

KANTAR

MEANINGFUL BRANDS 2022 IN MAURITIUS

In partnership with Brand Magic Summit



Objectives and methodology

The study was done to:
determine the Top brands in Mauritius based on the following categories:

1. Preferred local and Mauritian brand
2. Employer brand
3. Brand purpose
4. Sustainable brand

Collection of data has been done through our proprietary Access Panel in Mauritius



1 000 panelists participated in the survey through our in-house panel: **MyVoice**.

The target respondents are aged between 15 and 65 years old and they are stratified according to national statistics in terms of gender and region. Other demographics are drawn from our in-house panel on a natural fallout basis. Data has been reweighted to reflect the national population.

Online survey was carried out from the 17th of May to the 08th of July 2022.

Questionnaire was proposed in French.

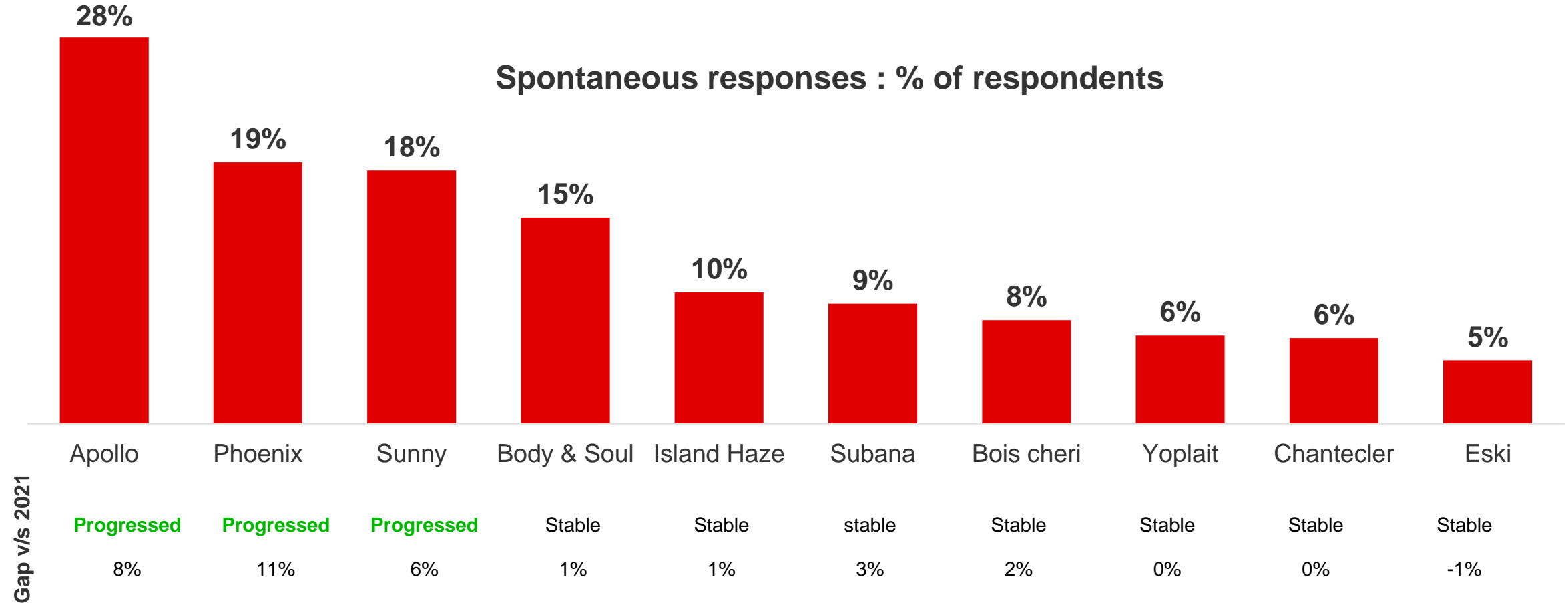
1

**Top preferred brands of Mauritius:
the most preferred local and Mauritian brands**

Top 10 preferred local and Mauritian brands 2022

Q. Thinking about local or Mauritian brands, which are your top three preferred brands?

Q. En pensant aux marques locales et mauriciennes, quelles sont vos trois marques préférées ?



Top 3 preferred local brands 2022

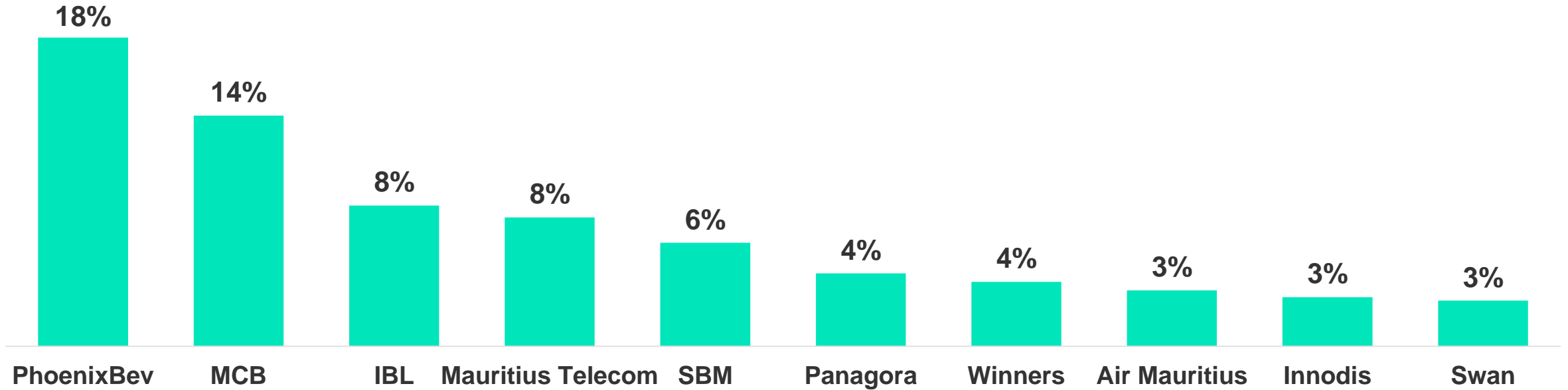


2
Employer brand:
proud to work for these brands or companies

