



UAE 50 2026

The annual report on the most valuable and strongest UAE brands

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About Brand Finance

Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 30 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

Quantifying the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

Unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

The world's leading brand valuation consultancy

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ADNOC remains UAE's most valuable brand for eighth year, tops brand strength in 2026

- + Banking leads the way as the UAE's fastest-growing sector with four brands making it to the top 10
- + **Mashreq** enters the top 10 for the first time since 2020
- + Brand to Watch: **RAK Ceramics** grows from local manufacturer to global name
- + ADNOC, **e&** and **Emirates** lead the charge as UAE's strongest brands

Foreword



David Haigh
Chairman & CEO,
Brand Finance

This year marks Brand Finance’s 30th anniversary. Throughout our history as a company, there has been one enduring truism: brands operate in a world shaped by continual change.

Rapid advancements in AI, geopolitical fragmentation, economic uncertainty, and rising expectations of corporate behaviour have all placed new pressures on organisations. While the challenges have evolved, the importance of building and maintaining brand strength has remained constant.

Looking back to 1996, the global brand landscape was dominated by traditional consumer names. Since then, the rise of technology and digital services, the move from products to ecosystems, the increasing prominence of B2B brands, and the growth of place branding have fundamentally reshaped how value is created.

Today, the commercial contribution of a strong brand is well recognised. It drives demand, supports premium pricing, attracts and retains talent, increases resilience during uncertainty, and provides confidence to investors. Despite this awareness, many organisations still struggle to quantify brand value or explain its role in business performance. This lack of clarity often creates a gap between marketing ambition and financial decision-making, limiting the ability to invest for the long term.

At Brand Finance, our mission for 30 years has been to close that gap. By bringing together robust valuation methodologies and in-depth research, we help leaders understand the financial impact of their brand and make better-informed decisions. Whether you are looking to strengthen brand performance, evaluate marketing investment, support a transaction, or bring greater alignment across your organisation, our team is here to help.

As you explore this year’s findings, I encourage you to consider how the insights can support clearer decision-making within your organisation. Strong brands are built through informed choices and consistent investment, and our team is ready to help you translate the data into practical next steps for your strategy.



Country Overview

Country Overview

The results of this year's UAE 50 rankings reflect the continued strength and evolution of the country's leading brands. The total value of the UAE's top 50 most valuable brands rose by 17% year on year to USD104.5 billion in 2026, showing that the country's brand landscape continues to expand despite a more uncertain global backdrop.

This performance is being supported by a resilient economy, with UAE GDP expected to grow by around 4% to 5% in 2026, driven largely by non-oil activity as diversification continues to reshape the country's growth story.

Non-oil sectors now play the leading role in national output, reflecting the success of long-term efforts to build a more diversified and future-focused economy. At the same time, the UAE's push into artificial intelligence, digital infrastructure and regulatory readiness is strengthening productivity, competitiveness and long-term resilience.

Oil and gas, banking and telecoms remain the core pillars of the UAE's brand landscape, together accounting for more than half of total brand value. Oil and gas brand value rose by 10% year on year, supported by continued investment in technology and AI-led solutions.

Banking is the fastest growing of the three sectors, with collective brand value up 29% compared to 2025, driven by digital transformation, stronger customer experience and more innovative financial services. Telecoms also recorded 10% growth from previous year, supported by next-generation technologies, broader digital ecosystems and expansion beyond traditional connectivity.

Of course, the wider regional environment still presents risks. Geopolitical tensions continue to add uncertainty, particularly around travel, logistics and investor sentiment. For a country as globally connected as the UAE, these pressures cannot be ignored. Even so, the UAE has repeatedly shown an ability to absorb external shocks through strong institutions, a diversified economy and a clear long-term strategy.

UAE Top 10 Sectors Growth Chart | 2020 - 2026 (USDm)

© Brand Finance Plc. 2026

Industry	2020	2021	2022	2023	2024	2025	2026	% Change (2025 - 2026)
Banking	15,922	13,661	13,468	16,327	17,326	20,004	25,744	+29%
Oil & Gas	11,392	12,158	14,210	15,764	16,769	20,645	22,766	+10%
Telecoms	11,240	10,373	12,155	12,750	14,294	18,357	20,217	+10%
Airlines	7,925	5,471	5,882	6,112	7,822	9,744	12,189	+25%
Real Estate	2,430	2,152	2,782	3,382	3,503	5,349	6,389	+19%
Healthcare	0	0	44	419	1,518	1,955	2,398	+23%
Utilities	764	1,223	1,857	2,286	2,194	2,076	2,059	-1%
Insurance	472	829	363	340	546	651	764	+17%
Chemicals	1,888	637	148	645	604	637	726	+14%
Other Sectors	11,306	9,799	2,193	4,402	5,474	9,799	11,306	+15%

Northern Emirates gain ground in UAE brand landscape

One of the most notable shifts over the past five years has been the gradual emergence of brands from the Northern Emirates. In 2020, the UAE rankings were overwhelmingly dominated by Dubai and Abu Dhabi, and while that trend still broadly holds, the landscape is beginning to evolve. A small but growing number of Northern Emirates brands are now breaking into the top 50, signalling early signs of diversification.

Although they currently account for just 1.6% of total brand value across the UAE's top 50, these brands carry significant growth potential, supported by expanding activity in sectors such as tourism, manufacturing, logistics, and real estate. This points to a more balanced distribution of brand value over time, as economic development continues to broaden beyond the country's traditional centres.

