

BRANDZ™ TOP 20 MOST VALUABLE SAUDI ARABIAN BRANDS 2017


1



STC
الاتصالات السعودية

Category: **Telecom Providers**
Total Brand Value: **\$6,589 million**
Brand Contribution Index: 4


2



مصرف الراجحي
Al Rajhi Bank

Category: **Banks**
Total Brand Value: **\$5,569 million**
Brand Contribution Index: 3

3



عقار
Jabal Omar

Category: **Real Estate**
Total Brand Value: **\$4,887 million**
Brand Contribution Index: 3

4



المراعي
Almarai

Category: **Food and Dairy**
Total Brand Value: **\$3,964 million**
Brand Contribution Index: 5

5



NCB الأهلي

Category: **Banks**
Total Brand Value: **\$2,929 million**
Brand Contribution Index: 3


6



موبايلي
mobily

Category: **Telecom Providers**
Total Brand Value: **\$2,500 million**
Brand Contribution Index: 4


7



مكتبة جرير
JARIR BOOKSTORE
... not just a Bookstore ... ليست مجرد مكتبة ...

Category: **Retail**
Total Brand Value: **\$1,352 million**
Brand Contribution Index: 5


8



Bupa
بوبا
Bupa Arabia

Category: **Insurance**
Total Brand Value: **\$1,309 million**
Brand Contribution Index: 4

9



samba سامبا

Category: **Banks**
Total Brand Value: **\$1,142 million**
Brand Contribution Index: 3

10



Panda
شركة بنده للتجزئة
Panda Retail Company

Category: **Retail**
Total Brand Value: **\$1,082 million**
Brand Contribution Index: 5

11



التعاونية
Tawuniya

Category: **Insurance**
Total Brand Value: **\$969 million**
Brand Contribution Index: 4


12



بنك الرياض
riyad bank

Category: **Banks**
Total Brand Value: **\$905 million**
Brand Contribution Index: 3

13



SABB ساب

Category: **Banks**
Total Brand Value: **\$847 million**
Brand Contribution Index: 3

14



دار الأركان
DAR AL-ARKAN
حياة
BUILT FOR LIFE

Category: **Real Estate**
Total Brand Value: **\$749 million**
Brand Contribution Index: 4


15



السعودية
saudia

Category: **Food and Dairy**
Total Brand Value: **\$478 million**
Brand Contribution Index: 4


16



مصرف الإنماء
alinma bank

Category: **Banks**
Total Brand Value: **\$473 million**
Brand Contribution Index: 2

17



أسواق
عبدالله العثيم
Abdullah AlOthaim
Markets

Category: **Retail**
Total Brand Value: **\$449 million**
Brand Contribution Index: 4

18



البنك الأول
Alawal bank
(Formerly Saudi Hollandi Bank)

Category: **Banks**
Total Brand Value: **\$372 million**
Brand Contribution Index: 3

19



العربي
anb

Category: **Banks**
Total Brand Value: **\$344 million**
Brand Contribution Index: 1

20



لوزين
lusine

Category: **Food and Dairy**
Total Brand Value: **\$339 million**
Brand Contribution Index: 3

Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest.
Source: BrandZ™ / Kantar Millward Brown

Saudi Hollandi Bank launched a new corporate identity Alawal Bank on November 2016.
This brand valuation is based on the consumer study of the Saudi Hollandi Bank brand.