



Top Brand Study 2024

in Mauritius

May 2024

In partnership with :



Introduction: Understanding the Mauritian consumers brand preferences:

The insights from the 2024 Top Brand survey provide a comprehensive view of the current branding landscape in Mauritius. They emphasize the importance of innovation, purpose, sustainability, and strong employer branding in capturing and retaining consumer loyalty. As brands navigate the complexities of market dynamics, these pillars serve as guiding lights to elevate their relevance, impact, and sustainability.

By understanding and leveraging these insights, brands can position themselves strategically to thrive in the Mauritian market, fostering deeper connections with consumers and inspiring positive change. The journey towards becoming a preferred, innovative, purpose-driven, and sustainable brand requires continuous effort and a commitment to excellence, but the rewards in terms of consumer loyalty and market success are well worth it.

Understanding the Mauritian consumers brand preferences:

A journey across five key pillars

The following five indicators were measured. The preferences of Mauritians allow us to understand the impact of both local and international brands, not only product brands but also the attachment to corporate brands that are recognized by consumers..

1. Preferred Mauritian vs. Preferred brands
2. Innovative brands
3. Employer brands
4. Brands with a purpose
5. Sustainable brands



The research methodology used

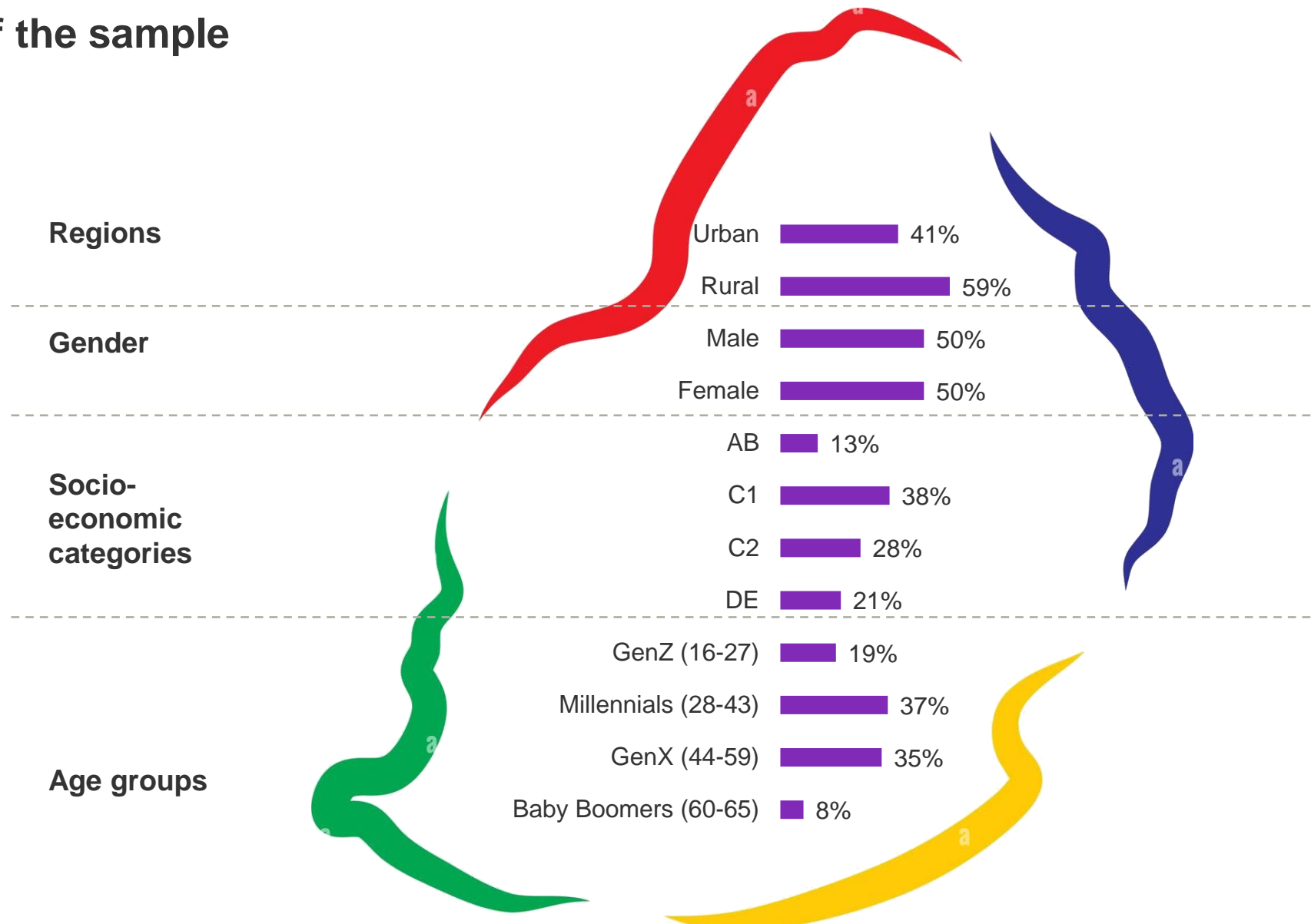
1000 Online interviews gathered using our proprietary panel, **MyVoice**.