That progress is increasingly visible in the rankings. **RAKBANK** (brand value up 26% to USD763.3 million) reflects rising entrepreneurial activity, SME growth and stronger demand for financial services. **RAK Ceramics**, a new entrant at USD158.3 million, highlights Ras Al Khaimah's growing manufacturing and export strength, while **RAK Properties** (brand value up 27% to USD66.2 million) reflects rising demand for residential, hospitality and mixed-use developments.

Together, these brands show how Ras Al Khaimah is increasingly shaping the UAE's broader growth story.



Valuation Analysis

- + Most Valuable UAE Brands 2026
- + Brand to Watch: RAK Ceramics

Most Valuable UAE Brands 2026



The UAE's top 10 most valuable brands have all recorded positive growth this year, led by **ADNOC** (brand value up 11% to USD21.1 billion) which continues to demonstrate strong momentum, underscoring the resilience of the UAE's key sectors and the strength of its national energy champion. The brand remains the most valuable in the UAE for the eighth consecutive year and has achieved a significant global milestone, becoming the first Emirati brand to enter the Global 500 2026 ranking and took the 100th spot in the ranking.

For eight consecutive years, ADNOC has retained its position as the UAE's most valuable brand, continuing to reinforce its leadership through a combination of large-scale investment, technological innovation, and sustainability driven growth.

ADNOC stands out for its exceptional long-term growth trajectory, with its brand value increasing by 354% since 2017 and recording the second-highest five-year growth rate among its global peers at 66%.

The brand continues to reinforce its leadership through a combination of large-scale investments, technological advancements, and sustainability-driven growth. ADNOC

has announced a USD150 billion capital expenditure plan for 2026 to 2030, aimed at expanding upstream capacity, advancing gas self-sufficiency, and strengthening its role as a reliable global energy supplier. It has also secured a landmark gas pre-production export financing transaction of up to USD11 billion to support the development of the Hail and Ghasha project, one of the world's largest offshore sour gas developments.

e& (brand value up 7% to USD16.4 billion) retains its position as the second most valuable brand in the UAE, supported by strong financial performance and its continued transformation into a global technology group. The brand reported a 23% year-on-year increase in revenues to AED72.9 billion (approximately USD19.8 billion) in 2025, alongside a growing subscriber base exceeding 244 million across its expanding international footprint.

Emirates (brand value up 27% to USD10.6 billion) retains third position, reflecting the airline's strong commercial performance driven by sustained global travel demand and growing preference for premium cabins, which continue to support higher yields. Operationally, the airline has strengthened its position through continued

fleet expansion and robust performance from Emirates SkyCargo, both of which have contributed positively to revenue growth. Looking ahead, Emirates is investing heavily in its future fleet, with orders for 65 Boeing 777-9 and 777-8 Airbus A350-900 aircraft, while also enhancing customer experience through innovations such as the rollout of Starlink high speed connectivity onboard its retrofitted aircraft.

Emirates NBD (brand value up 34% to USD6.1 billion) remains a major force in the country's banking sector. The brand's growth is driven by expanded lending, deposit growth, higher transaction volumes, improved international diversification, digital transformation, and enhanced fee-generating activities across business units.

As the UAE's largest bank by market capitalisation and assets, **FAB** (brand value up 21% to USD5.5 billion) retains the fifth position. The bank's momentum is supported by record financial performance in 2025, with net profit rising around 24% to AED21.1 billion (approximately USD5.75 billion) on broad-based growth in operating income and diversified revenue streams. FAB's disciplined execution, expanded international footprint, and accelerated adoption of digital and AI-driven solutions have strengthened efficiency, asset quality, and returns, reinforcing its competitive standing.











Emaar (brand value up 27% to USD5.1 billion) is the sixth most valuable brand in the UAE, driven by sharply higher property sales and increased business activity across its Dubai projects and diversified divisions. In 2025, the brand further strengthened its development pipeline with the launch of 48 new residential projects across key master communities, including the Grand Polo Club and Resort and new phases of The Valley, reinforcing its position as a leading developer shaping Dubai's urban growth.

These launches, alongside continued expansion across flagship destinations such as Dubai Hills Estate and Dubai Creek Harbour, highlight Emaar's ability to capture strong investor demand and deliver large scale, lifestyle driven developments that align with Dubai's growing appeal as a global real estate and tourism hub.

ADCB (brand value up 33% to USD4.4 billion) overtook logistics giant, DP World (brand value up 26% to USD4.2 billion), to take the position as the seventh most valuable brand in the country. ADCB's growth is driven by double-digit growth in both interest and non-interest income.

Top 10 Most Valuable UAE Brands 2026

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#1		ADNOC	\$21.1 bn	+11%
#2		e&	\$16.4 bn	+7%
#3		Emirates	\$10.6 bn	+27%
#4		Emirates NBD	\$6.1 bn	+34%
#5		FAB	\$5.5 bn	+21%
#6		Emaar	\$4.9 bn	+21%
#7		ADCB	\$4.4 bn	+33%
#8		DP World	\$4.2 bn	+26%
#9		du	\$3.9 bn	+27%
#10		Mashreq	\$2.4 bn	+36%



Strong loan and deposit growth, robust fee and trading income, diverse business contributions, and improved operational efficiency, all within a supportive economic environment, contributed to this rise. The bank further enhanced its position with the launch of the ClimaTech Accelerator 2025, a programme supporting startups in the environmental sector, aligning with ADCB's strategic vision to promote sustainability and innovation while reinforcing its role in driving economic development.

