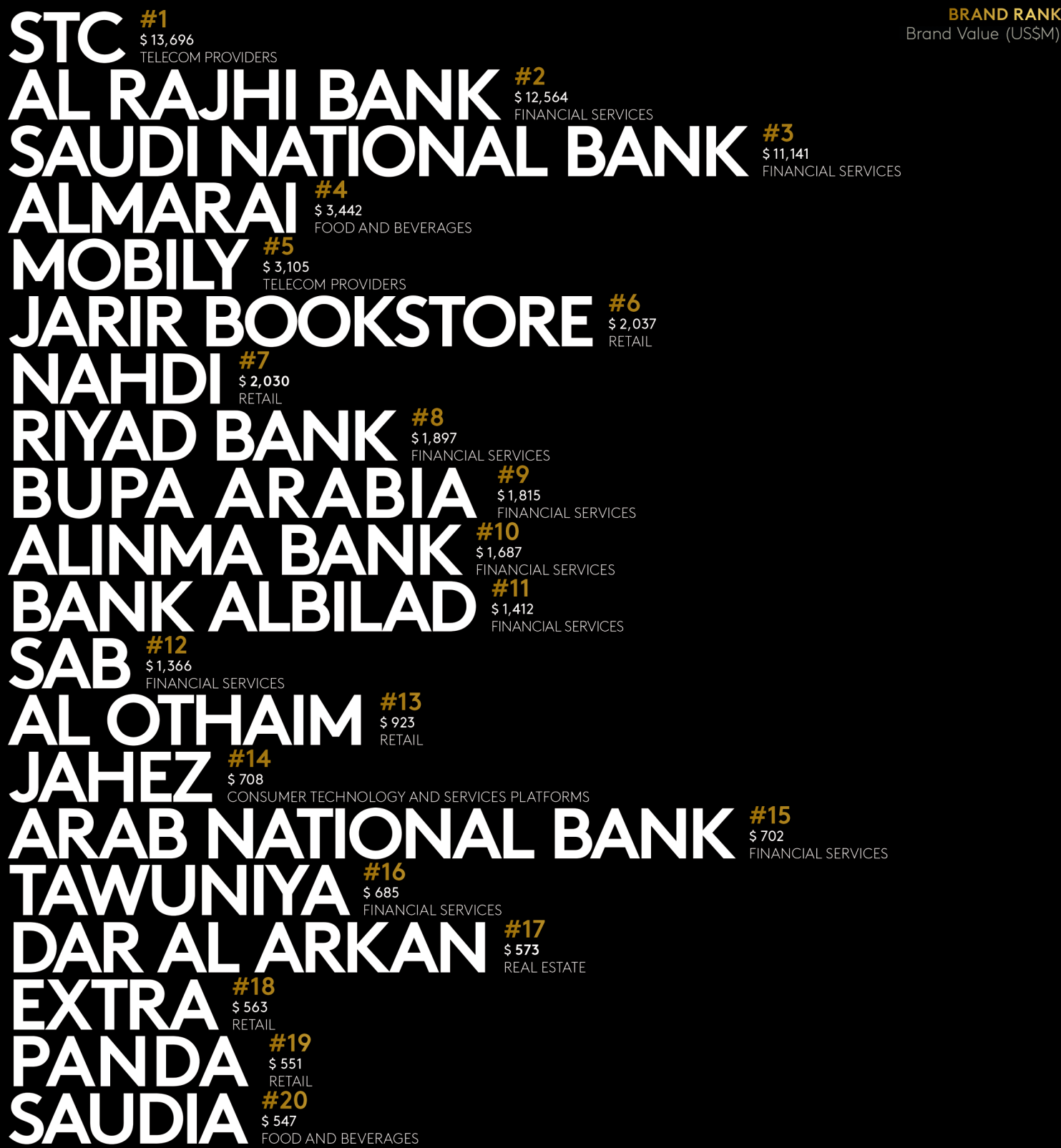


KANTAR BRANDZ

2023 MOST VALUABLE EMIRATI AND SAUDI BRANDS

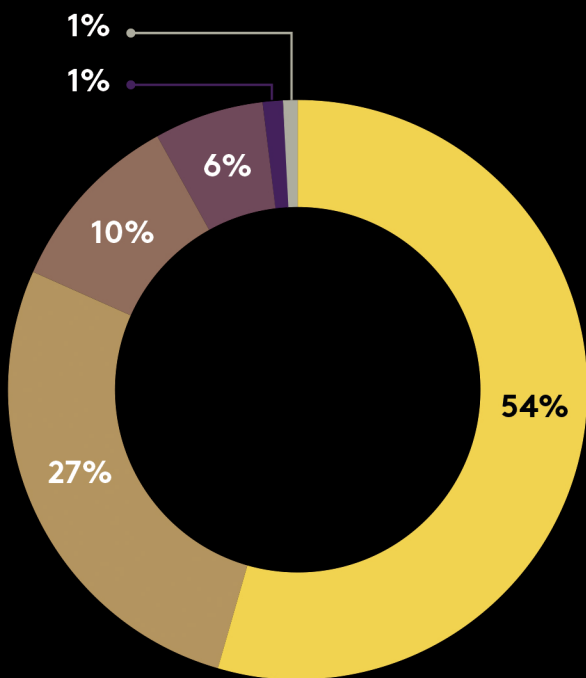
TOP 20 MOST VALUABLE SAUDI BRANDS 2023



TOTAL VALUE (US\$M)

\$61,446 MILLION

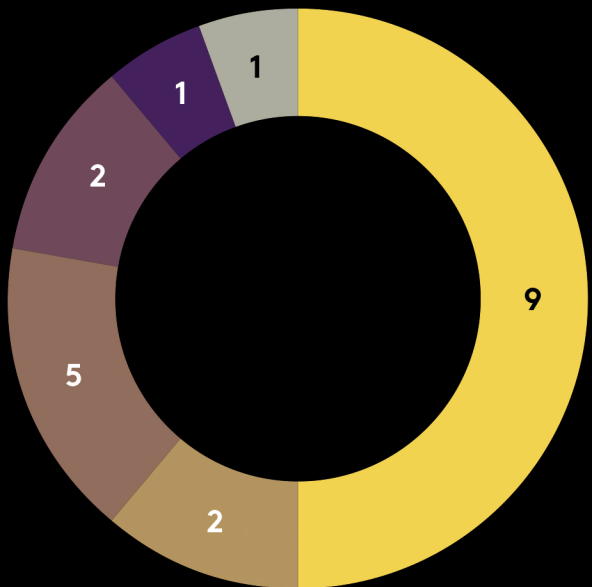
CATEGORY COMPOSITION
OF THE SAUDI TOP 20
SHARE OF BRAND VALUE (%)



YOY CHANGE

-14%

NUMBER OF BRANDS



SAUDI ECONOMY (US\$M)

GDP 2022 (US\$M): \$1.1 trillion

GDP growth rate 2022: 8.7%

GDP growth forecast 2023: 1.9%

Forecast GDP per capita 2023 (US\$M): \$29,920

TOP RISERS
YoY change (%)

DAR AL ARKAN

#1

34%



#2

34%



#3

19%



#4

15%



#5

8%

NEW ENTRANT



Retail

2023 Rank

#7

2023 brand
value (US\$M)

\$2,030

TOP BRAND FOR...



Meaningfulness



Pricing Power