

Shaping Tomorrow's Icons: The Brands Defining Mauritius in 2025

Analysis Kantar - Market Intelligence
Report | July 2025

ILE MAURICE • ILE DE LA REUNION • MADAGASCAR •
MAYOTTE • COMORES • SEYCHELLES • MALDIVES

Research objective



This study aims to deliver a high-level, multi-dimensional assessment of **brand leadership in Mauritius** by capturing public perception across a curated set of cross-cutting strategic dimensions. These dimensions reflect the most critical drivers of brand equity and corporate reputation in the Mauritian market context:

Brand Preference: Identifies the brands most consistently chosen and favoured by Mauritians — those seen as go-to choices in their respective categories.

Trust: Evaluates perceived reliability, transparency, and the ability to deliver consistently on promises, particularly around quality and customer experience.

Innovation: Measures public recognition of a brand's ability to introduce fresh ideas, creative product or service solutions, and technological advancement — a key indicator of forward-thinking leadership.

Employer Appeal: Assesses perceptions of a brand as an employer of choice, based on factors such as working conditions, employee well-being, career development opportunities, diversity and inclusion, and overall workplace culture.

Sustainability: Captures the extent to which a brand is perceived as environmentally responsible and socially impactful — through practices such as waste reduction, sustainable sourcing, and support to local communities.

Advertising Impact: Examines the strength, memorability, and emotional resonance of brand communications — identifying which brands execute the most effective and creative marketing campaigns.

Cultural & Heritage Value: Highlights brands that are seen as authentically connected to Mauritian identity — upholding local traditions, values, and cultural expression in a way that strengthens community affinity and national pride.

Target Segment



The quantitative study was conducted among a nationally representative sample of **1,000 respondents**, carefully stratified in alignment with official demographic statistics. The segmentation framework ensured balanced representation across critical sociodemographic axes, including:

- **Gender**
- **Geographic distribution** (urban vs. rural)
- **Socioeconomic strata**
- **Age brackets**
- **Ethnic groups**

This robust sampling approach enhances the validity of comparative brand evaluations and ensures that insights can be generalized to the Mauritian population with a high degree of confidence.

Data collection



Data Collection Protocol

Data was gathered through a **self-administered online questionnaire** hosted on *MyVoice*, the proprietary research panel managed by Analysis Kantar. This method ensures respondent convenience, anonymity, and optimal engagement levels.

Fieldwork Period: 28 March to 21 April 2025

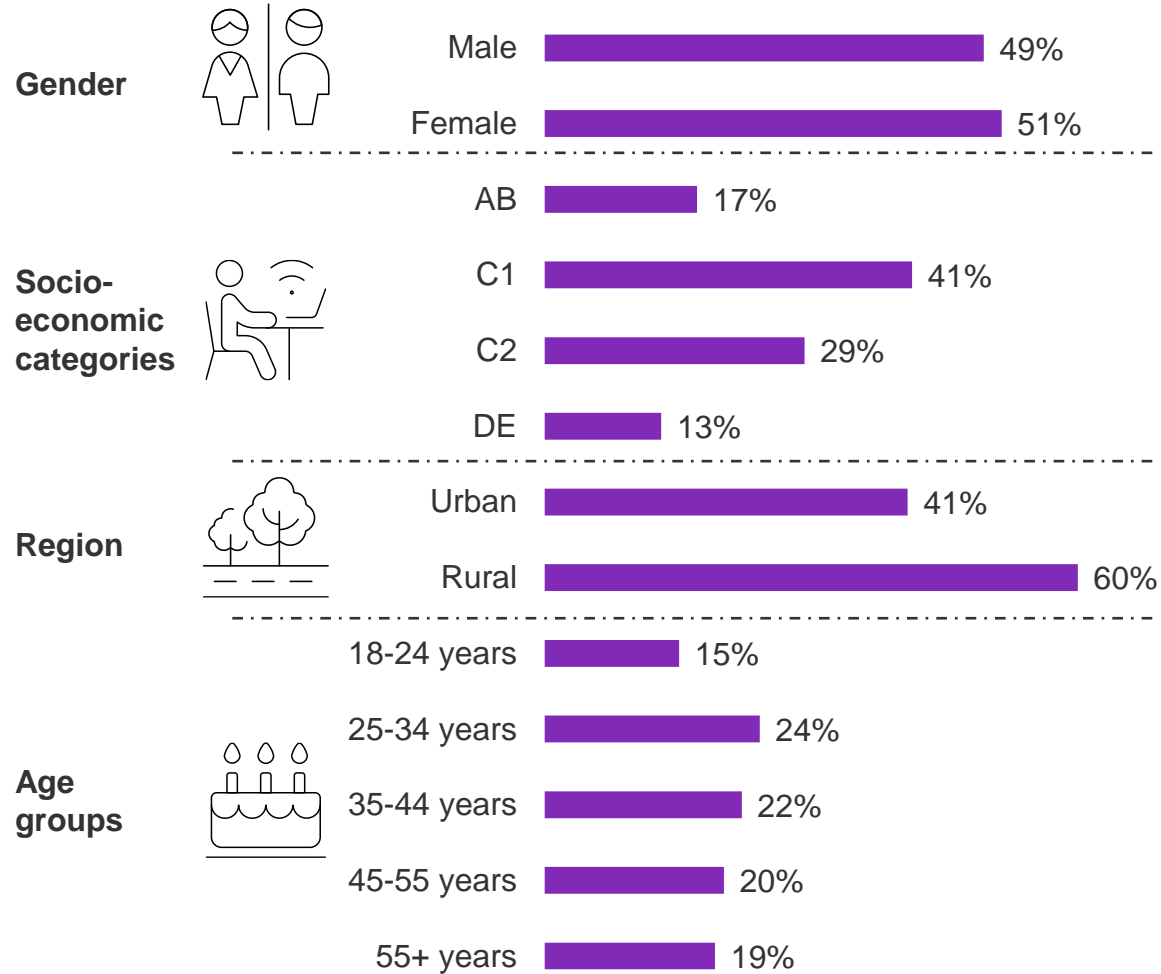
Panel Quality Controls:

