



Resilient brands defy macroeconomic challenges to achieve overall value of \$37.14 billion

Proving the resilience strong brands bring to businesses in difficult times, the value of South Africa's Top 30 dropped just 13% vs a 20% drop by the Johannesburg Stock Exchange over the same period. While this drop may sound bleak, BrandZ analysis shows the Top 30 to be on a par with or stronger than many other countries with larger GDPs.

Standard Bank remains at No.1 while FNB at no.2 closes the gap as it invests in strong communications and customer-focused digital innovation. 2019's fastest riser DSTv, has fought off global competition and powered its way up the ranking with content carefully curated for local audiences, with its listing on the JSE adding to its overall value.

[Read the report online](#) or [download](#) it to discover which brands made this year's ranking, the key trends businesses need to be aware of, and the impact a clearly differentiated offer has on brand growth in South Africa.

Read the [full press release](#) here.

About Kantar

Kantar is the world's leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar is part of WPP and its services are employed by over half of the Fortune 500 companies in 100 countries. For further information, please visit us at www.kantar.com.

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