



Top 10 Brand of Mauritius 2016

In partnership with Brand Magic

Report | March 2016



OBJECTIVES AND METHODOLOGY



INTERVIEWS

In Home, Face to face interviews conducted through CAPI (Computer Aided Personal Interviewing) methodology

750
RESPONDENTS

RESPONDENTS

Respondents were interviewed from mid February to mid March 2016
Sample is nationally representative on Region, Gender, Ethnic group, Socio Economic Group



OBJECTIVES

Identify the Most Spontaneously recalled Mauritian brands
Ascertain the Top 10 Preferred Mauritian brands * and understand why they are preferred
What do Mauritians understand by a Mauritian brand and what is the difference with an international brand



Most Spontaneously recalled Mauritian Brands

WHICH MAURITIAN BRANDS DO YOU KNOW?

①

The most well known is 10 points ahead of the others: **35%** spontaneous awareness



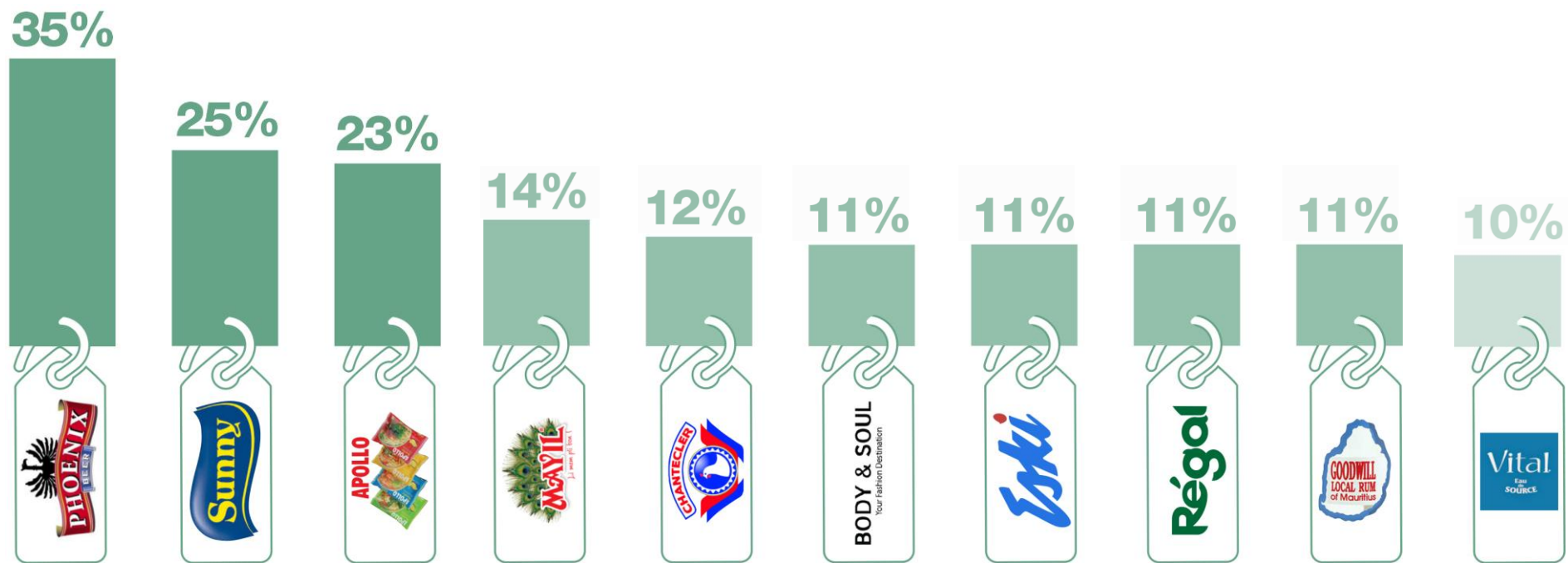
②

2nd and 3rd most recalled brands are more or less at the same level: **25% and 23%** spontaneous awareness

③

The remaining brands are in the same cluster :from **14% to 11%** spontaneous awareness

WHICH MAURITIAN BRANDS DO YOU KNOW? TOP 10





Top 10 Preferred Brands of Mauritius

WHICH MAURITIAN BRANDS DO YOU PREFER?

TOP 10 FINALISTS – ALPHABETICAL ORDER



BODY & SOUL
Your Fashion Destination



WHICH MAURITIAN BRANDS DO YOU PREFER? TOP 5



WHICH MAURITIAN BRANDS DO YOU PREFER?



