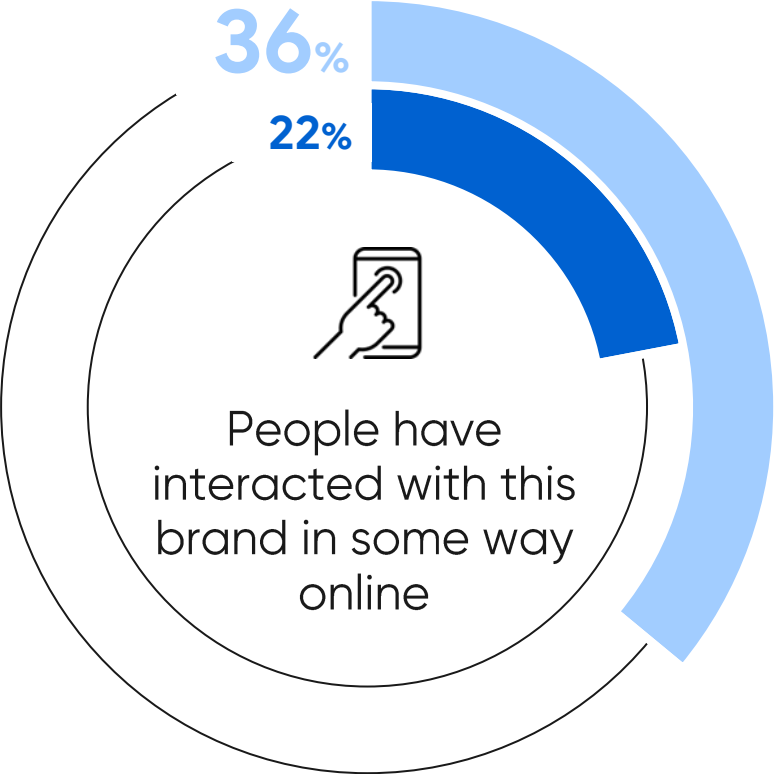




UTILITY

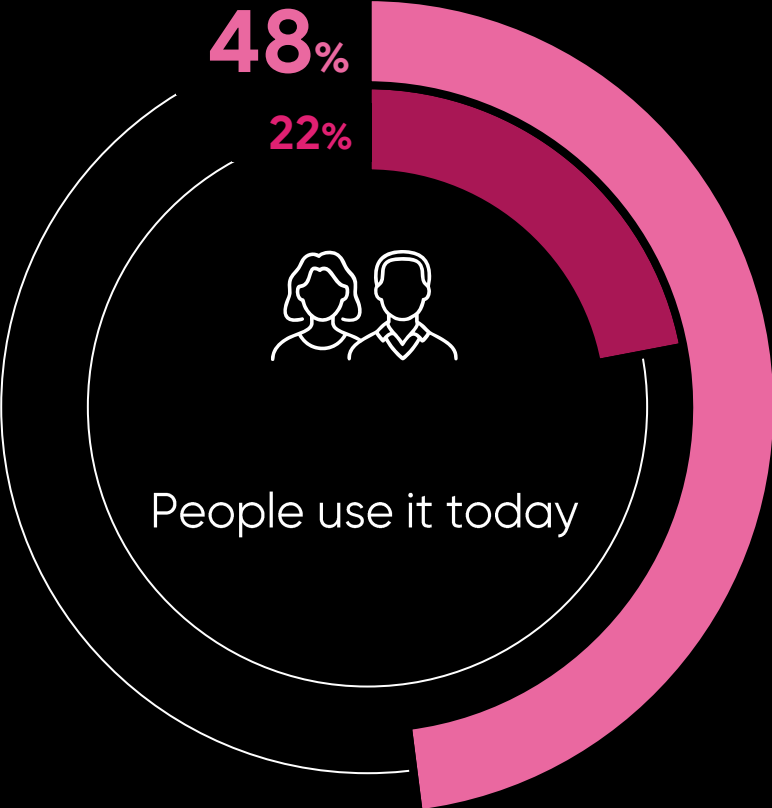


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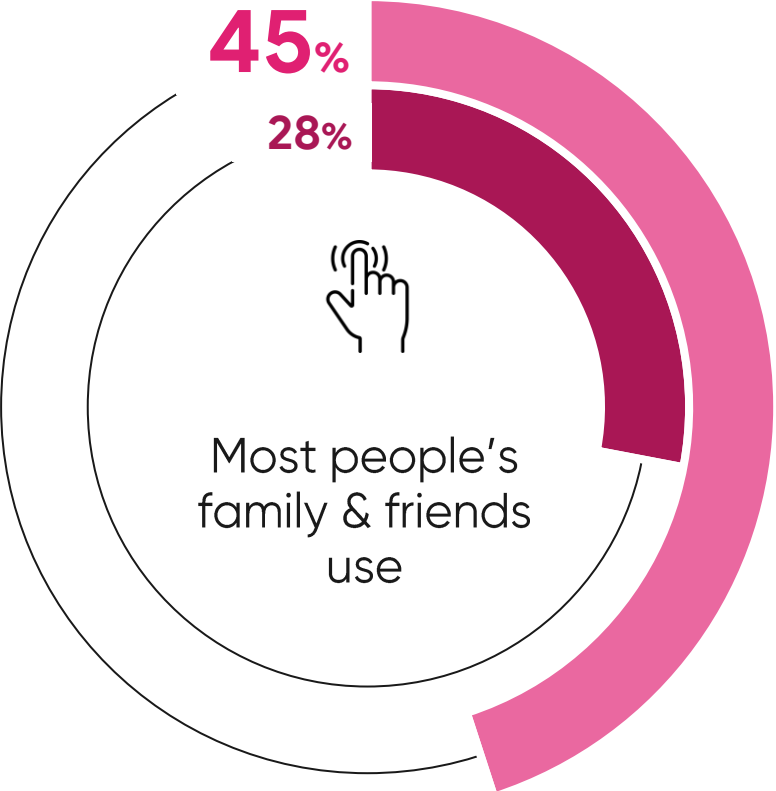


