

TOP 100 BRANDS

	BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY
1	Saudi Telecom	232,664,734	177,891,247	31%
2	Sedar	205,102,717	174,686,872	17%
3	Pepsi	192,185,670	168,878,787	14%
4	Dettol	188,861,748	170,431,617	11%
5	Trivago	162,898,527	NA	NA
6	Dabur	117,434,142	148,016,188	-21%
7	Almarai	114,527,251	95,638,371	20%
8	Coca-Cola	112,620,243	113,741,043	-1%
9	Kinder	91,305,366	39,166,781	133%
10	Samsung	81,455,500	64,591,556	26%
11	Pantene Pro-V	74,505,586	63,143,738	18%
12	Johnson & Johnson	70,688,884	43,407,642	63%
13	Sensodyne	69,404,666	51,366,904	35%
14	Dove	68,752,644	36,777,761	87%
15	Lipton	63,623,552	52,279,677	22%
16	Toyota	61,088,899	58,731,151	4%
17	Mobily	60,524,297	55,295,690	9%
18	Ford	58,203,597	51,635,664	13%
19	57357 Hospital	56,492,412	38,033,346	49%
20	Head & Shoulders	55,866,588	113,490,078	-51%
21	Panadol	49,395,252	41,086,257	20%
22	Pampers	49,219,692	60,880,519	-19%
23	Wizzo Games	48,479,911	26,448,441	83%
24	Nivea	47,142,017	51,023,814	-8%
25	Sunsilk	45,130,025	21,493,828	110%
26	Vanish	45,012,730	39,514,363	14%
27	Etisalat	44,567,364	59,849,015	-26%
28	Ariel	43,691,320	34,428,408	27%
29	Galaxy	43,505,575	43,053,359	1%
30	Gillette	42,900,067	NA	NA
31	Scholl	42,858,275	NA	NA
32	Omo	42,718,219	37,274,994	15%
33	Gobx	42,180,813	NA	NA
34	Veet	42,061,421	NA	NA
35	Hyundai	41,994,218	20,721,671	103%
36	Ferrero Rocher	41,385,372	NA	NA
37	Kia	39,873,418	19,059,908	109%
38	Kiri	39,375,931	26,728,210	47%
39	Lay's	38,543,262	37,098,107	4%
40	Lux	37,903,775	28,157,779	35%
41	Belly Angel	37,895,442	NA	NA
42	Smac	36,200,367	NA	NA
43	Tide	36,167,105	25,702,100	41%
44	Nido	35,926,944	43,692,667	-18%
45	Nutella	35,594,960	NA	NA
46	Zain	34,948,073	37,092,190	-6%
47	Qatar National Bank	33,487,521	30,405,943	10%
48	Bridgestone	33,157,803	NA	NA
49	Elvive	32,367,162	44,066,442	-27%
50	Saudi Arabian Airlines	32,066,935	52,507,831	-39%
51	Arab Reading Challenge	31,970,796	NA	NA

	BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY
52	Oral-B	31,683,368	25,850,438	23%
53	Emirates	30,744,377	NA	NA
54	Fanta	30,735,653	26,239,300	17%
55	Ultra Doux	29,723,929	30,518,590	-3%
56	Citrus Television	29,583,579	19,536,061	51%
57	Abdul Latif Jameel League	29,395,494	152,647,564	-81%
58	Mcdonald's	29,197,345	34,879,335	-16%
59	Kfc	28,910,437	48,286,559	-40%
60	Pizza Hut	28,466,484	30,179,130	-6%
61	Talabat.com	28,104,241	20,046,938	40%
62	Karameesh	28,019,036	NA	NA
63	Barbican	27,831,660	NA	NA
64	Downy	27,682,936	22,472,848	23%
65	Magic Comb	27,183,623	NA	NA
66	Clear	26,759,256	NA	NA
67	Eva	26,516,954	24,111,013	10%
68	Puck	26,510,430	21,832,331	21%
69	Nescafe	26,406,512	NA	NA
70	L'usine	25,219,429	30,890,362	-18%
71	Snowwhite	25,071,001	29,982,392	-16%
72	7 Days	24,802,659	22,463,721	10%
73	Exceeda	24,683,510	NA	NA
74	Land Rover	23,759,672	19,266,607	23%
75	Kraft	23,531,638	31,370,316	-25%
76	Always	23,513,060	NA	NA
77	Gaviscon	23,336,670	NA	NA
78	Rio Mare	23,037,742	NA	NA
79	Signal	22,992,367	NA	NA
80	Pran	22,837,391	21,067,510	8%
81	Lifebuoy	22,702,235	27,800,437	-18%
82	Worldskills Abu Dhabi	22,675,800	NA	NA
83	Nissan	22,562,824	24,539,350	-8%
84	Sole & Soul Shoes	22,502,869	NA	NA
85	Parodontax	22,368,805	NA	NA
86	Tresemme	22,202,907	22,495,498	-1%
87	Ronagrow	22,108,058	NA	NA
88	Al Kaffary	22,011,380	NA	NA
89	Voltaren	21,570,735	NA	NA
90	Abu Dhabi Airports Company	21,521,669	NA	NA
91	Vimto	21,508,777	19,033,820	13%
92	Daffah	21,134,736	NA	NA
93	Zanussi	21,031,586	NA	NA
94	La Vache Qui Rit	20,303,263	NA	NA
95	Maggi	20,287,528	25,405,016	-20%
96	Al-Shalan	19,758,658	NA	NA
97	Loacker	19,537,001	20,112,040	-3%
98	Gao Moda	19,439,670	39,803,307	-51%
99	Harpic	19,413,932	NA	NA
100	Strepsils	19,335,376	NA	NA

