



Top 10 Brand of Mauritius 2018

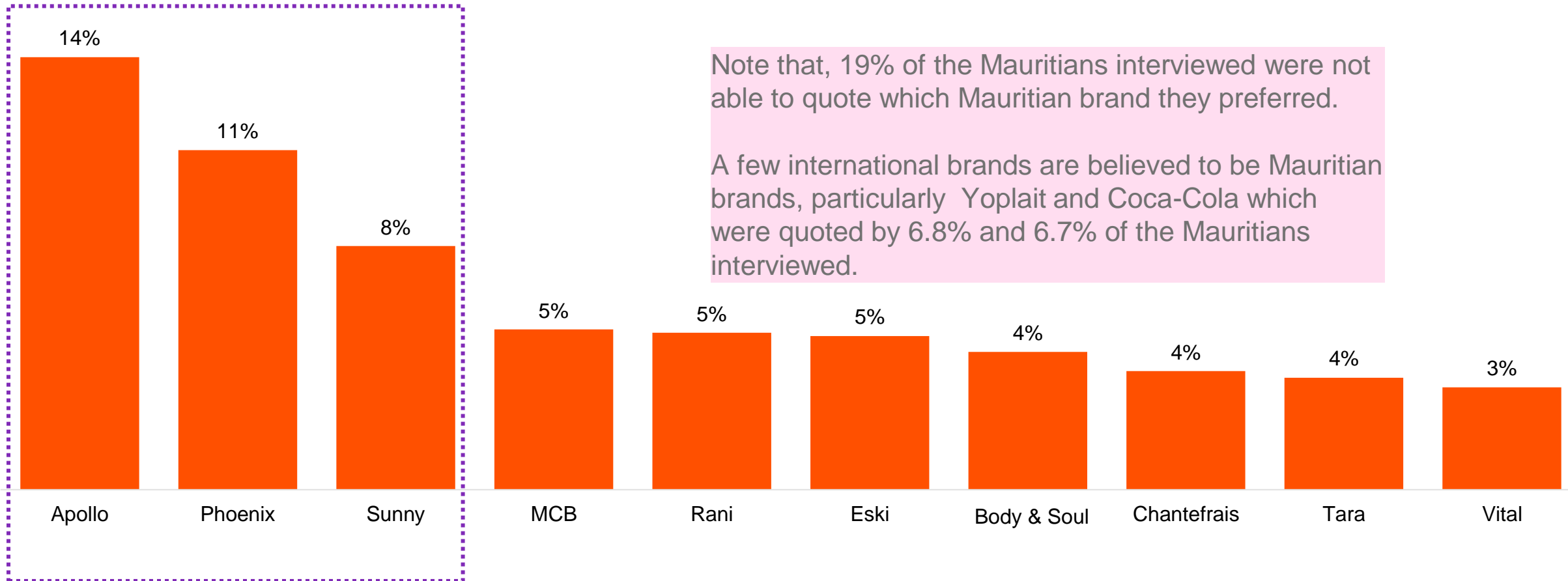
In partnership with Brand Magic

Report | April 2018



TOP BRANDS 2018

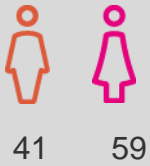
Top 10 preferred brands



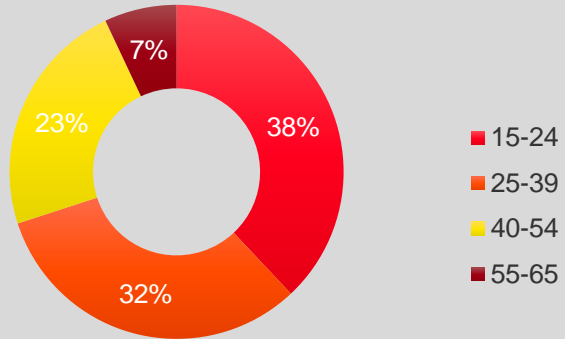
14%

Preferred Mauritian Brand = Apollo (instant noodles)

