

TOP 10 MOST VALUABLE EMIRATI BRANDS

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

E& (ETISALAT AND)

#1

\$7,287

TELECOM PROVIDERS

EMIRATES

#2

\$6,238

TRAVEL SERVICES

FAB

#3

\$4,902

FINANCIAL SERVICES

EMAAR

#4

\$4,406

REAL ESTATE

ADNOC DISTRIBUTION

#5

\$2,815

ENERGY

DU

#6

\$1,752

TELECOM PROVIDERS

ADCB

#7

\$1,175

FINANCIAL SERVICES

ALDAR

#8

\$1,118

REAL ESTATE

EMIRATES NBD

#9

\$1,114

FINANCIAL SERVICES

BURJEEL

#10

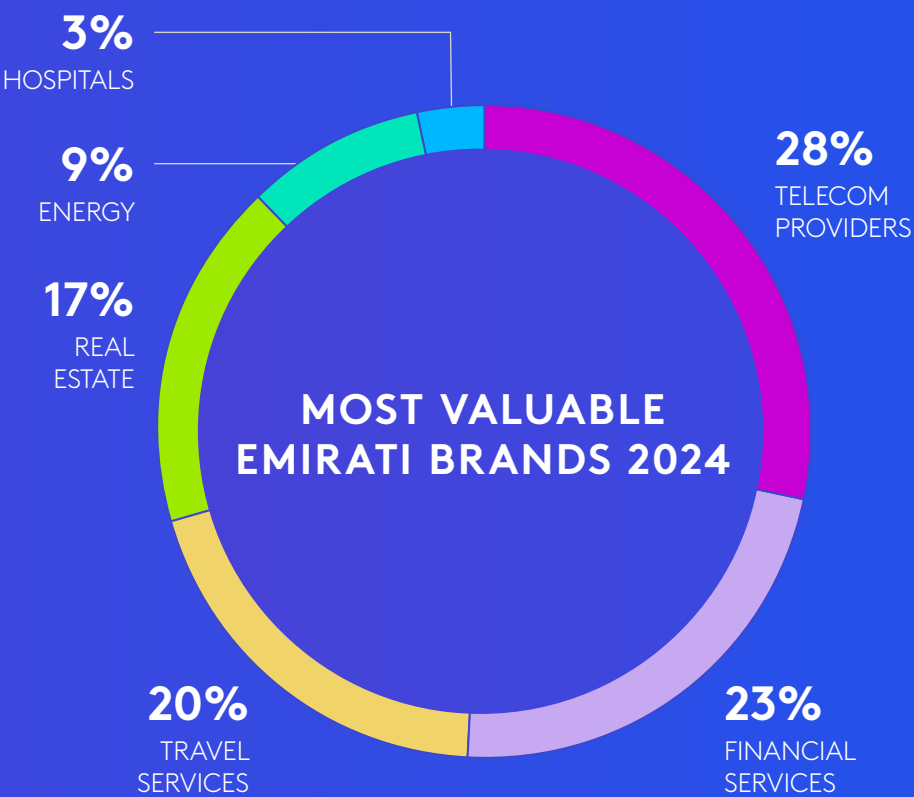
\$972

HOSPITALS

TOTAL VALUE (US\$M)

\$31.8 BILLION

COMPOSITION OF THE EMIRATI TOP 10
SHARE OF BRAND VALUE (%)



YOY CHANGE

-3%

TOP RISERS
YOY CHANGE (%)

| | | |
|----|---|---------------------------------|
| #8 |  | +47% |
| | | \$1,118 M REAL ESTATE |
| #9 |  | +30% |
| | | \$1,114 M FINANCIAL SERVICES |
| #4 |  | +25% |
| | | \$4,406 M REAL ESTATE |
| #7 |  | +20% |
| | | \$1,175 M FINANCIAL SERVICES |
| #2 |  | +15% |
| | | \$6,238 M TRAVEL SERVICES |

NEWCOMERS

| | | |
|-----|---|----------------------|
| #10 |  | NEW |
| | | \$972 M HOSPITALS |