



PRESS RELEASE

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64% of Africans believe in Africa, but only 14% are loyal to African brands

- African brands retain 14% share of Top 100 most admired brands in Africa.
- South Africa's MTN retain position as the #1 most admired brand in Africa.
- Kenya's Equity Bank leapfrogs African banking giants to take pole position as the most admired financial services brand in Africa.
- BBC retains lead as the #1 most admired media brand in Africa.
- South Africa, Nigeria, United States, China and Kenya are the top 5 countries perceived to contribute to a better Africa.
- MTN, Coca Cola and UN/UNICEF lead in 'doing good for society and environment'.
- Nike is #1 brand in Africa for the 7th consecutive year.

Johannesburg, South Africa – May 24, 2024 – Despite 64% of Africans expressing confidence in the continent, they remain loyal to non-African brands, which have retained their lowly 14% of the most admired brands in Africa, Brand Africa revealed in its 14th annual Brand Africa 100: Africa's Best Brands research and rankings.

African nations account for 64% of the Top 50 most admired countries, with South Africa, Nigeria, United States, China and Kenya the top 5 countries perceived to contribute to a better Africa. All members of the newly expanded 9-member BRICS block, except Iran made the list, that's dominated by Southern and West Africa which account for 44% of the Top 50 nations Africans admire globally. African brands have retained a 14% share of Top 100 most admired brands in Africa for the second year in a row. African brands, led by South African telecommunications group, MTN, Nigerian conglomerate, Dangote, Zambian consumer group, Trade Kings, Nigerian telecommunications group, Glo, South African media group, DStv and Ethiopian Airlines retain their respective positions as the Top 5 most admired African brands spontaneously recalled. South Africa (5) and Nigeria (5), with Ethiopia (1), Zambia (1),

Zimbabwe (1) and Tanzania (1), are the only 6 African nations that make up the 14% share of the Top 100. Europe retained its 37% share of the Top 100, while North America declined 12,5% to 28% as Asia grew its share by 23,5% to capture 21% of the African market.

Nike, Adidas, Samsung, Coca Cola and Apple have all retained their positions for the 5th consecutive year as the Top 5 most admired brands in Africa. In an interesting insight, affirming how entrenched non-African brands are in Africa, many such as *Coca-Cola*, *Pepsi*, *Samsung*, *Lacoste*, *Total (Energies)* and *Guinness* are mistakenly recalled among the most admired 'African' brands when the question is asked, "What African brands do you admire?"

Among organisations that are driving to do good while doing well, focusing as much on social and environmental concerns as on profits, UNICEF (originally called the United Nations International Children's Emergency Fund) and UN, the #1 NGO, Coca Cola the #1 non-African organisation and MTN the #1 African brands retained their positions among the most admired brands in Africa.

"While the share of African brands remain a disappointing 14%, with Africans overwhelmingly believing that mostly Africa will contribute to a better Africa, as nations continue to create an enabling environment for African entrepreneurs and the AfcFTA opportunity is realized, it's just a matter of time, but ultimately the share of African brands will increase," says Thebe Ikalafeng, founder and chairman of Brand Africa.

Recognising that brands are a vector of a nation or organisation's identity, reputation competitiveness, every year, since 2011, *Brand Africa*, through its independent research partners, Kantar, Geopoll across sub-Saharan Africa, Integrate in North Africa, and Analysis in the East African Islands, conducts research in over 30 markets which account for as much as 85% of the continent's GDP and population. The results are published as the lead cover story in the June edition of *African Business*, the continent's foremost business magazines since 1966.

Over the next few weeks, Brand Africa will release country specific results in key countries across the continent.

For Information on the Brand Africa agenda, initiatives and partners and specifically the Brand Africa 100: Africa's Best Brands Rankings visit www.brand.africa and follow the results on #BrandAfrica100 and #AfricasBestBrands.

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Brand Africa 100 | Africa's Best Brands | Global

Top 100 Brands (Spontaneous Recall)				
	Overall (Top 100)		African Brands (Top 100)	
#1	Nike		MTN	
#2	Adidas		Dangote	
#3	Samsung		Trade Kings	
African Brands (Aided Recall)				
	African Brands	Media Brands	Financial Services Brands	Country Brands
#1	MTN	BBC	Equity Bank	South Africa
#2	Dangote	DStv	Standard Bank	Nigeria
#3	DStv	CNN	ABSA	USA
#4	Ethiopian Airlines	Al Jazeera	FNB	China
#5	Bathu Shoes	Facebook	UBA	Kenya
Sustainable Brands – Doing Good for Society, People and Environment				
	NGO	African	Non-African	
#1	UNICEF/UN	MTN	Coca Cola	
#2	WHO/OMS	Dangote	Vodafone/Vodacom/Safaricom	
#3	USAID	Azam	Nike	
#4	Red Cross/Croix Rouge	Trade Kings	Unilever	
#5	ONU	DStv	Samsung	

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About Brand Africa 100: Africa's Best Brands

Recognizing that brands drive the growth, reputation and competitiveness of nations, Brand Africa (www.brand.africa) was established in 2010 as a non-profit brand-led movement to inspire a brand-led African renaissance. The *Brand Africa 100 | Africa's Best Brands*, has been the flagship initiative of Brand Africa since 2011. The rankings, announced annually on or around Africa Day, 25 May every year since 2011, are the most authoritative study on brands in Africa, covering 30 countries that account for over 85% of the population and over 85% of the GDP of Africa. The survey is conducted by the world's leading mobile based research firm, Geopoll, with insights provided by the world's largest information research firm, Kantar working with in close collaboration with Africa's premier branding, strategic communications and intellectual property advisory firm, Brand Leadership. For more information on Brand Africa 100 | Africa's Best Brands visit <https://www.brand.africa/Home/FAQs>.

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