CHANGE OVER THE LAST YEAR

\$28.8 BILLION -3%

THE TOP 10 MOST VALUABLE SOUTH AFRICAN BRANDS

THE TOP 10 ACCOUNT FOR \$18.7 BILLION, OR 65% OF THE TOTAL VALUE

FIRST NATIONAL BANK #1 \$2,699 m BANKS

DARD BANKS #4
\$2,350 m
BANKS

\$1,979 m TELECOM PROVIDERS

\$1,252 m

MEDIA AND ENTERTAINMENT

\$1,158 m BANKS

WOOLWORTHS # 10 \$1,086 m RETAIL

SOUTH AFRICA TOP 30 CATEGORY BREAKDOWN

THE BRANDZ TOP 30



ALCOHOL \$3,553 12.3% 3 BRANDS



BANKS 28.6% \$8,224 6 BRANDS



1.6% \$470 1 BRAND



FAST FOOD 5.8% \$1,678 1 BRAND



HOSPITALS \$1,239 3 BRANDS



INSURANCE 11.6% \$3,343 5 BRANDS

4.3%



MEDIA AND ENTERTAINMENT \$1,252 1 BRAND



13.8% \$3,970 7 BRANDS

RETAIL



TELECOM **PROVIDERS** \$5,053 3 BRANDS

17.6%

KANTAR BRANDZ

TOP FIVE RISERS

% BRAND VALUE CHANGE 2021 VS 2020



NEWCOMERS

takealot com

#23 \$446 MILLION RETAIL

TOP BRAND FOR

CONVENIENCE がにLICKS 🕕 **EXPERIENCE**



EXPOSURE

FUNCTION





MEANINGFUL DIFFERENCE