①

The first top 5 preferred brands are also the most recalled

②

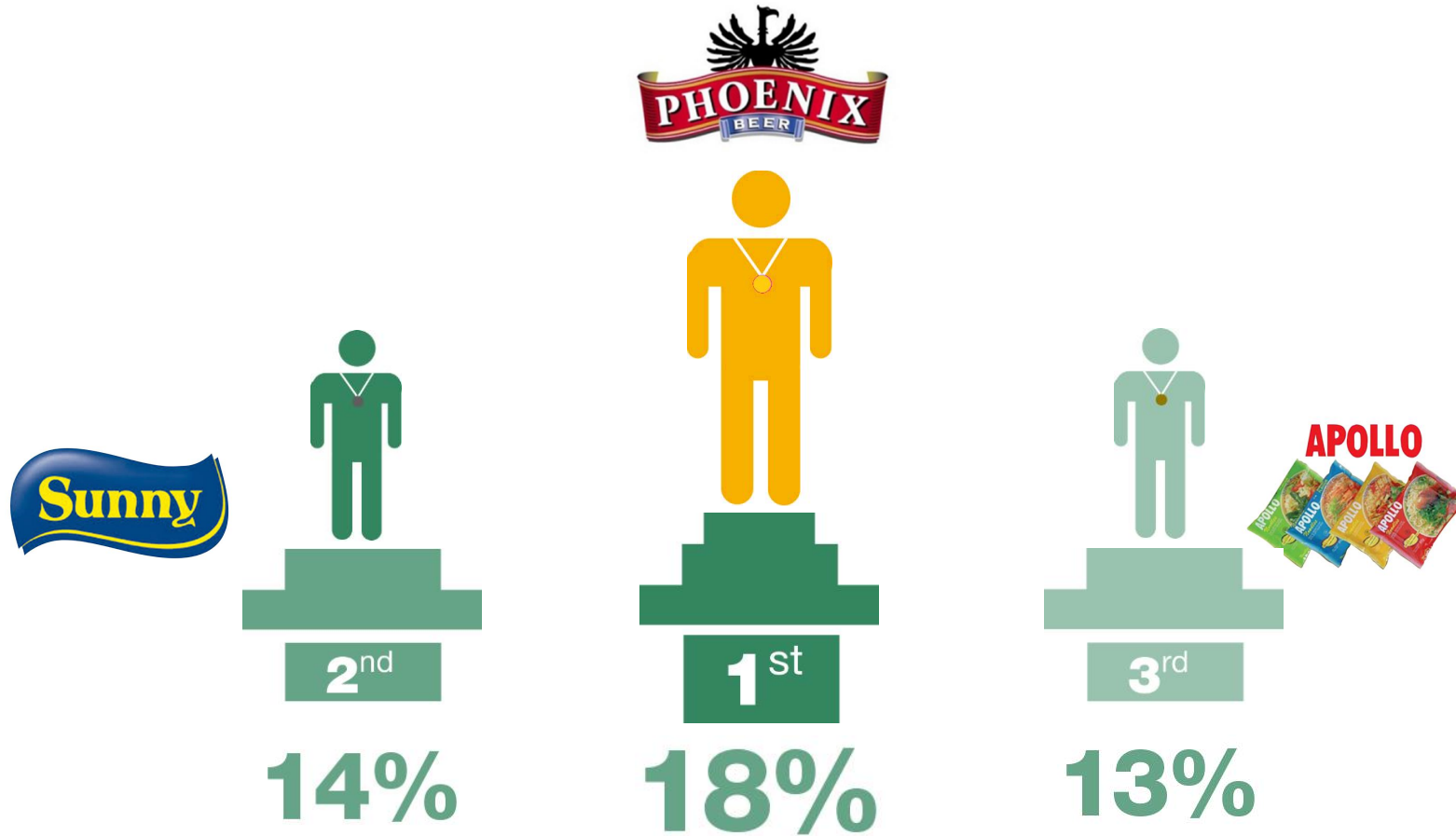
Competition is very tight amongst the Top 5

SOME INTERNATIONAL BRANDS WERE ALSO MENTIONED AS MAURITIAN BRANDS



Bata, KFC, Liquid, Miko, Nike, Kraft, Samsung, Fusion, Kraft, Samsung

WHICH MAURITIAN BRANDS DO YOU PREFER? TOP 3



WHY DO YOU PREFER THESE BRANDS? TOP 3



Good taste



Long history



Affordable



Wide Choice



Good taste



Produced locally



Good quality



Good reputation



Good taste



Different flavours

EASILY USED
and prepared



What is a Mauritian Brand?

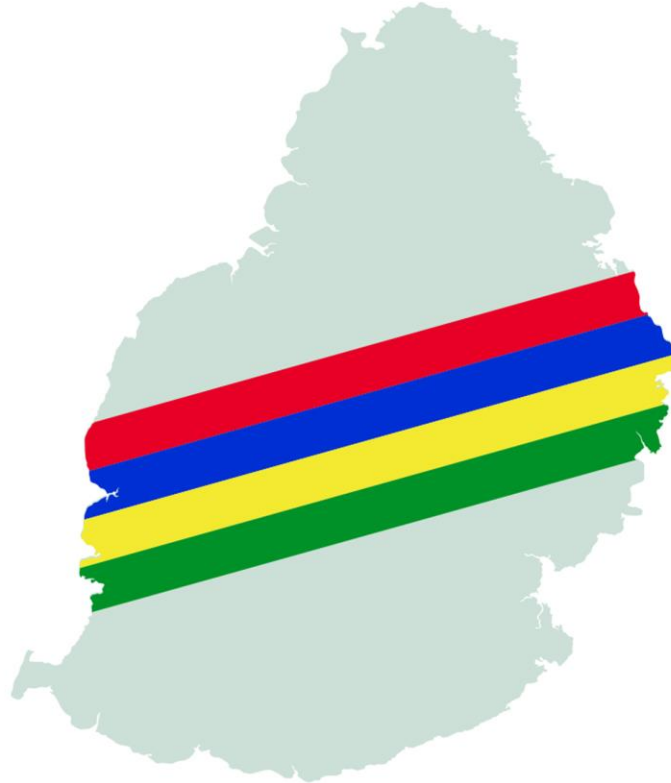
WHAT IS A MAURITIAN BRAND?

Manufactured in
Mauritius

72%

A brand or product
which is labelled as
“Made in Moris”

14%



Manufactured from
scratch in Mauritius

17%

Amongst the young

A brand or product
which is labelled as
“Made in Moris”

7%



What is the **difference**
between a **Mauritian brand**
and an **International Brand?**

DIFFERENCE BETWEEN A MAURITIAN AND INTERNATIONAL BRAND?

CHEAPER

32%

A Mauritian Brand is cheaper than an international brand

BETTER QUALITY

31%

An international brand is better than a local brand

“An international brand is of better quality than a local brand”

38%

Amongst the Young