

KANTAR BRANDZ

2025 MOST VALUABLE
EMIRATI AND SAUDI BRANDS

THE TOP 10 MOST VALUABLE EMIRATI BRANDS

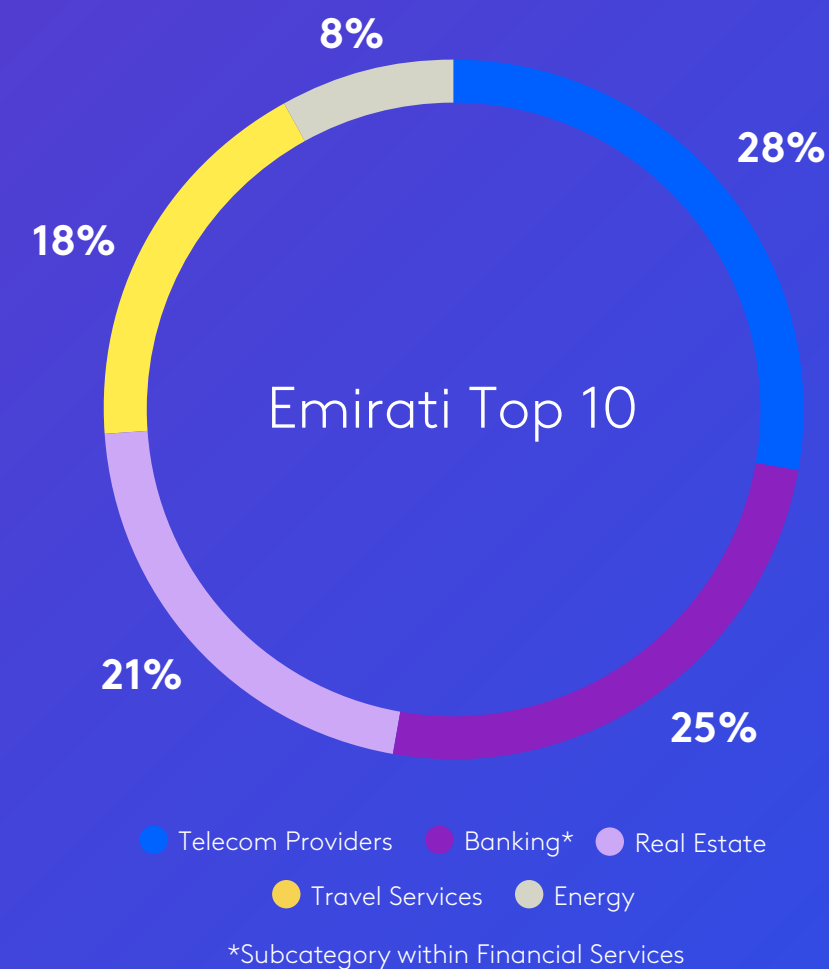
KANTAR BRANDZ RANK 2025
BRAND VALUE (US\$M)
CATEGORY



YOY CHANGE

+26%

COMPOSITION OF EMIRATI TOP 10
SHARE OF BRAND VALUE BY CATEGORY (%)



TOTAL VALUE OF THE TOP EMIRATI 10 (US\$)

\$40,184 MILLION

TOP 5 RISERS, 2025

2025 Rank	Brand	Category	2025 Brand Value (US\$M)	YoY Change (%)
3	EMAAR	Real Estate	6,719	53%
8	ALDAR	Real Estate	1,645	47%
7	بنك أبوظبي التجاري ADCB	Financial Services	1,691	44%
6	du	Telecom Providers	2,480	41%
9	بنك الإمارات دبي الوطني Emirates NBD	Financial Services	1,553	39%