

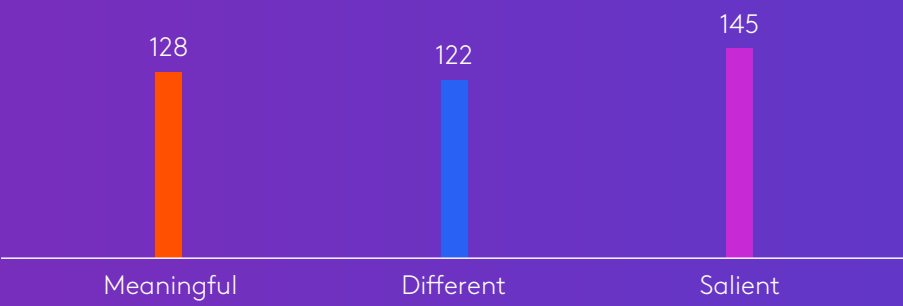
KANTAR BRANDZ

2026 MOST VALUABLE SOUTH AFRICAN BRANDS

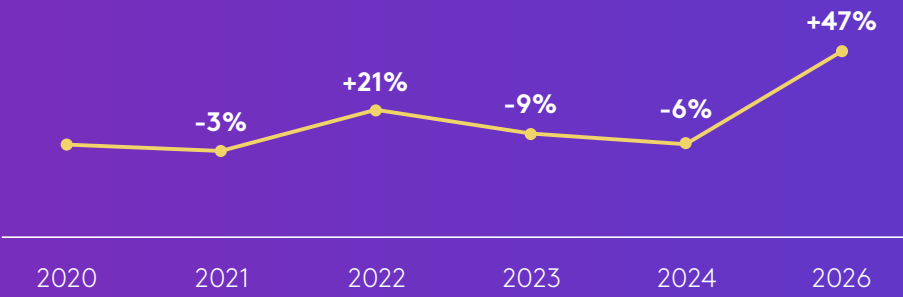
TOTAL BRAND VALUE

\$43,809 M

AVERAGE BRAND EQUITY

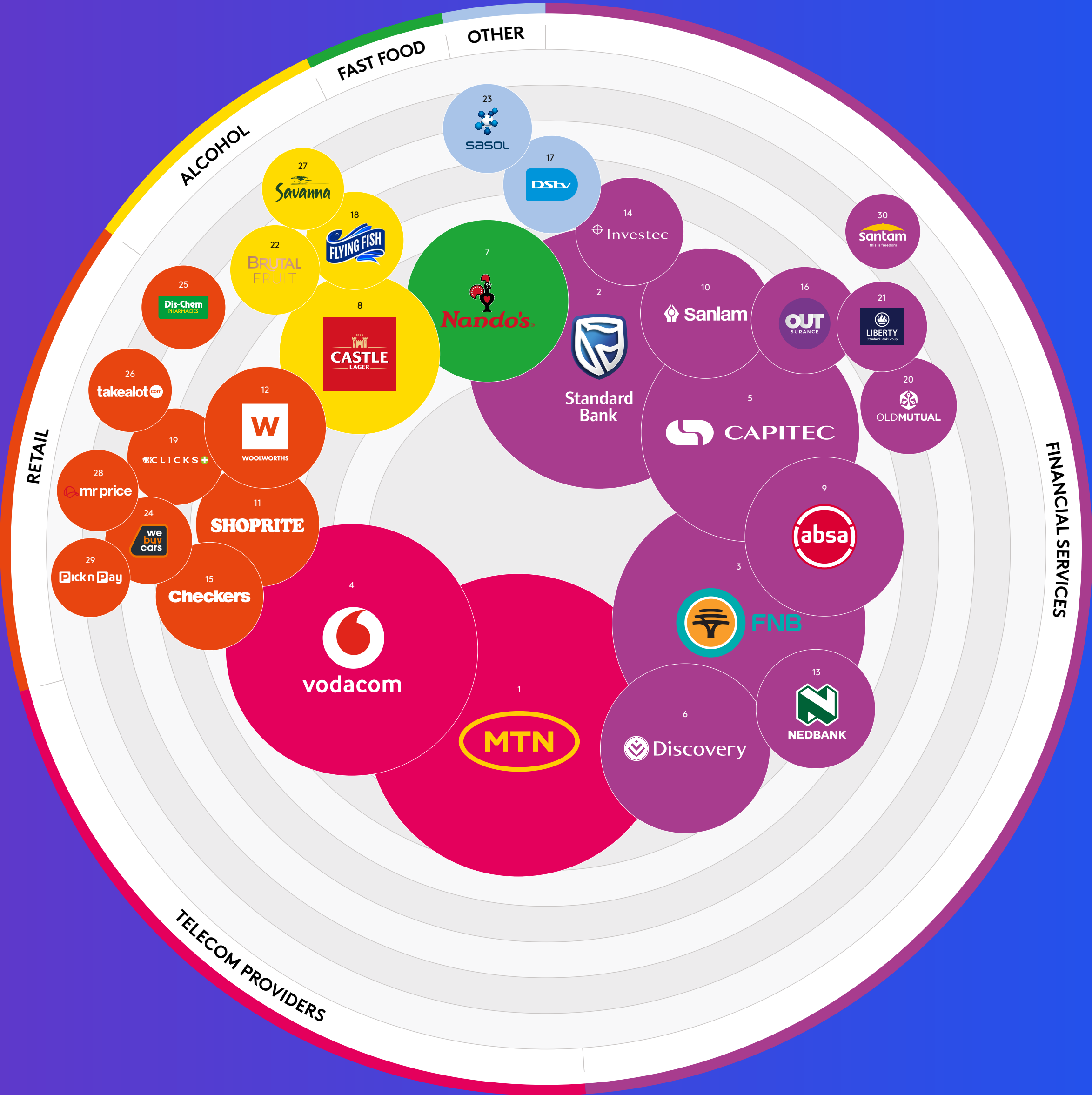
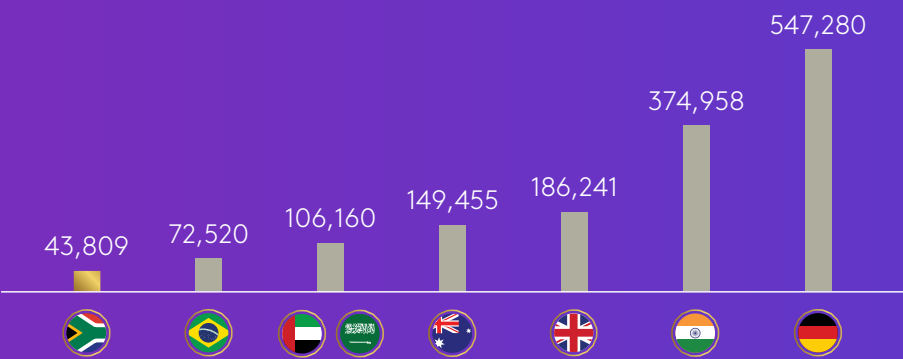


BRAND VALUE CHANGE OVER TIME



MARKET COMPARISON

TOP 30 BRAND VALUE (US\$M)



TOP RISERS

Brand rank		Growth since 2024 Brand Value 2026 (US\$)
#5	CAPITEC	+158% \$3,290 M FINANCIAL SERVICES
#16	OUT SURANCE	+132% \$795 M FINANCIAL SERVICES
#1	MTN	+124% \$5,345 M TELECOM PROVIDERS
#6	Discovery	+88% \$1,996 M FINANCIAL SERVICES
#4	vodacom	+79% \$4,399 M TELECOM PROVIDERS

NEWCOMERS & RE-ENTRANTS



Other: Media and Entertainment, Energy