Meanwhile, **DP World** slipped one position in the rankings but continues to demonstrate strong underlying performance as a global trade enabler, with the movement largely reflecting stronger growth among peers rather than any fundamental weakness.

The brand continues to invest in digitalisation and automation across its operations, including advanced container handling technologies at its London Gateway facility, enhancing efficiency and throughput while strengthening its long-term competitiveness. In 2025, the company invested USD2.5 billion to develop end to end logistics infrastructure across key markets, strengthening its role across ports, terminals, and inland supply chains.

Telecoms operator, **du** (brand value up 27% to USD3.8 billion), secures its position as the ninth most valuable brand in the UAE. The brand's growth is supported by strong financial performance, with revenues rising to AED15.9 billion (approximately USD4.3 billion) and net profit increasing 17% in 2025, reflecting sustained operational momentum and disciplined execution.

du continues to advance its transformation beyond traditional connectivity by scaling its digital ecosystem, including cloud, AI, and data centre capabilities, alongside the expansion of du Pay and other digital services.

Mashreq (brand value up 36% to USD2.4 billion) enters the top 10 for the first time since being valued in 2020, reflecting its strong financial performance and accelerated transformation into a digital first bank.

The brand continues to strengthen its position through sustained investment in AI-led innovation, digital platforms such as NEO, and international expansion, enhancing customer experience and operational efficiency.

Brand to Watch RAK Ceramics

RAK Ceramics (new entrant at USD158 million) enters the ranking for the first time with a brand value of USD158 million, reflecting its evolution from a regional manufacturer into a genuinely global business with a presence in over 150 countries. Its inclusion underlines that brand-building in the UAE is not confined to Abu Dhabi and Dubai and that strong brands are emerging across the federation.

The brand is benefiting from many of the same trends driving the UAE economy more broadly. As residential, hospitality and commercial developments continue to expand across the country, demand for premium tiles and bathroom products has grown strongly. In 2025, RAK Ceramics recorded a 13.4% increase in UAE revenue, helped by stronger demand for tiles, sanitaryware and large-format porcelain products.

At the same time, the company is continuing to invest in the future. It is upgrading its production facilities with more advanced and energy-efficient technology while also expanding production capacity in the UAE.

These investments are helping the business improve efficiency, support sustainability goals and keep pace with rising demand.

More broadly, RAK Ceramics reflects the wider shift taking place in Ras Al Khaimah itself. The emirate is no longer seen only as a lower-cost alternative within the UAE.

It is increasingly building a reputation for manufacturing, exports and industrial growth, and RAK Ceramics is one of the clearest examples of that progress.



Brand Strength Analysis



Brand Strength Analysis

The strongest brand in the UAE, **ADNOC** (brand value up 11% to USD21.1 billion), achieved a Brand Strength Index (BSI) score of 89.4/100. The brand's success is attributed to strong customer trust and confidence, underpinned by its commitment to operational excellence, reliability, and long-term value creation.

ADNOC's reputation as a leading oil and gas brand is further reinforced by its strategic expansion across the energy value chain, continued investment in lower-carbon solutions, and its role in ensuring energy security while advancing the UAE's sustainability ambitions.

e& (brand value up 7% to USD16.4 billion) is the second strongest brand in the UAE, recording a BSI score of 85.8/100. Brand Finance's market research indicates strong domestic performance in the consideration and preference metrics, though there remains scope to enhance perceptions of reputation, reliability, price acceptance, and customer advocacy.

Emirates (brand value up 27% to USD10.6 billion) is the third strongest brand in the UAE with a BSI score of 85.3/100, a performance underpinned by its unrivalled global visibility and one of the most ambitious sports sponsorship portfolios in the aviation industry.

In 2025 alone, Emirates announced nine major sports deals and renewals, positioning itself as one of the world's most visible sports sponsors through the 2030s.

UAE Top 10 Strongest Brands 2026

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Rank	Brand Logo	Brand Name	BSI Score
#1		Adnoc	89.4
#2		e&	85.8
#3		Emirates	85.3
#4		Emaar	84.9
#5		du	84.1
#6		Emirates NBD	83.8
#7		Daman	83.3
#8		ADCB	82.1
#9		SEHA	80.4
#10		SSMC	80.3

Its headline seven-year partnership with FC Bayern Munich made Emirates a Platinum Partner of the German football powerhouse, while a historic contract extension with World Rugby through 2035 marked the longest commitment in the airline's 40-year sponsorship history and the first-ever Platinum Partnership in rugby.

Emirates Brand Strength Attributes Heat Map

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Weaker performance ● ● ● ● ● Stronger performance

Factor	UAE	Australia	Germany	
Brand Perceptions	Knowledge	●	●	●
	Credibility	●	●	●
	Appeal	●	●	●
Customer Behaviours	Selection	●	●	●
	Advocacy	●	●	●
	Price Acceptance	●	●	●

Brand Spotlights



du



Brand Value

#9⁼

USD3.9 bn +27.2%

Brand Spotlight du



Fahad Al Hassawi
CEO,
du

This year, du reached its highest-ever Brand Value, surpassing the USD3 billion mark. Looking back on this achievement, what would you say are the key factors that contributed to this milestone?

du has realised a vision years in the making to transform and support the pivotal digital revolution that today's society demands. Through its pursuit of digital excellence, strategic foresight, and commitment to innovation, du has embraced digital transformation, making significant strides in both brand and enterprise value.

