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**UNITED KINGDOM**  
 IC PUBLICATIONS  
 7 Coldbath Square, London EC1R 4LQ  
 Tel: +44 20 7841 3210  
 icpubs@icpublications.com  
 https://african.business

**FRANCE**  
 IC PUBLICATIONS  
 609 Bat A 77 rue Bayen 75017 PARIS  
 Tel: +33 1 44 30 81 00  
 info@icpublications.com  
 www.icpublications.com

**FOUNDER**  
 Afif Ben Yedder

**PUBLISHER & EDITOR-IN-CHIEF**  
 Omar Ben Yedder | o.benyedder@icpublications.com

**EDITOR**  
 David Thomas | d.thomas@icpublications.com

**EDITOR-AT-LARGE**  
 Hichem Ben Yaïche | h.benyaiche@icpublications.com

**DIGITAL EDITOR**  
 Shoshana Kedem | s.kedem@icpublications.com

**SUB EDITOR**  
 Charles Dietz | c.dietz@icpublications.com

**HEAD OF BUSINESS INTELLIGENCE**  
 Desné Masie | d.masie@icpublications.com

**VP DEVELOPMENT**  
 Saliba Manneh | s.manneh@icpublications.com

**PROJECTS DIRECTOR**  
 Zine Ben Yahmed | z.benyahmed@icpublications.com

**ADVERTISING SALES DIRECTORS**  
 Medrine Chitty, Baytir Samba, Nick Rosefield

**ADVERTISING**  
 advertising@icpublications.com

**DISTRIBUTION**  
 distribution@icpublications.com

**PRODUCTION MANAGER**  
 Sophie Dillon | s.dillon@icpublications.com

**TUNISIA**  
 Slah Nouri | s.nouri@icpublications.com  
 Néjib Ben Yedder | n.benyedder@icpublications.com  
 Mohamed Ali Aboudi | m.aboudi@icpublications.com  
 Tel: +216 98 351 844  
 App A1-6, Imm. Yasmine Tower,  
 Boulevard de la Terre, Centre Urbain Nord,  
 Tunis 1082, Tunisia

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## Contents



# Brands Pandemic drives African brands story

This year's ranking has given the resilience of established brands with little change at the top of our rankings, despite a tumultuous year and despite extending our survey to a larger sample of respondents.

This exclusive ranking, the brainchild of Thebe Ikalafeng, founder of Brand Africa and of the *Brand Africa 100: Africa's best brands rankings*, highlights once again our admiration for international brands, which continue to be dominant on the continent.

Nonetheless, we have seen African brands come to the fore in finance and media. DStv is our Most Admired Brand in Media and all the Top 10 Most Admired Brands in financial services are African. Our money seems to be in African pockets at least.

Thanks once again to Geopoll, Brand Leadership and Kantar for their invaluable support in putting together this ranking. Enjoy the read!

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After a steady decline in the rankings, African brands stood their ground during a year defined by the Covid-19 pandemic, writes Brand Africa founder and chairman, **Thebe Ikalafeng**, in a review of the results of the 11th annual survey of the most admired brands in Africa. Other contributors include **Reahile Ramathesele**, **Thabani Khumalo** and **Karin du Chenne**

# PANDEMIC DRIVES AFRICAN BRANDS STORY

**W**hen the 2020 Brand Africa survey was undertaken in the first quarter, the World Health Organisation (WHO) had just declared Covid-19 a global pandemic, pointing to over 118,000 cases of the coronavirus in over 110 countries and territories around the world and the sustained risk of further global spread.

Since then, according to WHO, globally, there has been over 160m confirmed cases and over 3.3m deaths. Africa, one of the least tested regions, officially accounts for 2% (3.4m) of the confirmed cases and 2.5% (84,000) of the deaths, although the real totals are likely to be much higher.

It usually takes around a decade to bring a new vaccine to market, but many of the leading pharmaceutical companies including Pfizer, Johnson & Johnson, Moderna and AstraZeneca focused their attention on delivering a vaccine for Covid-19 in less than a year, and to date more than 1.5bn doses have been administered.

While globally the primary concern shifted to the efficacy and safety of the vaccines developed at such a record speed, in developing regions such as Africa, with no vaccine development initiatives in place, the focus has been on equitable access. With many African nations battling to find and/or fund vaccines for their citizens, and struggling to convince citizens to understand the necessity of lockdowns and their consequential economic impact, the pandemic has occupied the conscience of citizens across the developed and the developing nations.