As part of our rigorous **data integrity protocol**, multiple quality assurance checks were implemented. These included:

- Response pattern and completion behaviour monitoring
- Automated flags for inattentive or inconsistent responses
- Post-survey validation of sampling quotas

This approach upholds the methodological standards required for accurate perception mapping, trend identification, and actionable brand strategy formulation.

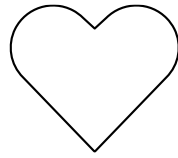
Profile of the sample



The sample profile was constructed to align as closely as possible with national representation benchmarks across key demographic and socio-economic dimensions. This ensures robustness, reliability, and relevance of insights drawn from the study

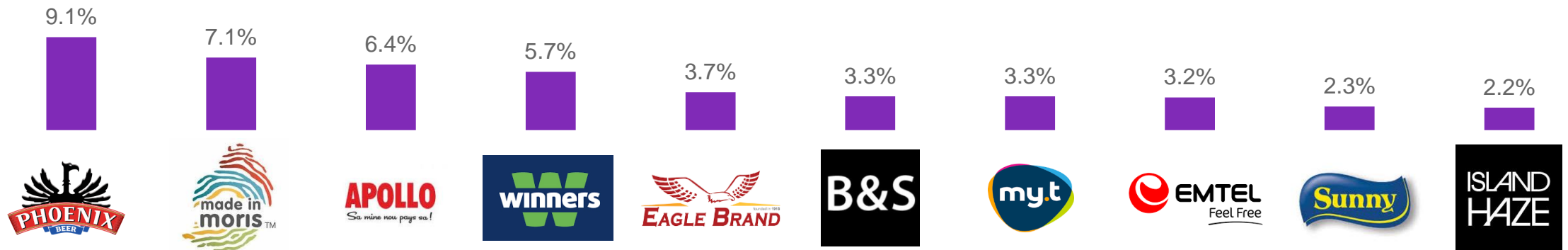
Performance across Brand Dimensions

Most Preferred Brand



Which brand in Mauritius do you prefer, and consistently choose over others?

Phoenix Beer enjoys exceptional brand loyalty and deep emotional resonance, embodying strong symbolic value. In parallel, Made in Moris functions as a collective endorsement label, signifying a broader consumer movement toward national preference. This trend underscores a rising wave of economic patriotism, where Mauritians increasingly prioritise locally manufactured goods as an expression of civic and economic engagement.



- **Phoenix commands loyalty through emotional resonance**, associating itself with quality, celebration, and national pride, effectively positioning it as a lifestyle brand rooted in Mauritian identity.
- **Made in Moris functions as a credibility badge**, anchoring perceptions in trust, ethical support, and collective localism.
- **Apollo, in contrast, wins through rational decision-making cues**; affordability, convenience, and authenticity.