BRAND OVERALL

ENGAGEMENT



Top 2 Attributes



 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



03



04



05



06



07



08



09

STC Bank

10



Most Influential Brands – Per Sector

Customized Brand Deep
Dive Reports Available

Airlines



Automotive



Banking &
Finance



CPG



Food &
Grocery



Insurance



Media



Online
Content



Online Retail



Online
Services



QSR



Retail



Social Media



Tech



Telecom



2026 Biggest Movers – Top 10 Most Improved Brands

										
2026 Rank	#29	#59	#51	#54	#40	#47	#84	#74	#49	#69
Previous year Rank	 #99	 #104	 #92	 #93	 #75	 #80	 #115	 #102	 #76	 #95

Studying The 120 Most Influential Brands In KSA

 Airlines	 Banking & Finance	 Food & Grocery	 CPG	 Retail	 Social Media	 Tech
Emirates	Alrajhi Bank	Abu Kass	Dabur	AlOthaim	Facebook	Apple
Flyadeal	Alinma Bank	Afia	Dettol	eXtra Stores	Instagram	ChatGPT
Flynas	American Express	Almarai	Dove	IKEA	LinkedIn	Google
Qatar Airways	Arab National Bank	AlSafi Danone	Elvive	Jarir Bookshop	Snapchat	Huawei
Riyadh Air	Bank Albilad	Americana	FAIRY	LuLu Hypermarket	TikTok	Lenovo
Saudia Airlines	Bank AlJazira	Goody	Garnier	Nahdi Pharmacy	WhatsApp	Microsoft
 Auto	Banque Saudi Fransi	Kinza	Gliss	Panda	X (formerly Twitter)	Samsung
BYD	D360 Bank	Kit Kat	Lux	Sephora	 Online Content	 QSR
Ford	Mastercard	L'Usine	NIVEA	Tamimi Markets	Netflix	Al Tazaj
Hyundai	Riyad Bank	Lay's	Persil	 Online Services	Shahid	Albaik
Kia	Saudi Awwal Bank	Lipton	Sensodyne	Almatar.com	YouTube	Dunkin' Donuts
Lexus	Saudi National Bank	Maggi	 Online Retail	Booking.com	 Telecom	Hardee's
Lucid	STC Bank	Nada	Amazon	Careem	Mobily	KFC
Nissan	The Saudi Investment Bank	Nadec	Noon.com	HungerStation	Salam	Kudu
Suzuki	Visa	Nescafé	SHEIN	Jahez	stc	McDonald's
Toyota	Western Union	Nova Water	Trendyol	Keeta	Zain	Starbucks Coffee
 Media	 Insurance	 Real Estate	ROSHN	Mrsool		
MBC	Al Rajhi Takaful	Rabea Tea		Trivago		
Rotana	Bupa	Saudia Dairy				
Saudi TV	Tawuniya	Sunbulah				

METHODOLOGICAL NOTES

04

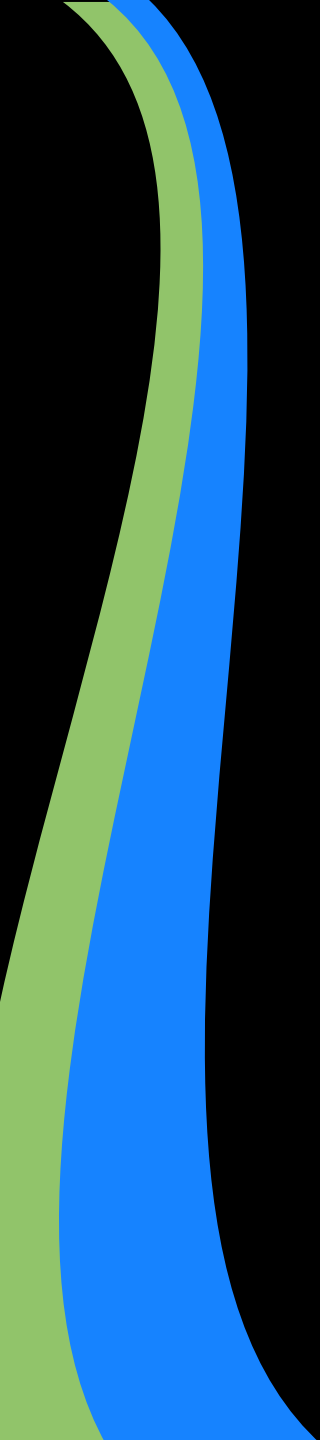
A Study Talking Directly To The Saudi Market

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

