

KANTAR BRANDZ

2023 MOST VALUABLE SOUTH AFRICAN BRANDS

TOTAL VALUE (US\$B)

\$31.6 BILLION

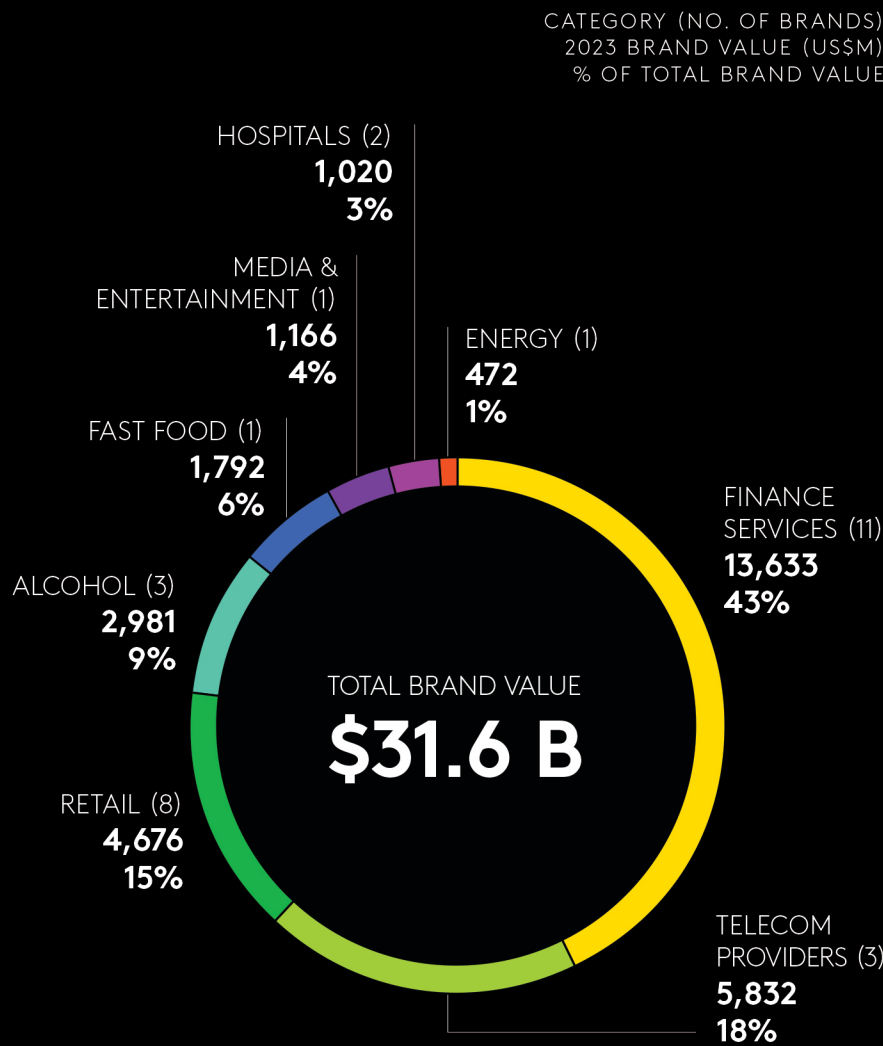
THE TOP 10 ACCOUNT FOR \$20.9 BILLION, 66% OF THE TOTAL VALUE

FIRST NATIONAL BANK	#1	\$3,402 M	FINANCIAL SERVICES
STANDARD BANK	#2	\$2,991 M	FINANCIAL SERVICES
MTN	#3	\$2,810 M	TELECOM PROVIDERS
VODACOM	#4	\$2,651 M	TELECOM PROVIDERS
CASTLE	#5	\$2,010 M	ALCOHOL
NANDO'S	#6	\$1,792 M	FAST FOOD
ABSA	#7	\$1,643 M	FINANCIAL SERVICES
WOOLWORTHS	#8	\$1,198 M	RETAIL
CAPITEC BANK	#9	\$1,189 M	FINANCIAL SERVICES
DSTV	#10	\$1,166 M	MEDIA AND ENTERTAINMENT

THE TOP 30 MOST VALUABLE SOUTH AFRICAN BRANDS 2023

- FIRST NATIONAL BANK
- STANDARD BANK
- MTN
- VODACOM
- CASTLE
- NANDO'S
- ABSA
- WOOLWORTHS
- CAPITEC BANK
- DSTV
- DISCOVERY
- NEDBANK
- SHOPRITE
- MEDICLINIC
- INVESTEC
- SANLAM
- OLD MUTUAL
- FLYING FISH
- PICK N PAY
- CHECKERS
- SASOL
- CLICKS
- TAKEALOT
- MR PRICE
- BRUTAL FRUIT
- CELL C
- LIBERTY
- LIFE HEALTHCARE
- DIS-CHEM PHARMACIES
- OUTSURANCE

TOTAL BRAND VALUE BY CATEGORY



TOP BRAND FOR...

EXPOSURE	EXPERIENCE
FUNCTION	CONVENIENCE
SUSTAINABILITY	

TOP 5 RISERS

		BRAND VALUE CHANGE 2023 VS. 2022
#1	MEDICLINIC	+13% \$704 M
#2	absa	+12% \$1,643 M
#3	BRUTAL FRUIT	+5% \$417 M
#4	NEDBANK	+3% \$893 M
#5	WOOLWORTHS	+2% \$1,198 M

RE-ENTRIES

		BRAND VALUE (US\$M)
#27	LIBERTY	\$328 M FINANCIAL SERVICES
#30	OUT SURANCE	\$271 M FINANCIAL SERVICES