

KANTAR BRANDZ

2022 MOST VALUABLE SOUTH AFRICAN BRANDS

TOTAL VALUE OF THE MOST VALUABLE SOUTH AFRICAN BRANDS (US\$)

\$34.9 BILLION

Increase over last year: 21%

THE TOP 10 MOST VALUABLE SOUTH AFRICAN BRANDS

The top 10 account for \$22.8 billion, or 65% of the total value.

MTN

#1

\$ 3,668

TELECOM PROVIDERS

FIRST NATIONAL BANK

#2

\$ 3,500

BANKS

VODACOM

#3

\$ 3,063

TELECOM PROVIDERS

STANDARD BANK

#4

\$ 3,003

BANKS

CASTLE

#5

\$ 2,166

ALCOHOL

NANDO'S

#6

\$ 1,785

FAST FOOD

DISCOVERY

#7

\$ 1,498

INSURANCE

ABSA

#8

\$ 1,462

BANKS

DSTV

#9

\$ 1,325

MEDIA AND ENTERTAINMENT

CAPITEC BANK

#10

\$ 1,302

BANKS

BRAND RANK

Brand Value \$ (US) Millions

TOP 30 CATEGORY BREAKDOWN

% = of the Total Value of the Kantar BrandZ Most Valuable South African Brands

\$ = Total Category Value in \$US million

(Please note: numbers are rounded to the nearest 0.1%. Total of percentages may not add up to 100.)

| Category | Number of brands | US\$ million | Proportion of the total value |
|-------------------------|------------------|--------------|-------------------------------|
| BANKS | 6 | 10,836 | 31.1% |
| TELECOM PROVIDERS | 3 | 7,234 | 20.7% |
| RETAIL | 8 | 5,162 | 14.8% |
| ALCOHOL | 4 | 3,515 | 10.1% |
| INSURANCE | 3 | 3,078 | 8.8% |
| FAST FOOD | 1 | 1,785 | 5.1% |
| HOSPITALS | 3 | 1,377 | 3.9% |
| MEDIA AND ENTERTAINMENT | 1 | 1,325 | 3.8% |
| ENERGY | 1 | 558 | 1.6% |

NEWCOMERS



TOP FIVE RISERS



Checkers SHOPRITE



TOP BRAND FOR

EXPOSURE



FUNCTION



CONVENIENCE



EXPERIENCE



SUSTAINABILITY