Our achievements stem from a deep-seated commitment to building the necessary infrastructure for transformation, in line with enabling and supporting the UAE national strategy. Our success is driven by planning, financial stewardship, and a culture of continuous innovation across our operations. We have continuously invested in upgrading our network infrastructure, not only to enhance coverage but also to deliver consistent, high-quality service to our customers. Equally important has been our refocused strategy on customer experience. du has remained committed to not just meeting but exceeding these expectations through innovative service offerings.

The shift towards a more customer-centric approach has effectively differentiated us in a competitive market, fostering stronger loyalty and trust among our users. By embracing new technologies and pioneering digital solutions, du has managed to stay ahead of industry trends, thereby not only attracting customers looking for the latest offerings but also enhancing overall user engagement and satisfaction. As a result, du has exhibited stellar financial performance, with its brand value increasing to USD3.037 billion, reflecting significant growth in market identity and value and emphasising its strong market standing. An AAA brand strength rating and a Brand Strength Index of 83.2 further underscores this robustness.

The company attributes its success to the execution of strategic plans, efficient financial management, and ongoing innovation. Our success can be largely attributed to our targeted approach and attractive B2B initiatives for SMEs and large enterprises. Going forward, we plan to maintain our market lead through relentless customer-centric innovation, strategic partnerships, and leveraging the UAE's growing digital environment.

As part of du's broader expansion strategy, we have seen the launch of new operating sub-brands such as du Tech and du Infra in the B2B space, as well as du Pay in fintech. How do you see these brand extensions enhancing du's overall brand positioning?

The launch of du Tech and du Infra underlines our strategic evolution towards becoming a holistic digital services enabler. du Tech concentrates on forging the path for advanced technological solutions, whereas du Infra ensures the essential infrastructure is in place to support these technological advancements. This dual approach is key to empowering the digital transformation journeys of UAE's government entities, businesses, and startups.

du Tech has quickly become an indispensable partner for digital transformation within the UAE, by catering to a broad spectrum of sectors including government agencies, major corporations, and emerging startups. Moreover, the introduction of du Pay in April 2024 highlighted our effective strategy aimed at addressing the needs of underserved market segments and broadening our revenue portfolio.



Through these initiatives, we solidify our brand's position as the cornerstone of digital transformation across various sectors. Our commitment to innovation, inclusivity, and strategic growth not only addresses the needs of consumers, organisations, and startups. This strategic approach aligns with our mission to empower a society through connectivity, ensuring that du is synonymous with progress, reliability, and a forward-thinking digital landscape.

What do you see as the most significant trends shaping the telecom industry over the next three to five years? How can brands like du navigate these shifts or capitalize on them for future growth?

The telecom industry will be shaped by advancements in 5G and 6G, AI and cloud integration, and a stronger focus on digital sovereignty. These trends present both challenges and opportunities for brands like du, requiring a strategic, multifaceted approach. With 99% 5G coverage across the UAE, du is well-prepared to take the lead in 6G development. Through active participation in research, innovation, and partnerships with TDRA and other stakeholders, du is working towards positioning the UAE as a global hub for wireless communication by 2030.

Strategic alliances with Oracle Alloy and NVIDIA reflect du's focus on cloud technologies and AI. AI-powered

customer service solutions and cloud expansion highlight du's shift to a scalable, secure service model. Enhancing AI, 5G, and sovereign cloud capabilities will align du with the UAE's digital vision while improving efficiency and user experiences.

Future growth for du depends on agility and innovation. Expanding 5G, contributing to 6G development, leveraging AI and cloud computing, and fostering key partnerships will help du navigate industry changes. This strategy will ensure du meets evolving market demands and remains a leader in digital transformation in the UAE and beyond.

"Investment in data centres, national clouds, and AI platforms strengthens du as a long-term, future-proof backbone of the UAE's digital economy."

Mashreq



Brand Value

#10 [▲]

USD2.4 bn +36.1%

Brand Spotlight Mashreq



Muna Al Ghurair
Group Head of
Marketing & Corporate
Communications,
Mashreq

Mashreq has strengthened its position in this year's Banking ranking, now standing among the world's top 140 most valuable banking brands and ranking as the 4th most valuable bank in the UAE, reaching a brand value of USD2.4 billion. What were the key strategic initiatives that contributed to this strong performance?

Our multi-year strategy is built on consistency, execution, and long-term value creation, anchoring the bank's growth around five core pillars: customer experience, digital transformation, operational resilience, sustainability, and people. Each strategic initiative reinforces at least one of these pillars in a tangible way.

A key driver has been our choice to position digital as the bank's core operating model, rather than merely a delivery channel. Platforms such as Mashreq NEO, NEO BIZ, and NEO CORP have allowed us to scale high-quality digital experiences across segments and markets. Sustainability has become a defining pillar of our brand identity. Through Climb2Change, which unifies all ESG initiatives under a single framework, Mashreq has embedded purpose at the core of its narrative.

The platform has strengthened differentiation in a competitive market, enhanced public perception, and deepened stakeholder trust by clearly articulating how the bank creates long-term value for communities and clients alike. It has allowed Mashreq to move beyond traditional financial messaging and position itself as a forward-looking institution with a clear social and environmental commitment.

Our long-term brand strategy has centred on consistent investment, disciplined storytelling, and impactful campaigns that translate performance into meaning. Increased marketing spend and stronger advertising awareness have driven measurable gains in visibility, familiarity, and usage - reflecting more effective and focused brand building in recent years.