Socio-demographic quotas were established to ensure that the sample is reflective of the overall population in terms of gender, age group, geographical coverage, socio-economic categories, and ethnic groups.



27th of March to the 07th of May 2024

Profile of the sample



1

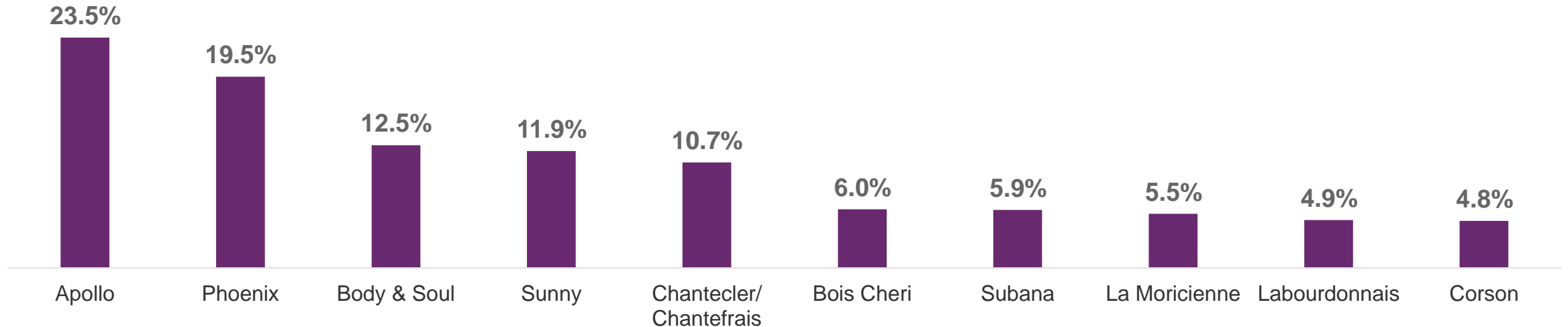
Preferred Mauritian Brand

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

Top 10 Preferred Mauritian Brands – 2024

Apollo remains in the lead for the 9th year, with a response rate close to 23.5% compared to 23.1% in 2023. In second place, we find Phoenix, who was also in second place in 2023 and 2022. However, third place has changed hands, with Body and Soul moving up from 5th place in 2023 and 4th in 2022. Sunny therefore moves from third place in 2023 to fourth place.

It is interesting to note that among the preferred Mauritian and local brands, 9 out of 10 are food or beverage products. This confirms that food is frequently associated as an indicator of Mauritian identity, culture, and local heritage by Mauritians, as a true value shared by all.



Top 3 Preferred Mauritian Brands – Factors driving preference



Appolo is perceived and preferred due to its price, which is considered affordable, and its taste, which is widely appreciated. It is part of consumption habits and is easy to prepare. Additionally, it is a "local" brand that offers a variety of flavors.



Phoenix is also preferred for its taste, because it is a quality local product that remains affordable.



Body and Soul is especially appreciated for the quality of its products. It is also perceived as an accessible, stylish, and durable brand.