Given the pandemic's omnipresence and impact, Brand Africa sought to determine its impact on the brands' balance of power and status in the rankings.

Despite a year of massive upheavals, and

**US sportswear brand Nike retains its spot at #1 in our Top 100, while Samsung is at #3 for a third year and Coca-Cola maintains its #4 spot**

a larger sample size this year, we noticed little change among our survey of Africa's Most Admired Brands. US sportswear brand Nike retains its spot at #1 in our Top 100 (see pages 24-25), while Samsung is at #3 for a third year and Coca-Cola maintains its #4 spot.

Ethiopian Airlines makes a grand entrance in the list as the only airline, at #51. It was the first out of the big three African airlines (Ethiopian Airlines, Kenya Airways and South African Airways) to resume service and has been praised for its strategy in converting passenger planes into cargo planes during the depths of the pandemic. Such shrewd measures bolstered the airline's already strong reputation and contributed to its high debut in the Top 100.

Stubbornly, foreign brands continue to dominate our continental ranking. When the brands are broken down by origin, the make-up is also largely unchanged. Europe leads the way again with 41% (-1%) of all entries, North America at 30% (+1%), Asia at 16% (unchanged) and Africa retains its 13% share. Similarly, the leading African branding nations largely retained their positions, with Nigeria (-1) and South Africa (-) on five each, Ethiopia with two (+1) and Kenya one (-), accounting for the 13 brands among the Top 100 Most Admired Brands in Africa.

## WHO brand takes Covid centre stage

Unsurprisingly, given its global role and media presence during the pandemic, the WHO emerged as #1 in the list of brands perceived to have been the most helpful during the pandemic (see table page 22). Governmental agencies, international bodies and NGOs represented 20% of the brands named by respondents - organisations like WHO and Unicef (#7), the Africa Centers for Disease Control (#16) and USAID (#19) - while private sector companies represented 80%. South Africa's MTN, which donated 7m Covid-19 vaccine doses to nine African countries, is the lead-



A WHO employee supervises the arrival of the first batch of coronavirus vaccines in Sudan. The organisation tops our ranking of brands that stood out for their Covid response.



## Special report: Top Brands



Above: South Africa's Bathu brand is taking Africa by storm, entering the Most Admired African Brands table at #10.

ing private sector brand at #2, in a private sector list where all multinational mobile operators in Africa – Vodafone Group (#3), Orange (#4), Airtel (#6) – and media brands Facebook (#10) and DSTV (#24) made the list of the Top 25. Unsurprisingly, the leading pharmaceutical groups, Johnson & Johnson (#12) and AstraZeneca (#25) feature, but Nigeria's Dangote (#8) is the only industrial brand in the list.

### 'Made in Africa' on the rise

While a 2017 survey by How We Made It In Africa found that 63% of African respondents said they prefer to buy African brands whenever possible, over

the past 10 years only 20% of the brands that Africans admire have been "Made in Africa".

Against the backdrop of the AfCFTA, now in its implementation phase, there has been a marked shift to local economies and a renewed focus on "home-grown" brands.

How have African brands and businesses reacted and which brands have retained, improved or lost their status among African consumers? As usual this year, we asked respondents to name their most admired African brand. The resulting list shows a 28% change on last year, with several upstart local brands muscling their way into the Top 25 (see table below).

Entering a list dominated by stalwart brands Dangote (#1), MTN (#2) and DSTV (#3), is a relatively new brand, South Africa's Bathu, at #10. The sneaker brand was founded only five years ago by accountant Theo Baloyi, who quit his job at PwC to start the brand. During the Covid period, the firm grew its footprint by more than 50%. The brand now operates 24 standalone flagship stores with a staff complement of over 250 to deliver over 100,000 pairs of shoes annually to adoring "sneaker heads".

While the brand has no physical presence outside South Africa, e-commerce, sustained and inspirational social media and collaboration with celebrated artists such as the well-known singer, dancer and influencer Somizi Mhlongo have helped boost the brand beyond its home market. As Baloyi puts it, Bathu brand is "a