Overall, Mashreq has made significant progress in brand visibility, awareness, and customer consideration. By aligning marketing intensity with a clear purpose-led narrative and a digitally progressive positioning, we have reinforced Mashreq as a modern, customer-centric brand where ambition, innovation, and impact are reflected consistently across every engagement and experience. Finally, this would not have been possible without sustained investment in our people, skills, and leadership capability.

Mashreq has successfully expanded into high-growth markets in recent years, including Pakistan. How does Mashreq ensure its brand positioning and market presence remain consistent, relevant, and resilient across both established and emerging markets?

We ensure consistency by anchoring the brand to a set of non-negotiable principles that travel across markets: a digital-first experience, strong governance, resilience, and a clear customer centric mindset. What changes from market to market is execution, not the standards.

Pakistan is a good example. We entered the market through a phased, regulator-aligned approach, beginning with a restricted digital banking license and progressing to a full commercial launch once operational readiness and controls were proven. By the end of 2025, Mashreq's brand presence in Pakistan had grown substantially.



While the proposition was tailored to local needs, experience standards, technology platforms, risk management, and brand values mirrored those in the UAE.

A 360 media campaign across digital and out-of-home channels in key cities drove strong market response, accelerated customer acquisition, and increased new Mashreq NEO account openings. Phase Two of the campaign is building on this momentum, strengthening engagement and growth.

Resilience is maintained by deploying the same core systems, cybersecurity standards, and recovery capabilities across markets, ensuring that growth does not dilute trust. We also invest in disciplined brand-building at launch, combining product readiness with strong market engagement so that awareness converts into usage and loyalty.

With AI and embedded finance reshaping the global financial services landscape, what priorities is Mashreq focusing on to ensure it remains at the forefront of digital banking innovation and transformation?

Our first priority is scaling AI from productivity gains into strategic differentiation. We are embedding AI across credit decisioning, financial crime prevention, operations, and customer engagement, supported by strong governance, explainability, and human oversight.

Mashreq's Eagle Eye platform is a clear example. It applies advanced analytics and behavioural data to strengthen financial crime detection while improving investigator efficiency and consistency, allowing us to protect customers and the financial system without adding friction to legitimate activity.

Our second priority is digital banking innovation that delivers immediate, practical value. Our recent launch of fully digital mortgage pre-approval in the UAE shows how we use technology to simplify complex decisions and provide customers with speed, certainty, and convenience at key life moments.

Embedded finance and ecosystem participation also remain central. Through Banking-as-a-Service models and API led integration, we bring Mashreq services into customer journeys.

This is particularly important for SMEs, where platforms like Mashreq Biz enable businesses to manage payments, approvals, and cash flow through a single digital environment.

Across all of these priorities, trust is the foundation. Cybersecurity, operational resilience, and disciplined risk management underpin every innovation we scale, ensuring Mashreq remains a future-ready bank that customers and partners trust across markets.

SEHA



صحة
SEHA

Brand Value

#18 ▲

USD1.0 bn +20.9%

←
مدخل
قسم صحة المرأة
والأطفال
Entrance
Woman's Health &
Children

Brand Spotlight SEHA



SEHA is the largest healthcare brand in PureHealth's portfolio by value. How are you converting this scale and awareness into deeper patient preference and long-term trust?

SEHA's scale gives it reach, but trust is built through the quality, consistency, and continuity of the patient experience. Our focus is on turning that scale into care that feels connected, dependable, and patient-centred at every stage of the journey.

This is reflected in the way SEHA brings services together across one network, from primary and specialist care to advanced pathways such as fertility, maternity, neonatal care, chronic disease management, rehabilitation, and long-term care.

For instance, the coordinated fertility treatment and parenthood care pathways link genetics, reproductive medicine, pregnancy, and neonatal services, along with the elevated Diabetes and Endocrinology Centre model at SEHA Sheikh Khalifa Medical City (SKMC), where patients can access consultation, diagnostics, education, and treatment planning in one visit, in addition to expanding mental health support through SAKINA.

These kinds of connected experiences are what deepen preference and build long-term trust, through clinical quality, and the confidence patients and families feel in SEHA's ability to support them before, during, and after their journey of care.

How is SEHA strengthening its differentiation to ensure patients continue to choose SEHA for their healthcare needs?

SEHA's differentiation lies in its ability to offer comprehensive care through a connected network rather than isolated services.

Patients can access everything from everyday care and diagnostics to highly specialised pathways in areas such as fertility and reproductive medicine, oncology, transplant medicine, cardiovascular care, rehabilitation, and AI-enabled chronic disease management.

What makes that meaningful is the continuity and depth the network provides. A patient can move through prevention, diagnosis, treatment, recovery, and long-term follow-up within one trusted system.



That is reflected in fertility treatment and synchronised channels at SEHA's Corniche and Tawam hospitals, advanced transplant services at SEHA Sheikh Khalifa Medical City (SKMC), cardiovascular capability-building at SEHA Sheikh Tahnoon Bin Mohammed Medical City (STMC), and integrated rehabilitation and chronic disease models across the network.

This combination of scale, specialist depth, and coordinated delivery is what continues to strengthen SEHA's differentiation, and in turn, strengthens continuity of care and reinforces SEHA as patients' first choice for their healthcare needs.

What role does SEHA play in advancing Abu Dhabi's vision to become a global benchmark for healthcare excellence and patient outcomes?

SEHA, a subsidiary of PureHealth, supporting Abu Dhabi's patients through one of Abu Dhabi's largest integrated healthcare networks, includes 14 hospitals, 70 ambulatory, family and urgent care centres, along with 4 dialysis centres and 4 blood banks, backed by advanced clinical accredited programmes across the emirate.

