



Meaningful Mauritian Brands 2023

In partnership with Brand Magic



Results | May 2023



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
5. Global 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.

The online survey was carried out from the 12th to the 25th of May 2023.

Questionnaire was proposed in French.

1

Top preferred Mauritian brands :

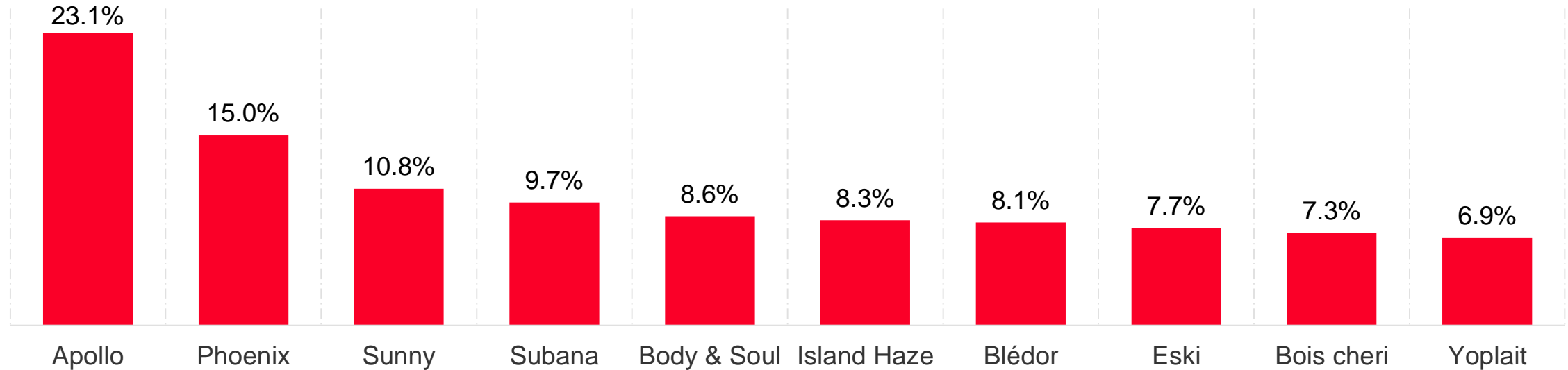
the most preferred local and Mauritian brands

Top 10 preferred local and Mauritian brands 2023 vs. 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 ?

Spontaneous responses : % of respondents



	Apollo	Phoenix	Sunny	Subana	Body & Soul	Island Haze	Blédor	Eski	Bois cheri	Yoplait
Rank 2023	1	2	3	4	5	6	7	8	9	10
Rank 2022	1	2	3	6	4	5	16	10	7	8
Gap v/s 2022	Stable	Stable	Drop	Stable	Drop	Stable	Increase	Stable	Stable	Stable
	-5%	-4%	-8%	1%	-6%	-1%	6%	3%	0%	1%