Top 6 preferred Employer Brands 2022

Q. Which are the top three local brands or companies you would be proud to work for or a family member works for?

Q. Quelles sont les trois principales marques ou entreprises locales pour lesquelles vous seriez fier de travailler ou un membre de votre famille?



3

Brand Purpose:

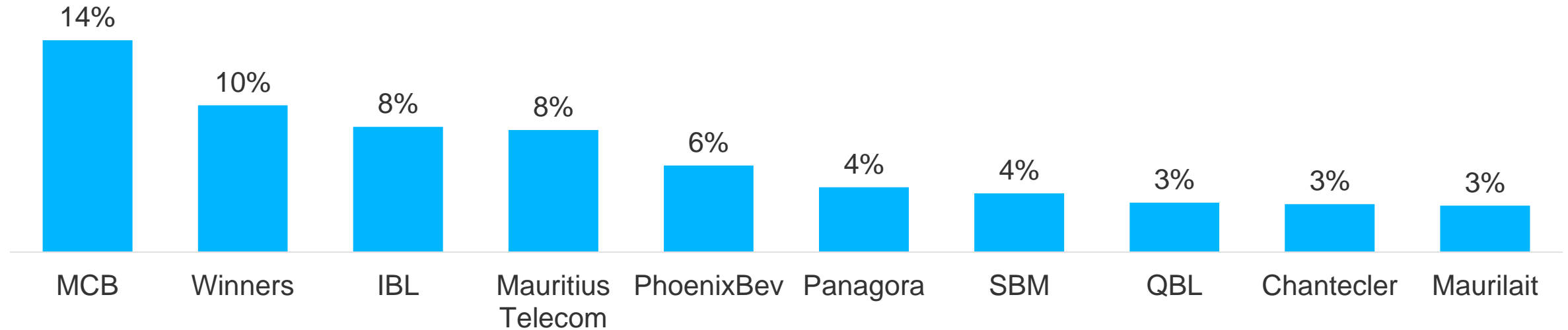
**local brands or companies that are trying to make
Mauritians' lives better**

Brands recognised for Their Brand Purpose ® 2022

Defined by Kantar RepZ Methodology

Q. Which are the top three local brands or companies that are trying to make Mauritians' lives better?

Q. Quelles sont les trois principales marques ou entreprises locales qui essaient vraiment d'améliorer la vie des Mauriciens?



4

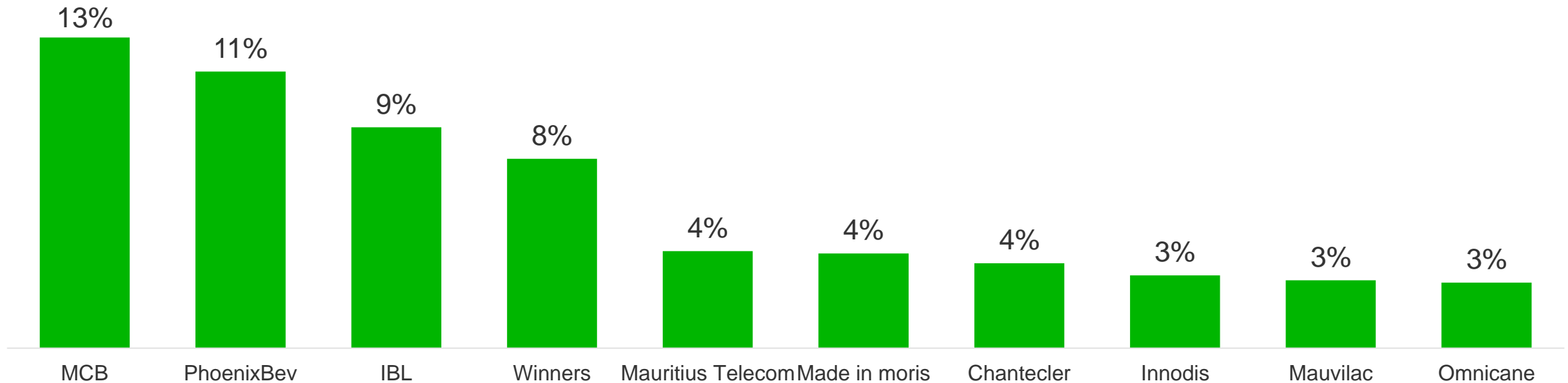
Sustainable brand:

**local brands or companies that behave responsibly
towards the environment**

Brands recognised for their Sustainable Behaviours 2022

Q. Which are the top three local brands or companies that behave responsibly towards the environment?

Q. Quelles sont les trois principales marques ou entreprises locales qui se comportent de façon responsable envers l'environnement?



KANTAR

MARKET INTELLIGENCE :
Act with reliable data and studies

Comoros

Madagascar

Mauritius

Mayotte

Reunion

Seychelles

Maldives

KANTAR (INDIAN OCEAN)

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