In that role, SEHA helps translate Abu Dhabi's healthcare ambition into practical impact by expanding access to high-quality, outcome-focused care across a broad range of patient needs.

Its contribution is reflected in the continued expansion of specialised services, strategic partnerships, digitally enabled models of care, capability-building initiatives, and continued investment in workforce development that support clinical excellence and the development of future healthcare talent.

We provide the foundation for consistent, high-quality care across the emirate, while also supporting innovation, whether that's new strategic clinical partnerships, such as SEHA Sheikh Khalifa Medical City (SKMC) x Cincinnati Children's (CCH), SEHA Sheikh Tahnoon Bin Mohammed Medical City (STMC), x Schoen Clinic, or new clinical models and services, including CyberKnife, Histotripsy, as well as digital and AI-enabled health initiatives like SEHA SKMC's Integrated Centre for Endocrinology and Diabetes management, alongside workforce development through Emirati career fairs and partnerships with prestigious organizations, for instance Fatima College, in support of continuous clinical and skills development.

Through this strategic combination, SEHA supports strengthening local capability, improve patient outcomes, and support Abu Dhabi's ambition to be recognised globally for healthcare quality, innovation, and long-term resilience.



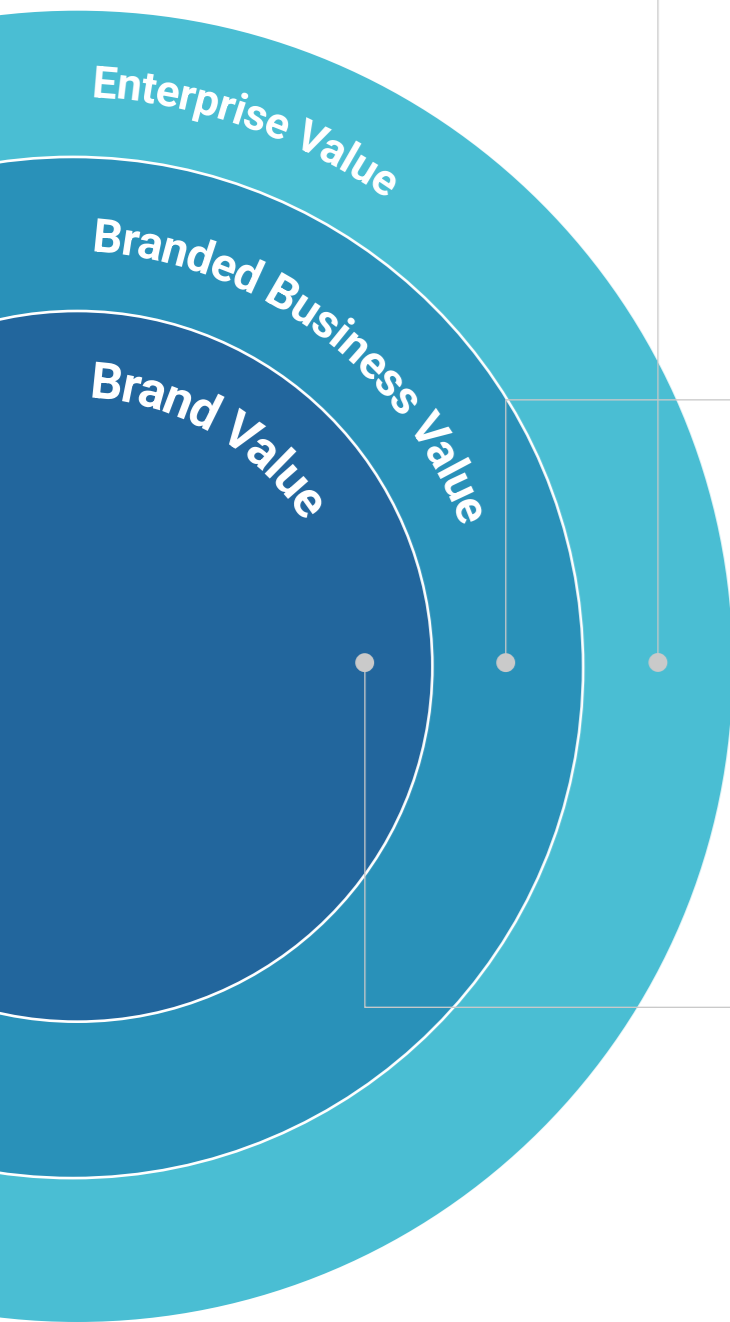
Brand Value Ranking (USDm)