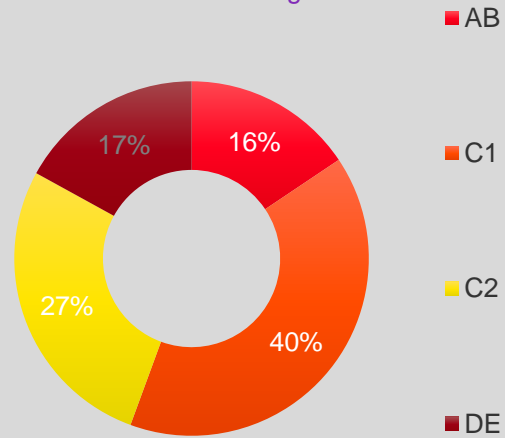
Gender



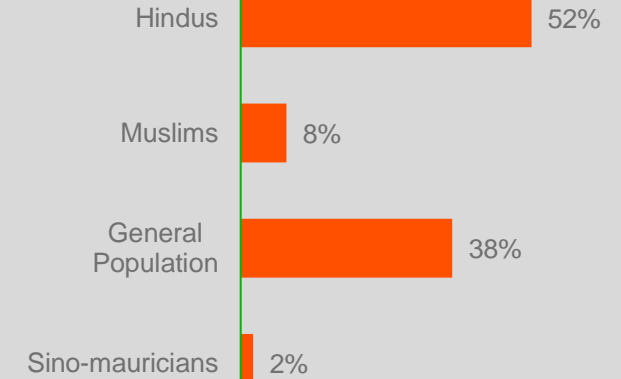
Age



Socio-Economic Categories



Ethnic Group (as defined in Mauritian Constitution)



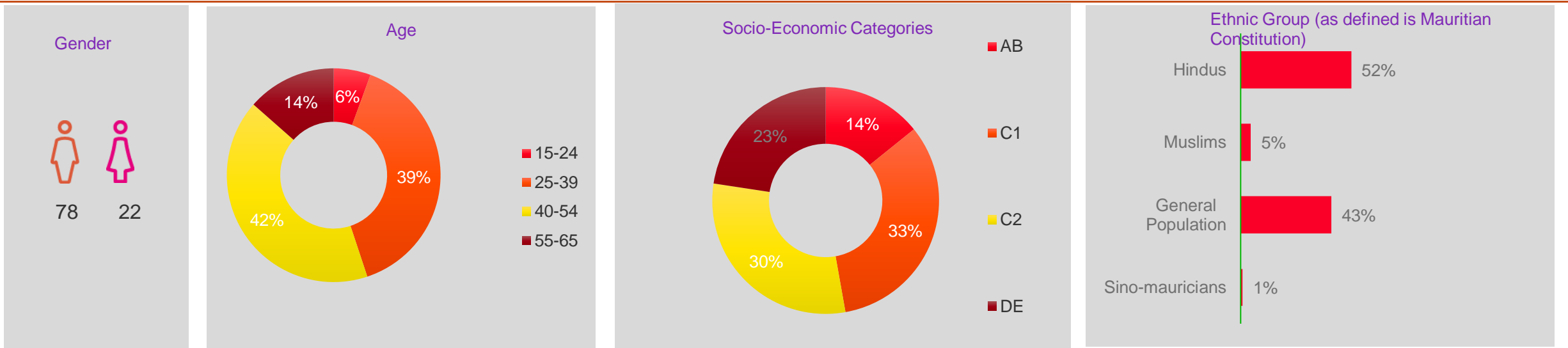
The brand is preferred because of its taste, variety, accessibility and affordability. Apollo is preferred by younger consumers, most commonly by those below 40 years old. Preference is also skewed towards females.

“made in moris” seems to be a valuable argument which favours the brand.



11%

Preferred Mauritian Brand = Phoenix Beer



The brand is preferred because it is refreshing, tasty and accessible everywhere.

