

These Are The Top Brands In MENA

Emirates, Al Baik and Google are the most popular brands in the Middle East region, according to YouGov's latest annual brand health rankings.

The rankings show that Emirates tops the ranking for the third consecutive year in the UAE, while Al Baik and Google dethroned Almarai and Facebook to top the rankings for Saudi Arabia and Egypt, respectively.

Technology giants WhatsApp and YouTube dominated in the three Arab countries with WhatsApp improving its rank within the UAE and YouTube in Egypt. Both remain in the same spot as last year in KSA.

In Saudi and the UAE, Apple has dropped down by one or two places, respectively. In Egypt, Apple's smartphone brand- iPhone- has slipped down three places to ninth this year.

YouGov also released the global annual brand health rankings for 2019 with the tech companies taking the lead. Google took the top spot, followed by WhatsApp, YouTube, Samsung and Facebook.

The ranking is based on the index score from YouGov BrandIndex, which measures overall brand health. While the score takes into account consumers' perception of a brand's overall quality, value, impression, reputation, satisfaction and whether consumers would recommend the brand to others.

The top 10 brands in UAE:

1. Emirates
2. WhatsApp
3. Samsung
4. Carrefour
5. Google
6. YouTube
7. Almarai
8. Apple
9. iPhone
10. Samsung Galaxy

Top 10 brands in KSA:

1. Al Baik
2. Almarai
3. YouTube
4. WhatsApp
5. Google

6. Saudia (Saudi Airline)
7. Apple
8. Galaxy
9. mada
10. Dettol

Top 10 brands in Egypt:

1. Google
2. WhatsApp
3. YouTube
4. Galaxy
5. Facebook
6. Almarai
7. Kit Kat
8. Dettol
9. Apple iPhone
10. Cadbury

<https://forbesmiddleeast.com/these-are-the-top-brands-in-mena>