Top 50 most valuable UAE brands 1-50

2026 Rank	2025 Rank		Brand	Sector	2026 Brand Value	Brand Value Change	2025 Brand Value	2026 Brand Rating
1	1	=	ADNOC	Oil & Gas	21,133	+11.4%	18,968	AAA-
2	2	=	e&	Telecoms	16,354	+6.8%	15,320	AAA
3	3	=	Emirates	Airlines	10,635	+27.1%	8,365	AAA
4	4	=	Emirates NBD	Banking	6,088	+34.0%	4,543	AAA-
5	5	=	FAB	Banking	5,456	+20.9%	4,512	AA-
6	6	=	Emaar	Real Estate	4,912	+21.4%	4,048	AAA-
7	8	▲	ADCB	Banking	4,443	+33.0%	3,339	AAA-
8	7	▼	DP World	Logistics	4,238	+25.8%	3,369	AA+
9	9	=	du	Telecoms	3,862	+27.2%	3,037	AAA-
10	12	▲	Mashreq	Banking	2,399	+36.1%	1,762	AA
11	10	▼	Dubai Islamic Bank	Banking	2,363	+13.5%	2,083	AA+
12	14	▲	Abu Dhabi Islamic Bank	Banking	2,078	+39.7%	1,487	AA
13	11	▼	LuLu	Retail	1,963	+6.8%	1,838	AA
14	13	▼	Enoc	Oil & Gas	1,633	-2.7%	1,677	A+
15	15	=	Aldar	Real Estate	1,476	+13.5%	1,301	AAA-
16	16	=	TAQA	Utilities	1,086	-5.1%	1,144	A
17	19	▲	Etihad Airways	Airlines	994	+10.5%	900	AA-
18	20	▲	SEHA	Healthcare	985	+20.9%	815	AAA-
19	21	▲	DEWA	Utilities	974	+32.7%	734	AA+
20	18	▼	Gems Education	Commercial Services	927	+1.0%	918	AAA-
21	17	▼	Talabat	Logistics	891	-4.0%	929	AA+
22	22	=	Emirates Islamic Bank	Banking	845	+27.1%	665	AA-
23	23	=	Commercial Bank of Dubai	Banking	830	+30.7%	635	A+
24	24	=	Rakbank	Banking	763	+26.1%	605	AA-
25	25	=	PureHealth	Healthcare	675	+19.7%	564	AA
26	26	=	Borouge	Chemicals	576	+12.8%	511	AA+
27	27	=	Emirates Global Aluminium	Mining, Iron & Steel	515	+22.2%	421	AA-
28	28	=	NMDC	Engineering	447	+21.6%	367	A-
29	30	▲	Burjeel	Healthcare Facilities	413	+15.1%	359	AA
30	29	▼	Majid Al Futtaim	Retail	376	+2.8%	365	AA
31	33	▲	Daman	Insurance	337	+19.3%	283	AAA-
32	31	▼	EDGE Group	Aerospace & Defence	333	+8.3%	308	AA-
33	37	▲	Sheikh Shakhboub Medical City	Healthcare	325	+49.8%	217	AAA-
34	35	▲	FlyDubai	Airlines	285	+23.3%	231	A-
35	34	▼	Air Arabia	Airlines	275	+11.2%	248	A+
36	38	▲	Sharjah Islamic	Banking	264	+30.4%	203	A+
37	32	▼	Spinneys	Retail	264	-8.0%	287	A+
38	36	▼	Aramex	Logistics	260	+13.4%	230	AA+
39	39	=	Abu Dhabi Ports	Logistics	248	+25.9%	197	AA+
40	41	▲	NBF	Banking	215	+26.8%	169	BB
41	40	▼	Dubai Taxi	Mobility	186	-2.1%	190	AAA-
42	43	▲	ADNIC	Insurance	183	+33.2%	137	AA-
43	-	New	RAK Ceramics	Engineering	158	-	-	AA-
44	44	=	DAE	Aerospace & Defence	154	+17.9%	131	AA-
45	46	▲	Fertiglobe	Chemicals	150	+18.7%	126	A+
46	42	▼	Global Feeder Shipping	Logistics	135	-16.4%	162	B
47	47	=	Sukoon Insurance	Insurance	122	+17.0%	105	A
48	45	▼	Orient Insurance	Insurance	121	-4.1%	126	AA-
49	50	▲	Tristar	Logistics	110	+24.5%	89	A-
50	-	▲	Parkin	Commercial Services	100	+24.3%	80	A-

Methodology

Definitions



Brand Value

Meta + Enterprise Value
[Meta]
 The value of the entire enterprise, made up of multiple branded businesses.

