

KANTAR BRANDZ

2023 MOST VALUABLE EMIRATI AND SAUDI BRANDS

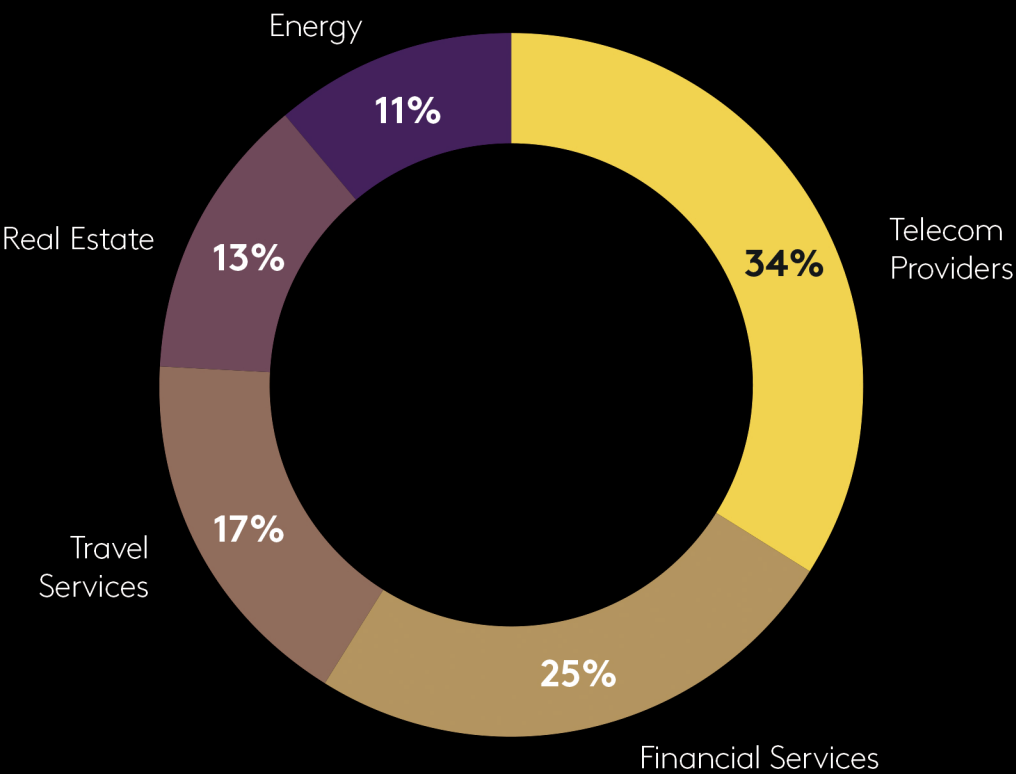
TOP 10 MOST VALUABLE EMIRATI BRANDS 2023

		BRAND RANK
		Brand Value (US\$M)
ETISALAT BY E&FAB	#1	\$ 9,498
EMIRATES	#2	\$ 5,692
ADNOC DISTRIBUTION	#3	\$ 5,411
EMAAR	#4	\$ 3,667
DU	#5	\$ 3,531
ADCB	#6	\$ 1,719
EMIRATES NBD	#7	\$ 982
ALDAR	#8	\$ 860
DUBAI ISLAMIC BANK	#9	\$ 761
	#10	\$ 643

TOTAL VALUE (US\$M)

\$32,765 MILLION

COMPOSITION OF THE EMIRATI TOP 10
SHARE OF BRAND VALUE (US\$M)



UAE ECONOMY (US\$M)

GDP 2022: \$506.4 billion
GDP growth rate 2022: 7.9%
GDP growth forecast 2023: 3.9%
Forecast GDP per capita 2023 (US\$M): \$49,450

YOY CHANGE

-5%

TOP RISERS
YoY change (%)

 #1 69%	EMAAR #2 16%
 #3 14%	 #4 5%
 #5 4%	

TOP BRAND FOR...

EMAAR Pricing Power	 ADNOC Experience
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