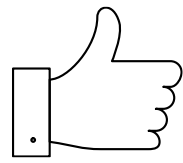


Proudly Mauritian
Trustworthy
Unique Party
Quality
Local Fun
Taste

Support local businesses
Quality
Local

Affordable
Local Variety
Convenient
Unique
Authentic
Tasty

Top Trustworthy Brand

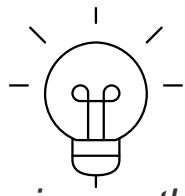


Which brand in Mauritius do you trust the most to consistently deliver reliable quality, be transparent in its dealings, and uphold its promises?

The financial sector, led by MCB, commands the highest trust in Mauritius. The telecommunications sector also performs well, with my.t and Emtel collectively capturing over 11% of trust mentions, reflecting the essential nature of connectivity services. Diversified conglomerates like IBL and FMCG leaders such as PhoenixBev also feature, suggesting that frequent consumer interactions and broad brand presence contribute positively to trust.

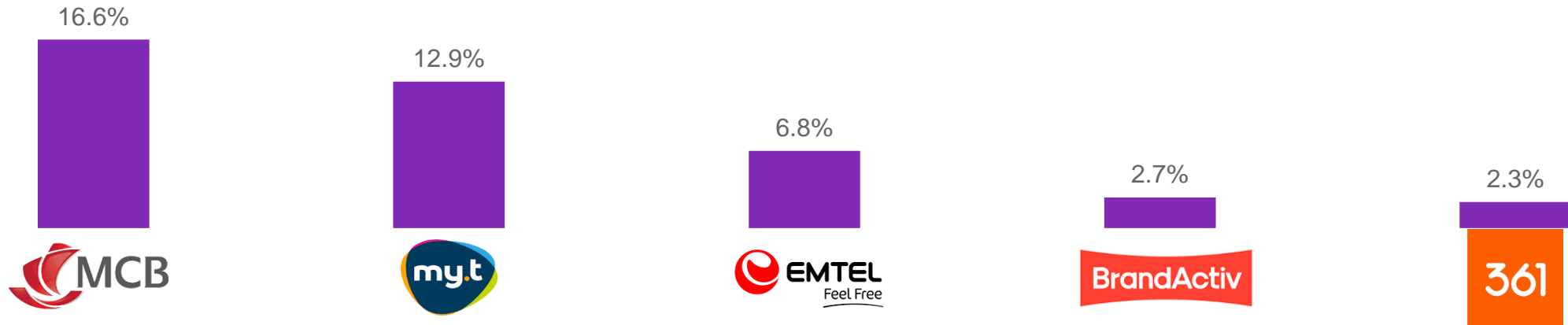


Most Innovative Brand



Which brand in Mauritius do you perceive as the most innovative, consistently introducing creative ideas, products, services, or technologies?

MCB stands out for its ability to combine financial leadership with a strong drive for innovation. my.t and Emtel demonstrate how the telecom sector continues to evolve through smart technologies and customer-centric solutions. BrandActiv's presence signals recognition for marketing-led FMCG innovation, while 361's inclusion highlights the growing perception of innovation in retail, particularly in household and electronic appliances.



- **MCB, my.t and Emtel demonstrate distinct yet complementary innovation narratives**, leveraging digital transformation and consumer empowerment **to differentiate themselves as forward-thinking brands in Mauritius.**
- **MCB is perceived as a pioneer in digital banking**, not only by offering a seamless user experience but also by positioning itself as a trendsetter in the financial services landscape.
- **my.t’s innovation lies in converging multiple digital services into a single**, unified customer experience, from broadband to entertainment.
- **Emtel’s brand is built around cutting-edge technology deployment.** Consumers view it as a dynamic disruptor, often first to market with innovations such as 5G and eSIM.