### Most Admired African Brands (prompted)

2021 Rank	2020 Rank	2019 Rank	Brand Africa 100	Category	Country of origin	Change
1	1	1	Dangote	Consumer Non-cyclical	Nigeria	0
2	2	2	MTN	Telecoms	South Africa	0
3	3	4	DSTV	Media	South Africa	0
4	4	3	Anbessa	Apparel	Ethiopia	0
5	7	21	Ethiopian Airlines	Aviation	Ethiopia	2
6	12	6	Safaricom	Telecoms	Kenya	6
7	9	7	Shoprite	Retail	South Africa	2
8	18	13	Jumia	Retail	Nigeria	10
9	6	8	Glo	Telecoms	Nigeria	-3
10	n/a	n/a	Bathu	Apparel	South Africa	New
11	n/a	n/a	Bic	Consumer Non-cyclical	South Africa	New
12	n/a	n/a	Maroc Telecom	Telecoms	Morocco	New
13	10	n/a	Innoson	Auto-Manufacture	Nigeria	-3
14	11	10	Trade Kings	Consumer Non-cyclical	Zambia	-3
15	8	n/a	Vodacom	Telecoms	South Africa	-7
16	n/a	n/a	Loxion Kulca	Apparel	South Africa	New
17	14	12	Amarula	Alcoholic Beverages	South Africa	-3
18	16	9	Tusker Beer	Alcoholic Beverages	Kenya	-2
19	n/a	n/a	SoleRebels	Apparel	Ethiopia	New
20	20	n/a	Mukwano	Consumer Non-cyclical	Uganda	0
21	n/a	n/a	Golden Penny	Consumer Non-cyclical	Nigeria	New
22	13	5	Econet	Telecoms	Zimbabwe	-9
23	19	15	Tiger Brands	Consumer Non-cyclical	South Africa	-4
24	n/a	n/a	Kantanka Auto	Auto-Manufacture	Ghana	New
25	5	18	Azam	Consumer Non-cyclical	Tanzania	-20



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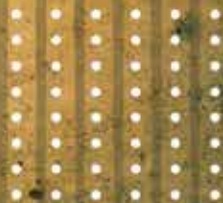
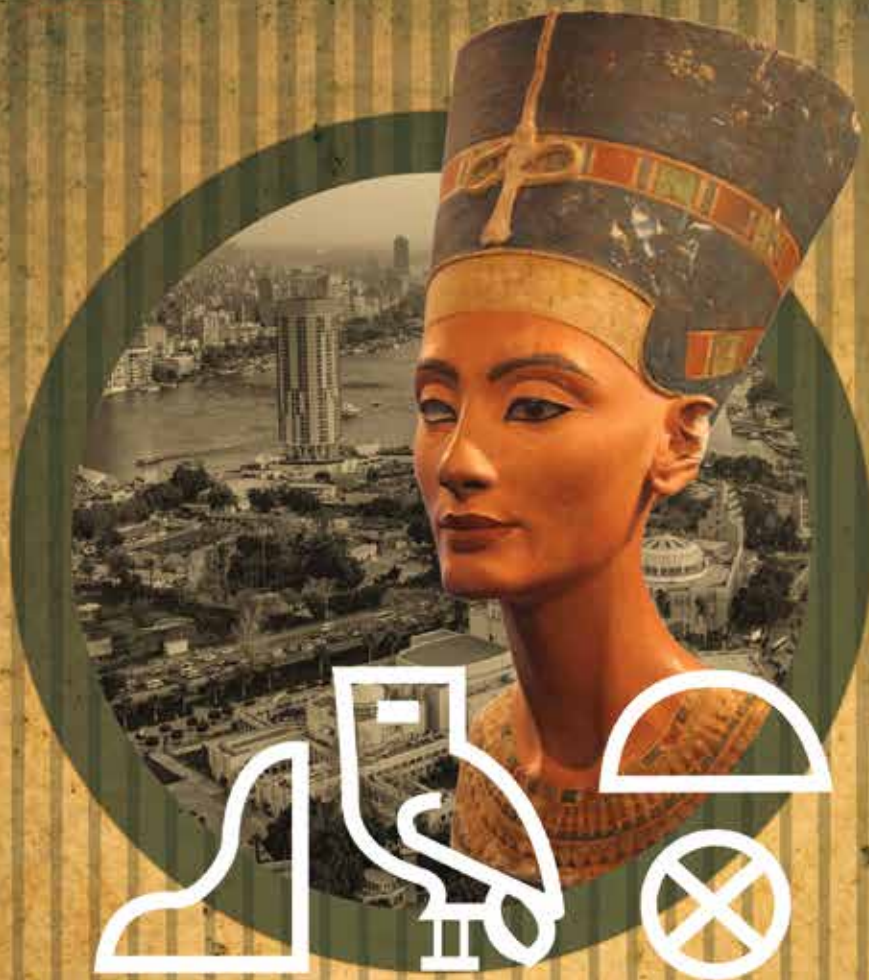
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South Africa’s popular streetwear and lifestyle brand Loxion Kulca, whose co-founder, Wandi Nzimande, died earlier in the year, made a resurgent entry at #16. Available in more than 150 outlets in South Africa, Botswana, Swaziland and Namibia primarily, it is among the iconic brands inspired by local lifestyle and culture.