TOP 10 BRANDS BY COUNTRY

UAE				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Etisalat	63,991,902	54,711,340	17%
2	Du	46,512,026	54,711,340	-15%
3	Sedar	19,580,690	16,584,767	18%
4	Carrefour	18,300,917	16,984,867	8%
5	McDonald's	18,240,383	21,200,652	-14%
6	Samsung	18,056,322	17,100,100	6%
7	Emirates Nbd	17,606,921	17,171,164	3%
8	Yas Island	16,506,980	10,411,089	59%
9	Aqdar	15,506,361	NA	NA
10	Abu Dhabi Airports Company	14,574,369	NA	NA

KUWAIT				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Zain	10,565,345	12,611,710	-16%
2	Ooredoo	10,436,177	12,722,791	-18%
3	National Bank Of Kuwait	7,797,442	25,334,501	-69%
4	Goji Advance	6,781,875	16,015,858	-58%
5	Toyota	6,661,965	6,691,637	0%
6	Viva	6,422,356	7,553,691	-15%
7	Elite Real Estate Exhibition	5,717,622	1,329,974	330%
8	Kuwait Finance House	5,591,792	4,982,394	12%
9	Belly Angel	4,018,195	NA	NA
10	Ford	3,926,411	3,034,706	29%

KSA				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Saudi Telecom	47,304,854	46,951,613	1%
2	Mobily	27,937,361	21,760,675	28%
3	Ford	20,307,029	17,542,425	16%
4	Samsung	16,210,197	8,730,527	86%
5	Almarai	15,829,082	7,963,313	99%
6	Mazda	12,095,797	8,508,020	42%
7	Zain	12,028,382	10,324,461	17%
8	Nissan	11,465,490	11,747,853	-2%
9	Hyper Panda	10,168,942	7,691,732	32%
10	Kudu	9,632,586	6,231,236	55%

OMAN				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Bank Muscat	4,763,771	4,762,359	0%
2	Omantel	2,874,145	3,595,623	-20%
3	McDonald's	2,846,876	2,410,112	18%
4	Toyota	1,983,204	1,541,628	29%
5	Lulu Hypermarket	1,853,102	3,850,138	-52%
6	Ooredoo	1,539,395	1,719,632	-10%
7	Ford	1,238,758	1,123,125	10%
8	Oman Oasis	1,178,816	1,175,575	0%
9	Oman Arab Bank	1,131,420	1,126,994	0%
10	Mitsubishi	1,032,874	1,067,854	-3%

BAHRAIN				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Grnata real estate	4,452,168	3,417,601	30%
2	Lulu hypermarket	2,107,760	2,019,984	4%
3	House me	2,003,651	2,569,749	-22%
4	Viva	1,870,119	2,182,471	-14%
5	Diyar al muharraq	1,566,787	NA	NA
6	Zain	1,481,600	1,786,963	-17%
7	Bahrain tourism	1,384,231	NA	NA
8	Union real estate	1,223,702	1,120,773	9%
9	Star real estate	1,115,731	1,178,630	-5%
10	Middle east medical center	1,086,468	908,946	20%

QATAR				
BRAND	AMOUNT 2016 (\$)	AMOUNT 2015 (\$)	GROWTH RATE YOY	
1	Ooredoo	13,572,033	10,235,631	33%
2	Qatar National Bank	11,540,258	11,576,938	0%
3	Qatar Petroleum	4,627,914	5,239,704	-12%
4	Vodafone	4,324,408	3,894,904	11%
5	Bmw	3,279,061	2,385,208	37%
6	Qatar Airways	3,222,260	2,739,423	18%
7	Nissan	3,066,903	4,057,972	-24%
8	Msheireb Properties	2,794,292	2,415,205	16%
9	Katara	2,763,902	1,127,670	145%
10	Lulu Hypermarket	2,716,003	3,954,529	-31%