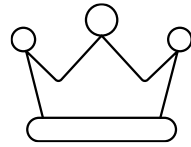


user-friendly app
eco-friendly
 trendsetter
 tech-enabled finance

Digital integration of services
 app-based platforms
 Technology adoption
 Fibre

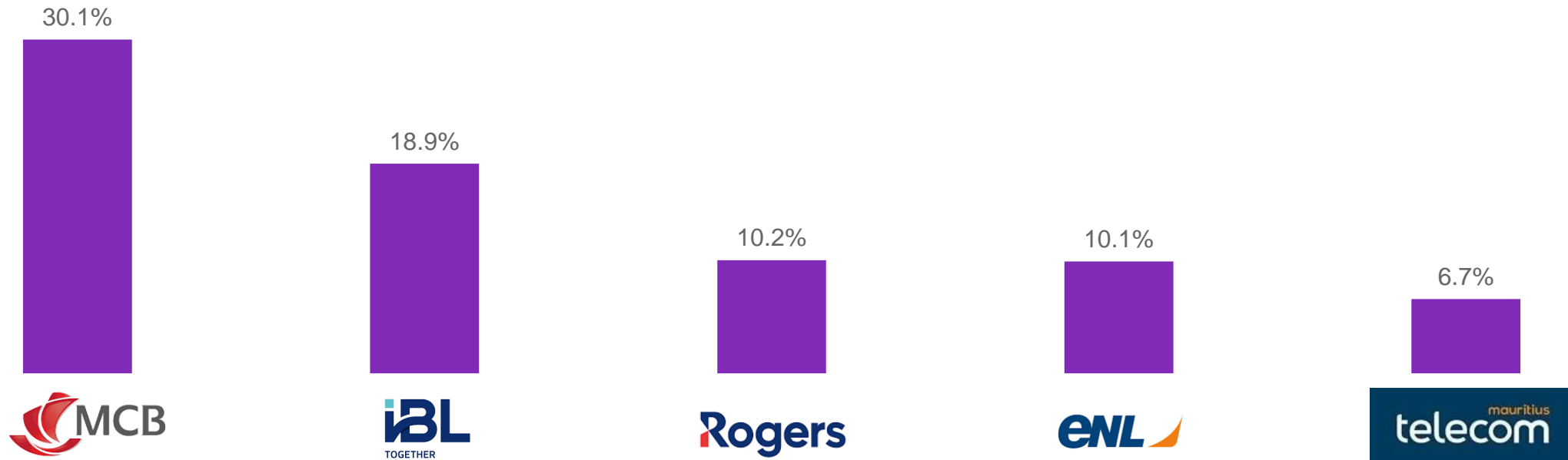
Technology adoption
 5G^{esim}
 Relentlessly inventive

Top Employer Brand



Which company in Mauritius do you think are the best places to work?

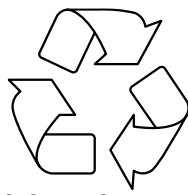
The strong presence of conglomerates such as IBL, Rogers, and ENL among the top employer brands reflects the positive perception of diversified groups as attractive and future-ready workplaces. Alongside leaders like MCB and Mauritius Telecom, these groups demonstrate that both sector specialists and multi-industry players are successfully cultivating strong employer brands in Mauritius.



- MCB is seen as offering a **highly structured and supportive work environment**, where **financial benefits and structured career support** are key drivers. The inclusion of *toddler allowance* and *wellbeing* signals a **family-friendly and progressive HR policy**, reinforcing **employee empowerment** and **stability**.
- IBL's strength lies in its **human touch and cross-sector mobility**. The prominence of *employee recognition*, *diversified*, and *famous* suggests that IBL offers **brand prestige**, internal mobility across diverse industries, and **recognition-based engagement**.



Top Sustainable Brand



Which brand in Mauritius do you consider the most committed to sustainability, environmental responsibility, and positive social impact? (This could be through eco-friendly products, reducing waste, supporting local communities, using sustainable materials, or other responsible actions)

Sustainability in Mauritius is predominantly perceived through the lens of major corporate groups, with entities such as IBL, ENL, PhoenixBev, and Ciel enjoying heightened institutional visibility. The presence of collective initiatives like Made in Moris further underscores this dynamic, as the label is largely affiliated with well-established local producers, reinforcing the association of sustainability with prominent market players.



- IBL positions itself as a **comprehensive sustainability actor**, integrating **social impact, environmental care, and long-term ecosystem investment**. The inclusion of *Fondation Joseph Lagesse* reflects its strong emphasis on **structured CSR frameworks**, while *low-carbon economy promotion* demonstrates alignment with **global climate targets**.
- ENL's sustainable brand image is built on **tangible environmental solutions and infrastructure transformation**. Projects like *Moka Smart City* and *solar energy development* reflect a focus on **smart, scalable, and future-ready urban ecosystems**.