These South African brands reflect a rise and appreciation of local heritage and lifestyle among African apparel brands. Rounding the three apparel category brands is Ethiopia’s made-to-order sustainable and ethically handcrafted brand, soleRebels (#19), created by Ethiopian entrepreneur Bethlehem Tilahun Alemu in 2005. Like many daring African brands, soleRebels has benefited from global media coverage.

Ghana’s Kantanka Automobile, established in 1994 by Kwadwo Safo Kantanka, makes its way into the Top 25 at #24, representing a category where African brands hardly participate due to high investment and technical expertise requirements. In the middle of the pandemic in 2020, Kantanka announced a shift to producing smaller, less expensive cars to compete with new and used global brands in Africa. The used car market has found a lucrative secondary market in Africa. But as Innoson Motors, at #13, one of Africa’s first and few automotive manufacturing companies, put it, “Africa has literally become a dumping ground

for foreign used automobiles. We are not second class people that should only drive second hand vehicles.” In 2018 Rwanda banned the importation of second-hand clothing to protect its nascent garment and textile industry. Politicians hope these actions will raise the opportunity for more “Made in Africa” brands, especially with the AfCFTA drive to increase intra-Africa trade.

### Banking on relevance and agility

Our ranking of the financial services sector (*see below*) is again dominated by African brands, particularly from South Africa (7), Nigeria (6) and Kenya (3), who make up over 75% of the Top 25 brands. The sector was marked by adaptation to the digital era, acquisitions and support for customers during the pandemic’s tough economic conditions.

GT Bank held on to the #1 spot for the second year in a row after another strong financial performance. With its digital-first customer-centric business strategy, the forward-thinking bank retained loyal customers during a time when the whole world was in lockdown. A restructuring and shakeup of top management as the bank strives to attract digital customers should see GTBank retain its #1 spot into the foreseeable future.

The biggest change comes from Equity Bank. The Kenyan bank moved up (+6) following expansion in East and Central Africa. The bank expanded its op-

## Most Admired Finance Brands

2021 Rank	2020 Rank	2019 Rank	Top Finance	Country of origin	Change
1	1	6	GTB	Nigeria	0
2	2	n/a	First Bank	Nigeria	0
3	5	3	Absa	South Africa	2
4	4	7	UBA	Nigeria	0
5	11	n/a	Equity Bank	Kenya	6
6	3	1	Ecobank	Togo	-3
7	9	4	Bank of Africa (BOA)	Mali	2
8	7	5	Standard Bank/Stanbic	South Africa	-1
9	n/a	n/a	Capitec	South Africa	New
10	10	15	Zenith	Nigeria	0
11	8	9	Access Bank (Diamond)	Nigeria	-3
12	6	2	First National Bank (FNB)	South Africa	-6
13	12	8	KCB	Kenya	-1
14	13	11	Western Union	USA	-1
15	16	12	Old Mutual	South Africa	1
16	14	20	Société Générale	France	-2
17	17	13	Mpesa	Kenya	0
18	15	n/a	Paypal	USA	-3
19	n/a	n/a	Banque Populaire	Morocco	New
20	20	14	Standard Chartered Bank	UK	0
21	18	22	Visa	USA	-3
22	22	n/a	AXA	France	0
23	24	16	Clientele Life	South Africa	1
24	n/a	n/a	Nedbank	South Africa	New
25	21	17	Fidelity Bank	Nigeria	-4

**Special report: Top Brands**

erations in the DRC by merging its existing operation of Equity Bank Congo with its acquisition of BCDC to form Equity BCDC, which is now the second largest financial services company in the country. Equity played a big role during the pandemic by positioning itself to support SMEs.

Kenya's KCB Bank retains a strong presence in the tables with its bold move to acquire 100% of Rwanda's Banque Populaire du Rwanda as part of its drive to increase its regional footprint. This should not be confused with Banque Populaire, the Moroccan financial services group, with a large presence across North, West and Central Africa, #19 in our ranking.