Top 3 preferred local brands 2023



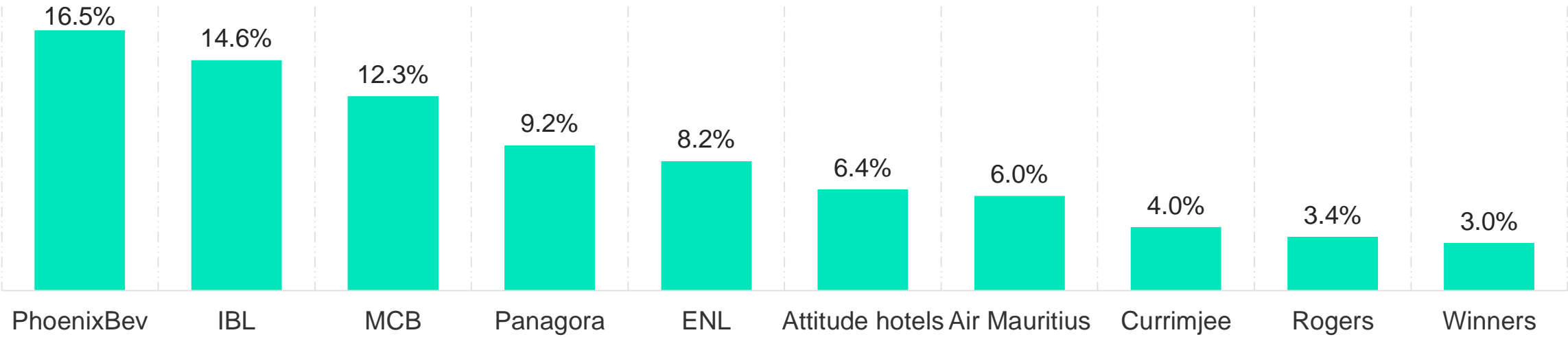
2

Employer brand:

proud to work for these brands or companies

Top 10 preferred Employer Brands 2023 vs 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?



	Rank 2023	Rank 2022
1	2	3
2	3	2
3	6	6
4	5	17
5	6	16
6	7	8
7	8	8
8	14	14
9	9	15
10	10	7

3

Brand Purpose:

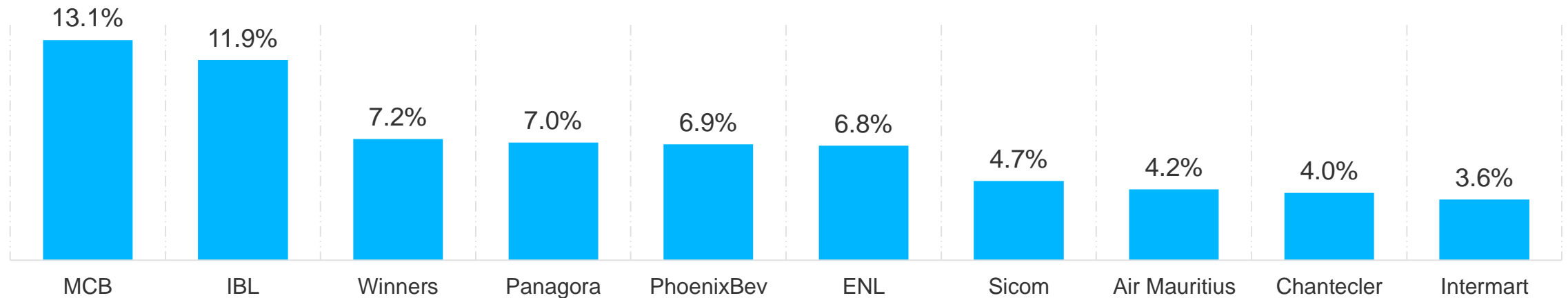
local brands or companies that are trying to make Mauritians' lives better

Brands recognised for their Brand Purpose [®] 2023 vs 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?



	Rank 2023	Rank 2022
1	1	1
2	2	3
3	3	2
4	4	6
5	5	5
6	6	23
7	7	33
8	8	28
9	9	9
10	10	20