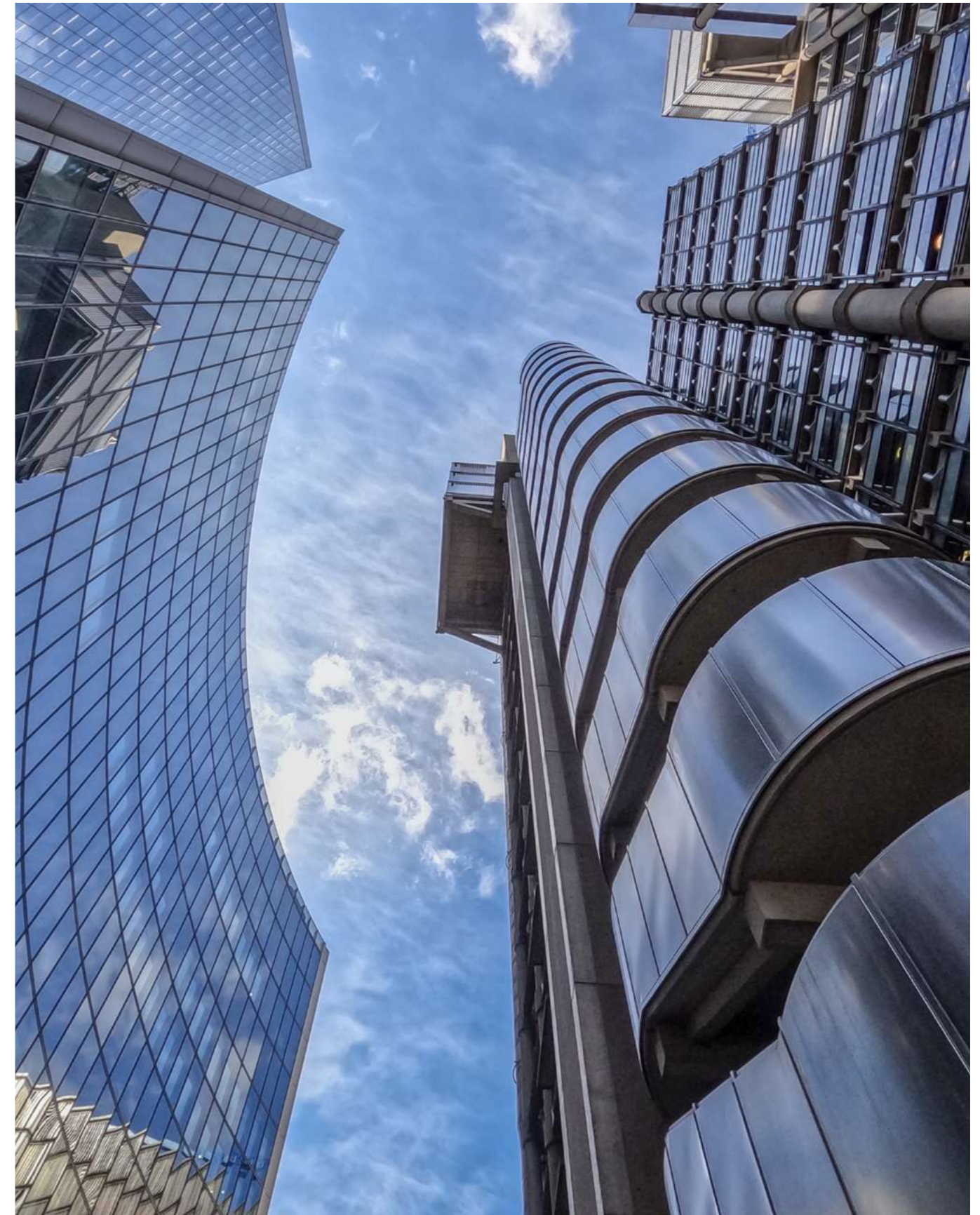
Where a company has a purely monobrand architecture, the 'enterprise value' is the same as 'branded business value'.

facebook + Branded Business Value
[Facebook]
 The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.

facebook + Brand Value
[Facebook]
 The value of the trademark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.



Brand Valuation Methodology

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

What is Brand Value?

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result, published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public ranking but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 6,000 brands in over 41 markets.



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue).



Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. This Brand Strength analysis is based on two core pillars: “Brand Perceptions” which relate to the level of brand familiarity and the views stakeholders have of a brand’s offer; and “Customer Behaviours” which are the impacts that those perceptions have on demand, price, and advocacy.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.



Brand Impact x Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.



Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to anybody, government or organisation.

Brand Strength Methodology

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance.

Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviours.

To manage the 'Brand Value Chain' process effectively we create and use the 'Brand Strength Index' (BSI). This index is essentially a scorecard split between Brand Perceptions and Customer Behaviours – as measured through our Global Brand Equity Monitor research. This Brand Strength Index is subsequently explained through an analysis of diagnostic attributes known as 'Brand Inputs' which highlight the actions marketers can take to build core brand strength.

Brand Strength Index



Attribute Selection and Weighting

We follow a general structure incorporating the brand perceptions and the outcomes that they cause on customer behaviours. This covers the core brand metrics which matter most and have been analysed for their impact on market share and revenue growth.

These attributes are weighted according to their importance in driving the following pillar: Brand Perceptions in driving Customer Behaviours; and finally, the importance of Customer Behaviours metrics in driving market share, revenue, and ultimately, business value.



Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions.

Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of more than 175,000 people from the general public on their perceptions of over 6,000 brands in over 31 sectors and 41 countries.

Over a period of 3 months towards the end of each calendar year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



Benchmarking and Final Scoring

To convert raw data into scores out of 10 that are comparable between attributes within the scorecard, we then must benchmark each attribute.

We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution. Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation.

Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating. Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Our Services

Consulting Services

Brand Analytics & Insights

The measures that matter



The only way to effectively manage a brand is to measure it. Brand evaluations are essential to understand the strength of your brand and how it compares to your competitors. Measuring your brand helps identify what drives value and how to prevent losing marketing share, resulting in effective, data-driven strategies to grow your brand.

- + Brand Audits
- + Qualitative & Quantitative Research
- + Syndicated Studies
- + Brand Tracking
- + Brand Drivers & Conjoint Analysis
- + Marketing Mix Modelling
- + Are we building our brand strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?
- + What is most important to my customers?

Brand Valuation

Make the business case for your brand



Brand valuation is the language marketers use to ensure finance teams understand the value of their brand. Valuation data empowers CFOs to invest in brand with confidence, resulting in business decisions focused on enduring, growing brand value and strength. Valuations also help investors and those selling, to ensure that the full value of the business is accounted for in a transaction.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Return on Investment
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?
- + Can I quantify how important my brand is to the board?

Brand Strategy

Brand management based on data



Understanding the value of your brand transforms it into a powerful tool you can use to determine the business impacts of strategic branding decisions. All stakeholders must understand how investing in brand growth impacts the bottom line. Brand growth is accelerated when strategies use valuation to align marketing and finance.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Brand Scorecards
- + Brand Growth Roadmaps
- + Which brand positioning do customers value most?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + What actions should I take to strengthen my brand?
- + Should I migrate my brand immediately?
- + Is a masterbrand strategy the right choice for my business?

Sports & Sponsorship



Brand Sustainability



Employer Branding



Place Branding





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