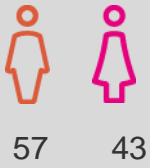
55% of those who preferred Phoenix are above 40 years against 46% for the total sample. It is a brand which is mostly preferred by men: 78% of those preferring the brand are males



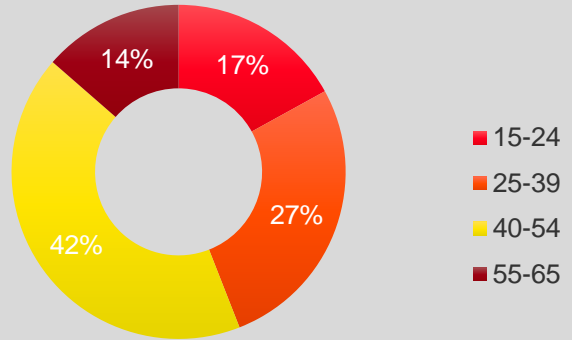
8%

Preferred Mauritian Brand = Sunny

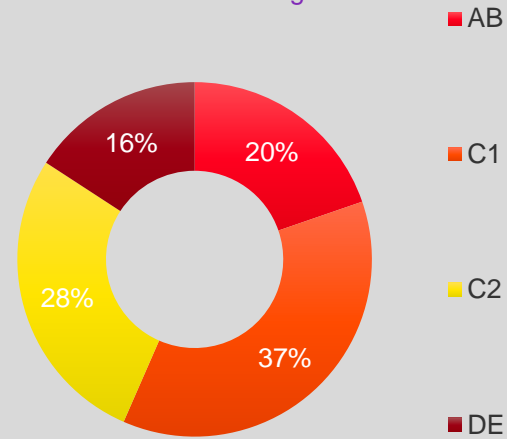
Gender



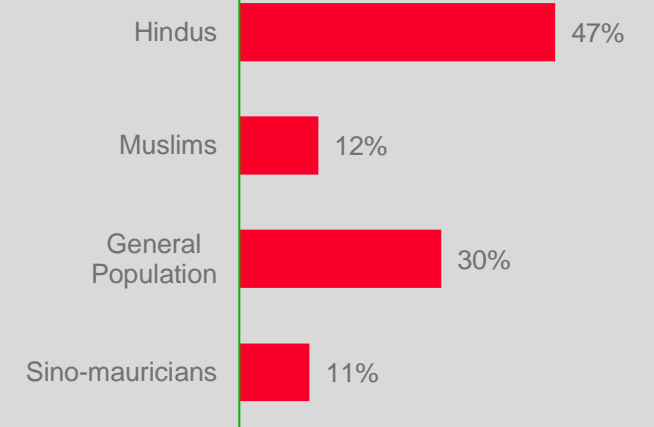
Age



Socio-Economic Categories



Ethnic Group (as defined in Mauritian Constitution)



The brand is preferred because of its taste, quality, accessibility and affordability.

56% of those who preferred Sunny are over 40 years.



Preferred Mauritian Brand by key target

The preferred brands vary according to the profile of consumers. Apollo and Fashion brands are most often quoted by Gen Z. Phoenix is quoted by 17% of men and the Gen X.

women		men		Gen z (<24)		Millennials (25-39)		Gen X (40-55)	
Apollo	15%	Phoenix	17%	Apollo	23%	Apollo	15%	Phoenix	14%
Sunny	6%	Apollo	11%	Body & Soul	10%	Phoenix	14%	Apollo	10%
Rani	6%	Sunny	9%	Island Haze	7%	Sunny	6%	Sunny	10%
Eski	5%	MCB	5%	Sunny	5%	MCB	5%	Rani	9%
MCB	5%	Chantecler	5%	Eski	5%	Vital	4%	Chantefrais	6%
Chantefrais	5%	Eski	4%	Fusion	4%	Eski	4%	Eski	6%
Body & Soul	5%	BodyNSoul	4%	Dodo	3%	Chantecler	4%	Tara	6%
Phoenix	5%	Rani	4%	Crystal	3%	Body & Soul	4%	MCB	5%
Yoplait	6%	Yoplait	7%	Coca Cola	11%	Coca Cola	9%	Yoplait	8%
Coca Cola	6%	Coca Cola	7%	Yoplait	10%	Yoplait	5%	Coca Cola	5%
				Pepsi	4%				

International brands quoted amongst the Mauritian brands

TOP BRANDS 2018 – runners up

11 to 20

1.4% respectively quoted Fanta and KFC and Pepsi was mentioned by 1.3%.