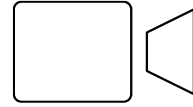


- Organizing community events
- Recycling initiatives
- Sustainable energy solutions
- Invests in people and nature
- Promoting a low-carbon economy
- Waste reduction
- Use sustainable products
- Fondation Joseph Lagesse



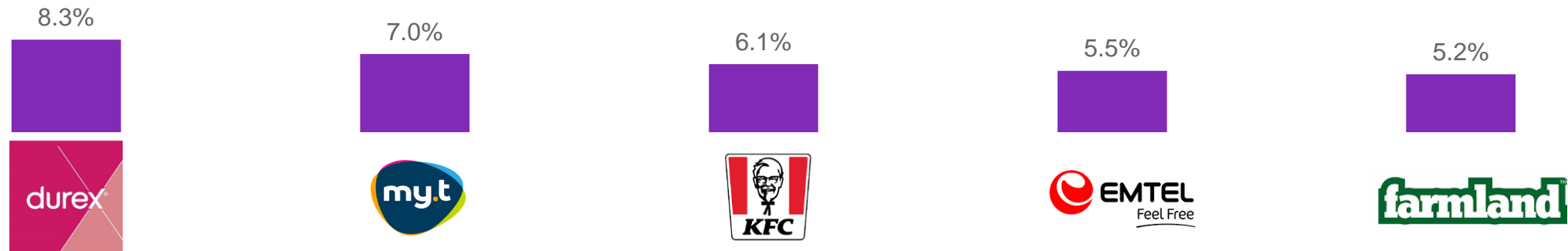
- Plastic waste transformation
- Waste management
- Cleanup operation
- Moka Smart City project
- Solar energy development

Brand with Best Advertising Campaign

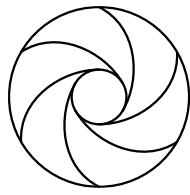


Which brand in Mauritius do you think has the BEST advertising or marketing campaigns? (Think of ads that are creative, funny, emotional, or simply unforgettable)

In the Mauritian advertising landscape, market leadership is defined less by size or industry and more by bold creativity and emotional resonance. Durex sets the benchmark with provocative and memorable messaging. Both my.t and Emtel have effectively humanized their technical offerings through relatable storytelling. KFC capitalizes on strong appetite appeal, while Farmland connects deeply through its strong local cultural relevance.

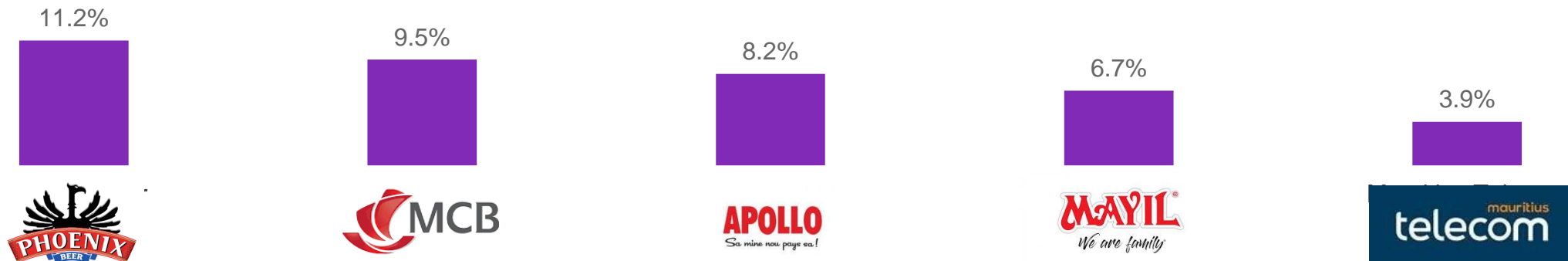


Top Local Heritage Brand



Which Mauritian brand do you believe best embodies our local culture, heritage, and traditions, staying authentic and maintaining a strong connection with the community?

Heritage perception in Mauritius is anchored in everyday presence, emotional continuity, and cultural relevance. Phoenix, MCB, and Apollo lead by being deeply embedded in local routines and traditions over generations. Mayil and Mauritius Telecom demonstrate that brands tied to essential daily needs, food and connectivity, can also earn strong heritage value, reinforcing that cultural belonging is shaped not just by history, but by consistent relevance in Mauritians' lives.



The Top Brands Awards go beyond popularity, they reflect trust, admiration, and relevance, grounded in rigorous, consumer-driven research.



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