4

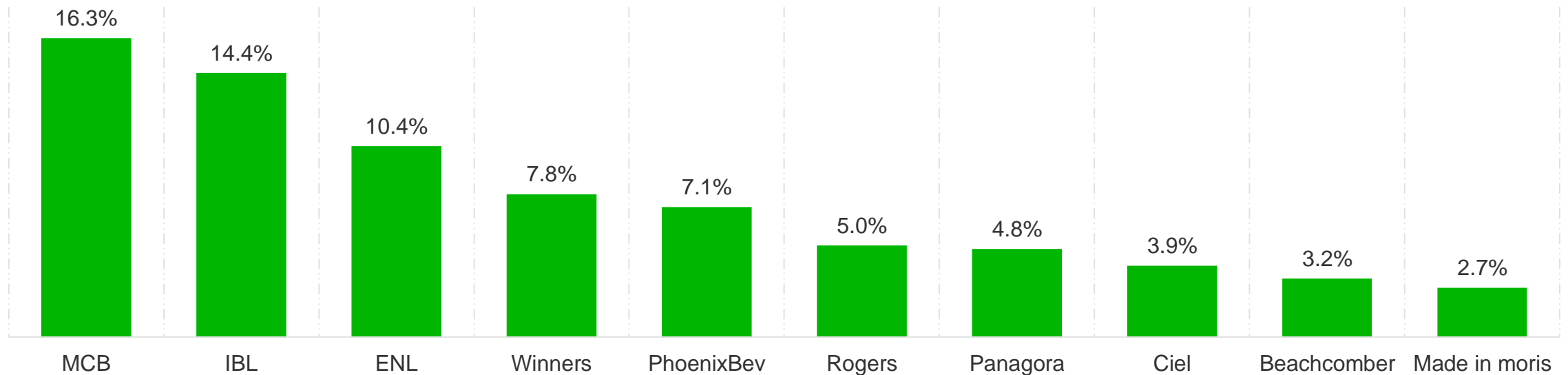
Sustainable brand:

local brands or companies that behave responsibly towards the environment

Brands recognised for their Sustainable Behaviours 2023 vs 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?



	1	2	3	4	5	6	7	8	9	10
Rank 2023	1	2	3	4	5	6	7	8	9	10
Rank 2022	1	3	13	4	2	14	12	11	19	6

Inspirational Global brand 2023



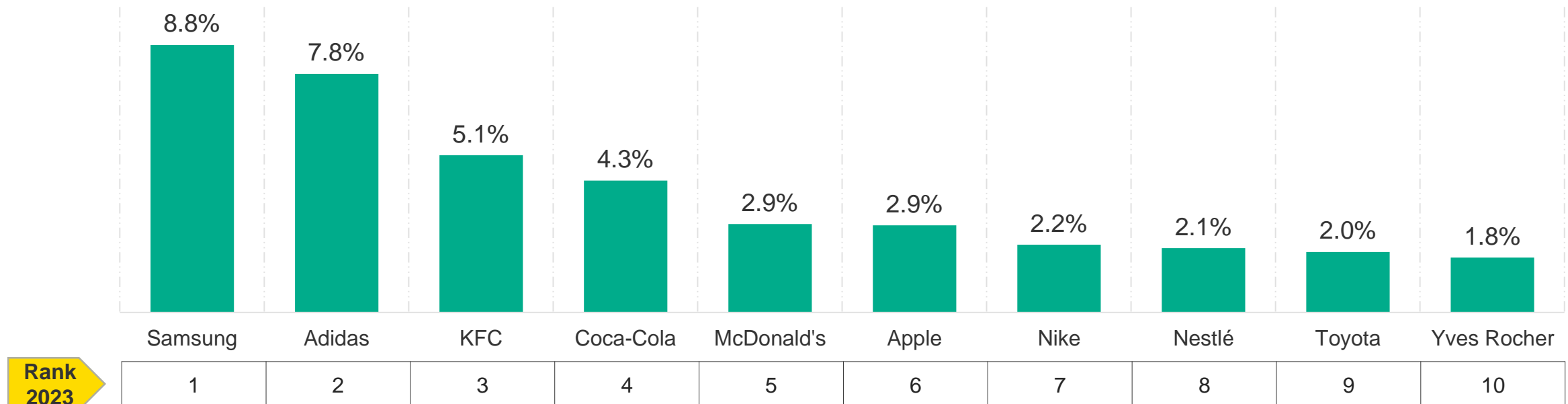
Inspirational Global brand 2023

A metric which combines:

Q. What are your favourite international brands that are accessible in Mauritius?

Q. Which international brands that are accessible in Mauritius do you think are the most reliable?

Q. Which international brands accessible in Mauritius would you say best fit with your lifestyle ?



Rank
2023





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