

KANTAR BRANDZ

2025 MOST VALUABLE
EMIRATI AND SAUDI BRANDS

THE TOP 20 MOST VALUABLE SAUDI BRANDS

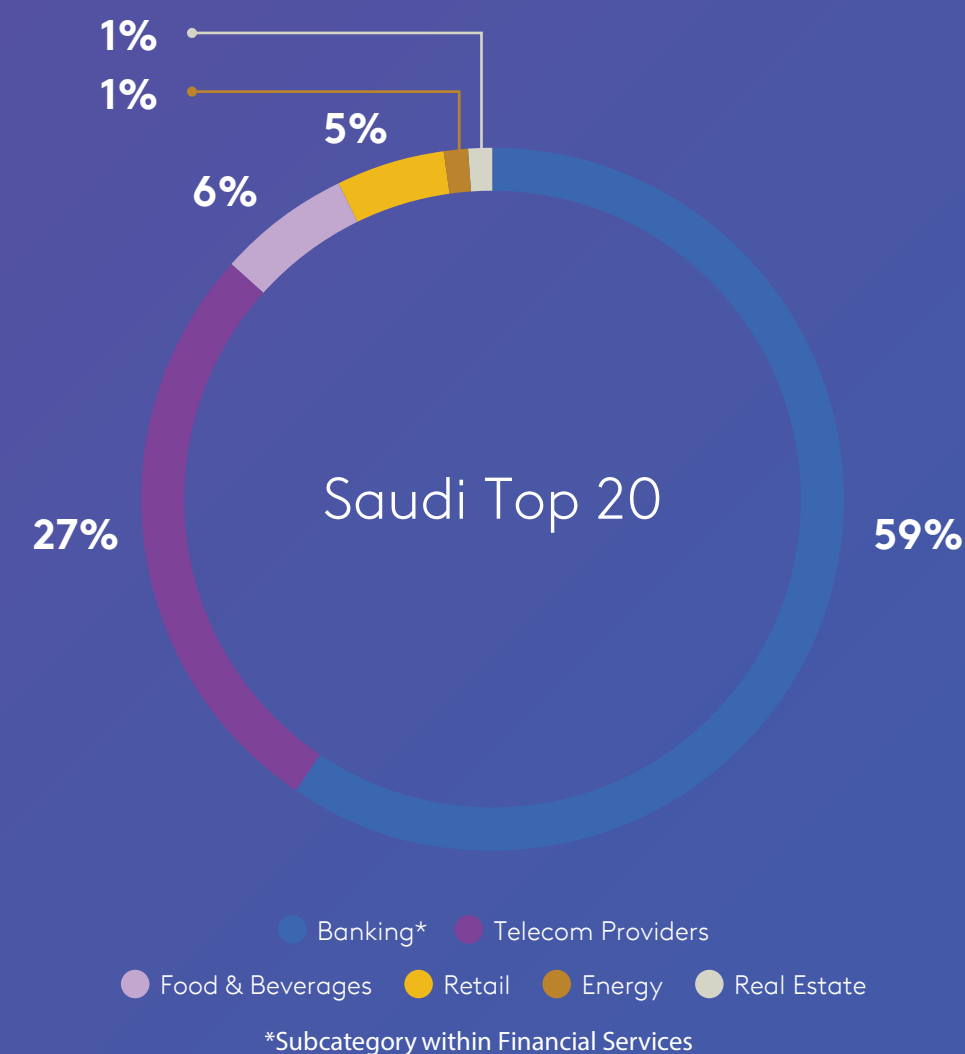
KANTAR BRANDZ RANK 2025
BRAND VALUE (US\$M)
CATEGORY



YOY CHANGE

+1%

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



TOTAL VALUE OF THE TOP 20 (US\$)

\$65,973 MILLION

TOP 5 RISERS, 2025

2025 Rank	Brand	Category	2025 Brand Value (US\$M)	YoY Change (%)
15	ALDREES	Energy	851	21%
1	مصرف الراجحي alrajhi bank	Financial Services	16,784	20%
14	تكاful الراجحي Al Rajhi Takaful	Financial Services	861	15%
4	موبايلي Mobily	Telecom Providers	3,805	9%
7	بنك الرياض Riyad Bank	Financial Services	1,871	5%