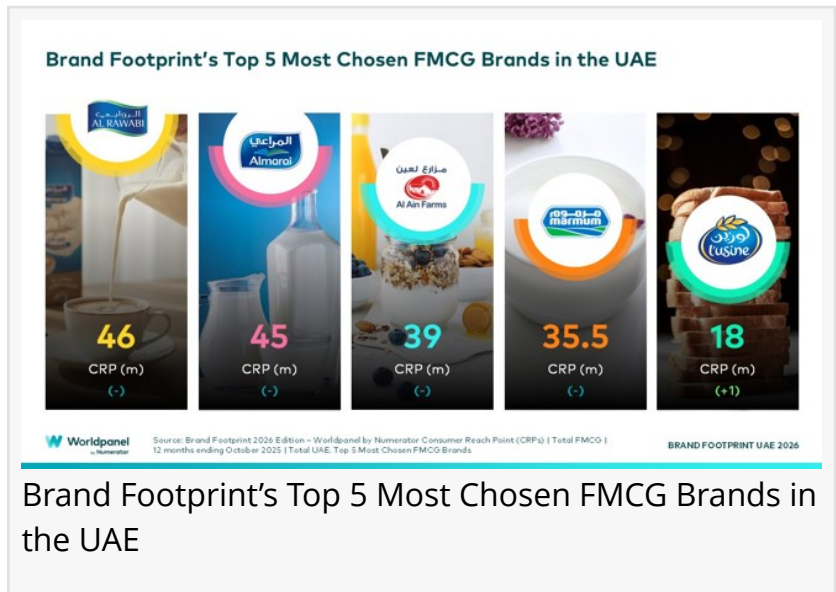


Al Rawabi tops Worldpanel by Numerator's Brand Footprint 2026 ranking of the UAE's Most Chosen FMCG Brands

The 14th edition of the report reveals a growing FMCG market where brands are winning by expanding household reach.

DUBAI, UNITED ARAB EMIRATES, August 11, 2026 /EINPresswire.com/ -- Al Rawabi has retained its position as the UAE's Most Chosen FMCG Brand, according to the latest [Worldpanel by Numerator Brand Footprint 2026 ranking](#), which reveals a market where growth is broad-based, competition remains intense, and the brands outperforming are those reaching more households rather than simply selling more to existing buyers.



The annual Brand Footprint ranking measures how often consumers choose a brand using Consumer Reach Points (CRPs), a unique metric that combines household penetration, population and purchase frequency to capture every shopper choice. The ranking offers the most comprehensive view of brand performance across the United Arab Emirates' fast-moving consumer goods (FMCG) market.

Joining Al Rawabi at the top of this year's ranking are Almarai, Al Ain Farm, Marmum and Almarai's L'Usine, which moved up one place to enter the Top Five, reflecting continued momentum for brands that have successfully expanded their presence across UAE households.

Beyond the ranking itself, Brand Footprint 2026 offers a snapshot of how the FMCG sector is evolving. UAE households made 968 million brand choices during the year, while FMCG spending rose 3.4% and the number of households increased by 3.3%. Local and regional brands continued to play a defining role in the market, accounting for 67% of Consumer Reach Points among the Top 250 brands, despite the country's highly international retail landscape.

"The Brand Footprint ranking tells a much richer story than who sits at the top of the table. This

year's results show that the UAE remains one of the region's most competitive FMCG markets, where growth is being earned rather than inherited. Market leaders continue to strengthen their position, yet challenger brands are also finding room to grow by becoming relevant to more households. That reflects the diversity of the UAE consumer landscape, where shoppers are exposed to an exceptionally broad range of local, regional and global brands and continue to reward those that consistently deliver relevance and availability," said Alan Roy, General Manager Middle East at [Worldpanel by Numerator](#).

Penetration remains the key driver of brand growth

One of the most important insights from this year's ranking is that penetration continues to outperform frequency as the engine of sustainable growth. The brands making the biggest gains are not simply encouraging existing buyers to purchase more often—they are continuously recruiting new households. In a market characterized by constant innovation, high mobility and diverse consumer preferences, expanding a brand's reach remains the strongest indicator of long-term success.

The Brand Footprint findings reinforce this trend, showing that penetration (either on its own or combined with higher purchase frequency) was the primary driver behind the strongest-performing brands in this year's ranking.

Among the biggest movers in the ranking, Hayatna climbed five places to become the UAE's seventh most chosen FMCG brand after increasing its Consumer Reach Points by 58%, driven by strong gains in household penetration. Meanwhile, Sprite recorded one of the year's most significant advances, climbing 19 places in the overall ranking as it expanded both penetration and purchase frequency, illustrating how both local and global brands can unlock growth by broadening their consumer reach.

About Brand Footprint

Worldpanel by Numerator's Brand Footprint is the world's most comprehensive ranking of FMCG brands based on actual consumer choice. Using Consumer Reach Points (CRPs), it measures how often brands are chosen by shoppers by combining household penetration, population and purchase frequency. The 2026 edition covers the 12 months ending October 2025 including more than 30,000 brands across 56 markets, representing 73% of the world's population and 84% of global GDP.

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