

KANTAR

MAURITIAN TOP BRANDS 2019



INSIGHT AND CONSULTING

www.kantartns.io

The Methodology

Quantitative Research using CAPI.
Home Face to Face interviews

The sample

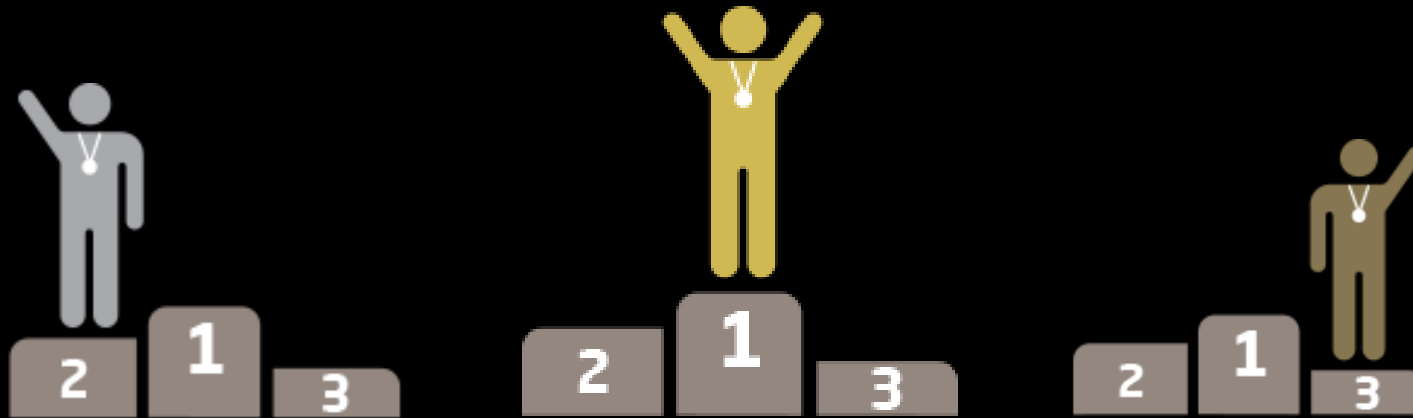
A random sample of 1,000 respondents representative of the Mauritian population in terms of age, gender, region and socio economic group.

1.

**Top Brand of Mauritius :
the most preferred Local and Mauritian brand**

Ki mark lokal ou mark mauriciens ki ou preferer?

Top 3 preferred local brands 2019



Reasons for Top brands preference



Taste



Convenience



Affordable



Quality



Taste



Variety



Quality



Favourite



Taste



Innovative



Top 10 preferred local brands 2019

1. Apollo

2. Sunny

3. Phoenix

4. Rani

5. Bois Chéri

6. Subana

7. Vital

8. Eve

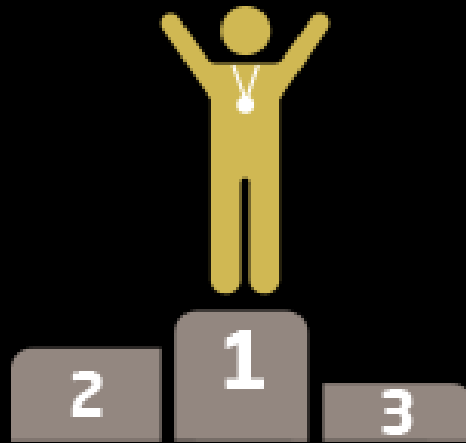
9. Tara

10. Crystal



Most engaged towards the future of Mauritius local brands and companies

ki mark lokal ou compagnie lokal ki engage li plis pou l'avenir de Moris?



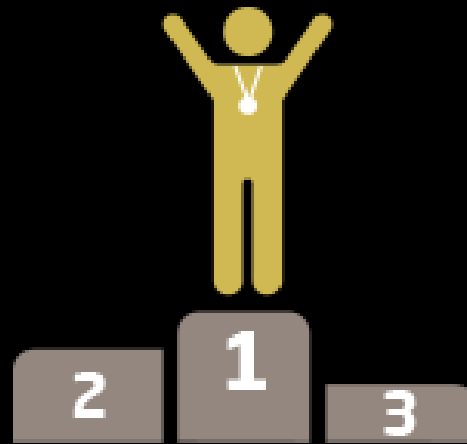
Top 5 most Engaged local brands and companies 2019

1. MCB
2. IBL
3. PhoenixBev
4. Mauritius Telecom
5. SBM exæquo Panagora



Most innovative local brands and companies

ki mark lokal ou compagnie lokal ki plis innover



Top 5 most Innovative local brands/companies 2019

1. MCB
2. Mauritius Telecom
3. IBL
4. PhoenixBev
5. Emtel



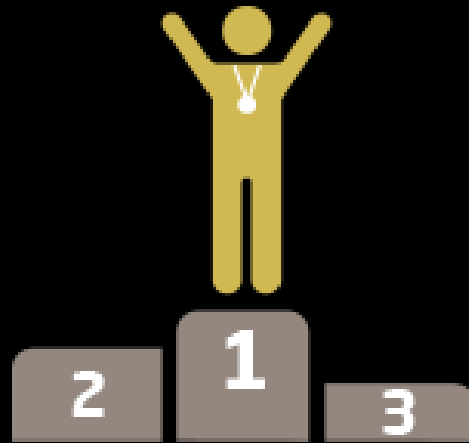
Proud to work for This local Brand or Company

**Pou ki mark lokal ou compagne lokal ou ti pou fier ki
ou, oubien ou ban zenfan travail**



Proud to work for This local Brand or Company

Pou ki mark lokal ou compagne lokal ou ti pou fier ki ou, oubien ou ban zenfan travail



Top 5 'Proud to work for' companies 2019

1. MCB
2. IBL
3. SBM
4. Air Mauritius exæquo Rogers
5. Mauritius Telecom



**KANTAR
TNS**

**Consumer's
Specialist**

Market research
& Data Sciences

**KANTAR
CONSULTING**

**Marketing
Expert**

Marketing Audit,
Strategy &
Implementation

**KANTAR
MILLWARD
BROWN**

**Brand Evaluation
& advertising**

Content co-creation
& Communication
assessment

T: +230 202 0055 – **Web:** www.kantartns.io

Part of Analysis, Analysis House, Rue du Judiciaire, Ebene
Contact us: info@kantartns.io

Thank you