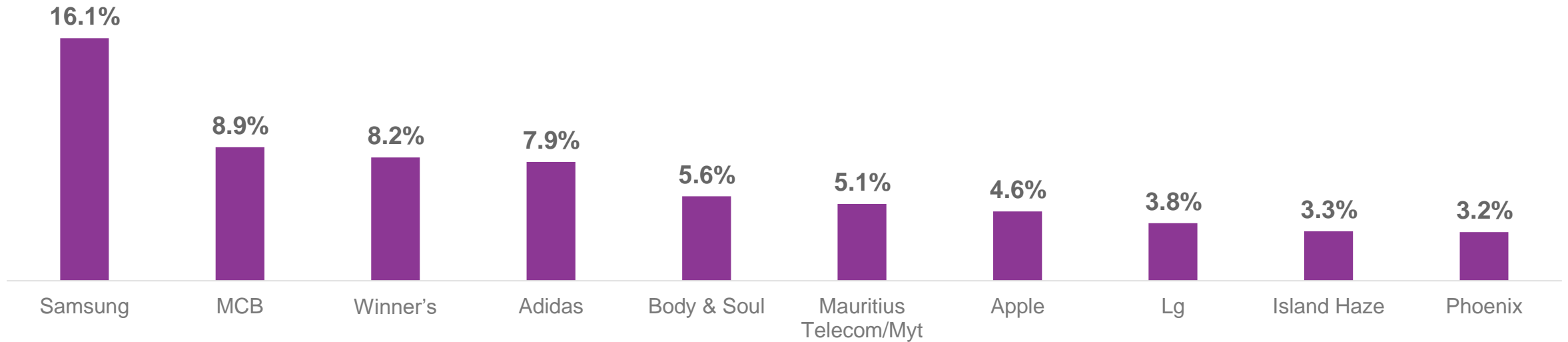


Preferred Brand

Q. Which are your top three preferred brands?

Top 10 Preferred Brands – 2024

Samsung is the preferred brand for its quality, durability, and reliability.



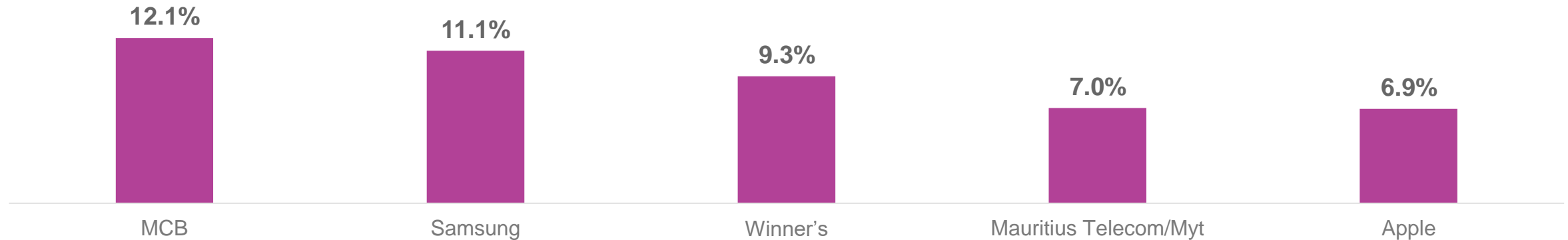
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Innovative Brand

Q. Which brands or companies do you believe are the most innovative, continually pushing boundaries and redefining industry standards?

Top 5 Innovative Brands – 2024

In terms of innovation, MCB comes out on top. Winners and Myt also appear in this ranking. MCB is appreciated for its mobile application, because it introduces new services and fully embraces technological innovation to the benefit of its clients. It is seen as a trendsetter



