KANTAR BRANDZ

2024 MOST VALUABLE SOUTH AFRICAN BRANDS

TOTAL VALUE OF THE TOP 30 (US\$B)

\$29.7 BILLION

THE TOP 10 MOST VALUABLE SOUTH AFRICAN BRANDS

THE TOP 10 ACCOUNT FOR \$19.4 BILLION, OR SLIGHTLY MORE THAN 65% OF THE TOTAL VALUE

CANTAR BRANDZ RANK 2024 BRAND VALUE (US\$M)

FIRST NATIONAL BANK #1 \$3,069 FINANCE STANDARD BANK \$3,066 FINANCIA VODACOM #3 \$2,459 TELECOM PROVIDERS

ANDO'S \$1,815 FAST FO

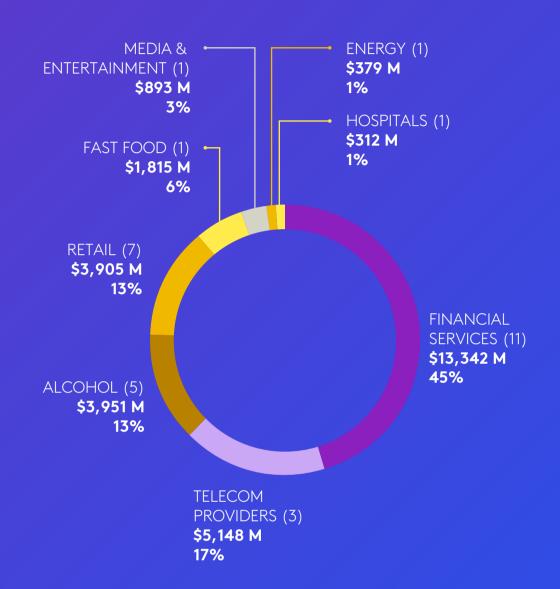
ABSA #7
\$1,295
FINANCIAL SERVICES

CAPITEC BANK #8
\$1,277
FINANCIAL SERVICES DISCOVERY #9
\$1,064
FINANCIAL SERVICES INVESTEC #10
\$926
FINANCIAL SERVICES

CATEGORY BREAKDOWN

\$ = TOTAL CATEGORY VALUE (US\$)

% = OF THE TOTAL VALUE OF THE TOP 30 MOST VALUABLE SOUTH AFRICAN BRANDS



NEWCOMERS

BRAND VALUE (US\$M)

18

28



\$547 M

ALCOHOL

\$313 M

ALCOHOL

BLUEPRINT GROWTH DRIVER AND ACCELERATORS

Most Meaningfully Different

Most memorable advertising





Most successful in demonstrating great value

Best at capturing market share



CAPITEC

Best at finding new space



TOP 5 RISERS

BRAND VALUE CHANGE 2024 VS. 2023

[⊕] Investec

\$231 M

FINANCIAL SERVICES

2

5

OUT

\$72 M

FINANCIAL SERVICES

Sanlam

BRUTAL

\$119 M

FINANCIAL SERVICES

\$63 M

ALCOHOL

\$64 M

ALCOHOL

* Brand value of Castle includes Castle Lager and Castle Lite