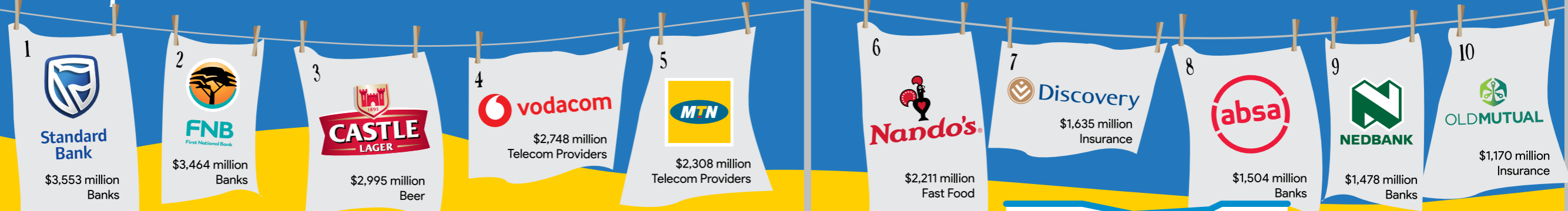


The Top 10 Most Valuable South African Brands

BRANDZ TOP 30
.....
MOST VALUABLE SOUTH AFRICAN BRANDS 2019



Total Value of the Top 30 Most Valuable South African Brands

\$37.1 billion
-13% 2019 vs. 2018



Top Brands for Purpose



Top Brands for Innovation



Top Brands for Communications

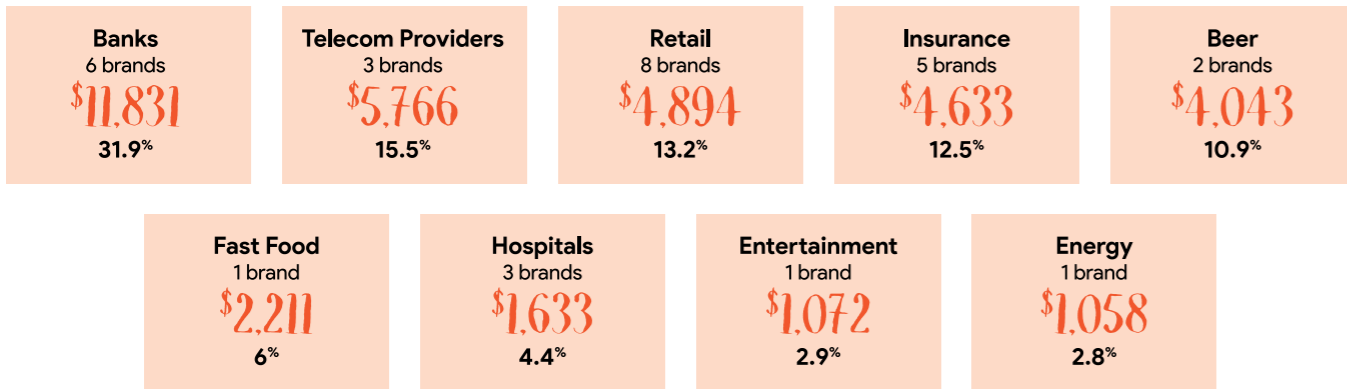


Top Brands for Experience



South African Top 30 Category Breakdown

% = of the Total Value of the BrandZ™ Top 30 \$ = Total Category Value in US \$million



Top 5 by Brand Contribution

Brand contribution measure the value of brand alone, without financials or other considerations. It tends to be a key indicator of growth or resilience.



On a scale of 1 to 5, 5 being the highest.

Download the full report



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Newcomers

= Top 100 Rank \$ = Brand Value in US \$million



WPP

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METHODOLOGY AND VALUATION BY **KANTAR**