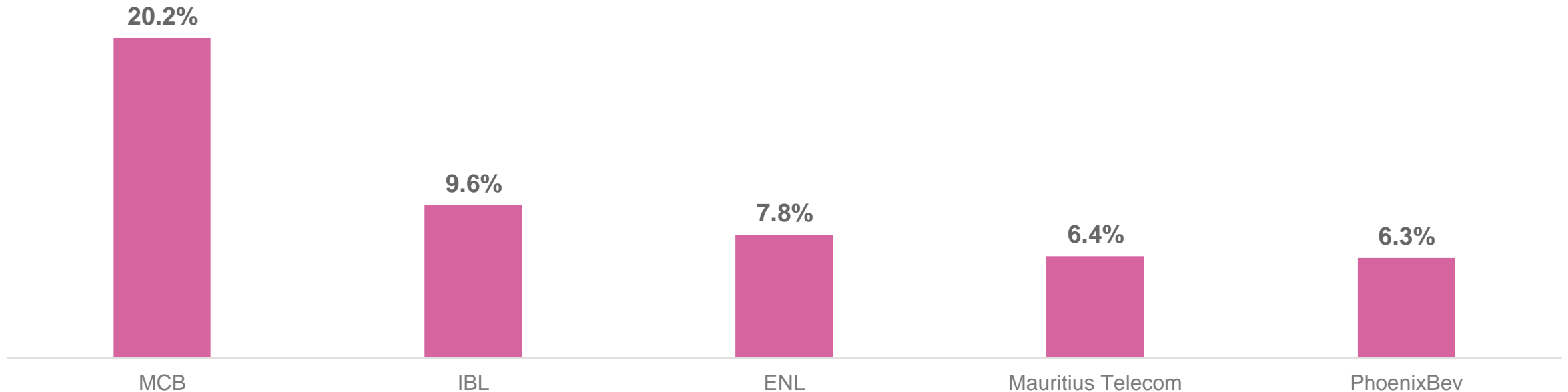
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Employer Brand

Q. For which three local companies would you be proud to work or have a family member working for?

Top 5 Employer Brands – 2024

MCB is also the brand that attracts the most people to work there, cited by 20% of the interviewees. IBL and ENL are also mentioned, but only by 10% and 8% of consumers respectively. IBL is perceived as offering attractive packages, its size is reassuring, its dynamism is appealing, and its diversification is attractive.



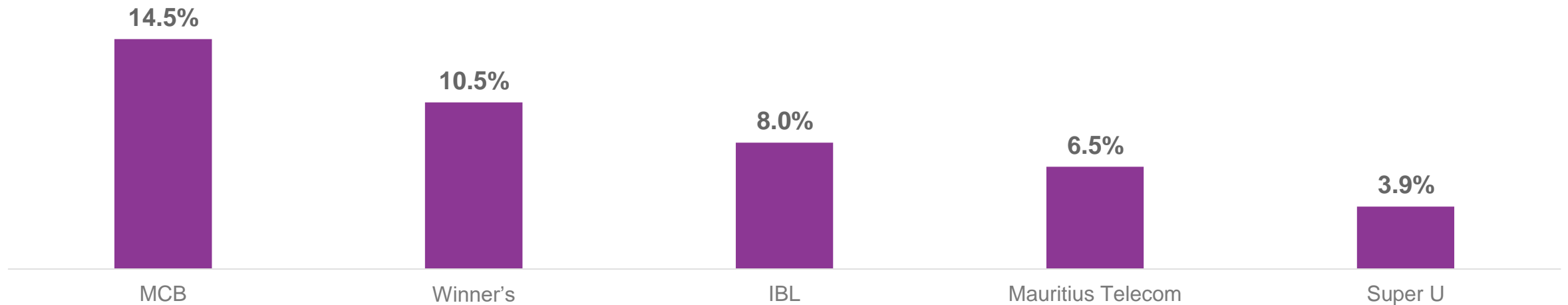
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Brand with a purpose

Q. Which three brands or companies do you think are committed to improving the lives of Mauritians?

Top 5 Brands with a purpose – 2024

In this ranking related to brand purpose, MCB is also at the top, followed closely by Winner, then IBL, Mauritius Telecom, and Super U. The importance of customer proximity is noted in this ranking. Winners is chosen because it offers affordable prices to Mauritians, which has been particularly meaningful over the past three years given the inflationary context. Mauritius Telecom and Super U make their entry into this top 5.



5

Sustainable brand

Q. Which three brands or companies actively demonstrate a strong sense of responsibility towards the environment?

Top 5 Sustainable brands – 2024

This indicator is mainly focused on environmental responsibility. The same ranking is noted again: MCB at the top, followed by Winner, IBL, ENL, and Ciel, which makes its entry into the top 5. The other brands were already in the top 5 in 2023.



As we navigate the complexities of brand resonance, let us embrace these pillars as guiding lights to elevate our brands to new heights of relevance, impact, and sustainability. Let's harness these pillars to shape a future where brands not only thrive but also inspire positive change.





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