**The world reports Africa**

The media category (see table page 20) continues to reflect a bias towards non-African media which represent more than 75% of the most admired media in Africa. With Covid limiting entertainment options beyond the home, digital businesses such as streaming services thrived. Netflix, the home entertainment giant, rose to #5 in our media ranking by doubling its

subscriptions in 2020. Globally its share price climbed more than 30% in 2020 as investors bet on people spending more time indoors. The rise of Netflix, National Geographic (new at #13) and the maintenance of the mainstay news brands BBC (-1), CNN (-) and Al Jazeera (-), which are all accessible through South Africa's DStv platform, propelled DStv to leapfrog BBC as the #1 media brand in Africa.

The challenge for African media brands remains fragmentation and lack of investment. Other than Cameroon's Afrique Media, all other entrants in the media category are non-African. Consequently, despite the finding by Africa No Filter's recent research that "63% of non-African media have no correspondent in Africa – and only 1% of content is from African news agencies," Africa's story and perceptions continue to be shaped outside its borders.

**'Pent up luxury demand'**

One of the biggest winners in this year's main table was luxury fashion brand Christian Dior, rising 25 slots to #41, buoyed by what Forbes refers to as "pent-

**Most Admired African Brands 2021 (unprompted)**

2021 Rank	2020 Rank	2019 Rank	Brand Africa 100	Category	Country of origin	Change
11	8	7	MTN	Telecom Provider	South Africa	-4
23	25	15	Dangote	Consumer, Non-Cyclical	Nigeria	-8
29	12	26	Anbessa	Apparel	Ethiopia	-3
43	45	36	DSTV	Media	South Africa	-7
44	52	50	Shoprite	Retail	South Africa	6
51	New	New	Ethiopian Airlines	Airline	Ethiopia	New
60	47	61	Tiger Brands	Consumer, Non-Cyclical	South Africa	1
61	74	65	Jumia	Technology	Nigeria	4
62	62	46	Nasco	Consumer, Non-Cyclical	Nigeria	-16
63	30	28	Glo	Telecom Provider	Nigeria	-35

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up luxury demand” due to the pandemic. Many of the luxury brands in the rankings saw an improvement versus the previous year. Gucci (+1), Louis Vuitton (+2), Lacoste (+10), Versace (+5), and Dolce & Gabbana (+4) all rose up the rankings, while Tommy Hilfiger (#92) and Fendi (#98) returned to this year’s rankings after having not featured at all in the previous two rankings. The trend of surging luxury brands goes beyond apparel, with auto manufacturing brands, Ferrari (+17), BMW (+10) and Mercedes-Benz (+4) all surging up the rankings. With no opportunity to travel, spending on luxury became a sanctuary for big spenders.

**Winners and losers**

The common denominator across this year’s Top 100 is the impact of Covid-19. As people’s lives became more digitalised, using technology to work, shop, buy groceries and connect with loved ones – and mostly staying home during lockdowns – many technology brands saw themselves exploding into the rankings, with the highest debut coming from Chinese consumer electronics company Oppo Mobile at #42,

fellow Chinese consumer electrics company Xiaomi debuting at #64 and a 29 place climb to #35 for Japanese company Toshiba.

The most obviously Covid-19 related surge came from pharmaceutical giant Johnson & Johnson, who entered the rankings at #82, catapulted by their development of a Covid-19 vaccine that was the first to be approved as a single dose in the US. The company’s pledge to develop and distribute a not-for-profit vaccine also contributed to the brand’s goodwill and positive media coverage. Similarly, with the greater awareness around hygiene, it is no shock that Dettol (+8) rose up the ranks.

One of last year’s biggest losers, LC Waikiki has rebounded to become this year’s biggest winner. Rising a whopping 49 spots to #50, the Turkish apparel retailer has reached a higher spot than the one from which it fell last year. Its rebound could be attributed to its growth in Kenya, Uganda and plans to expand in Zambia.

Tech giant Facebook fell 20 slots to #74, continuing a downward trajectory over the last three years

**Most Admired Media Brands**

2021 Rank	2020 Rank	2019 Rank	Top Finance	Country of origin	Change
1	2	2	DStv	South Africa	1
2	1	1	BBC	UK	-1
3	3	3	CNN	USA	0
4	4	4	Al Jazeera	Qatar	0
5	9	n/a	Netflix	USA	4
6	7	n/a	Canal+/Canalsat	France	1
7	11	n/a	Facebook	USA	4
8	n/a	n/a	NTV	Germany	New
9	6	n/a	MTN	South Africa	-3
10	8	5	RFI	France	-2

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# THE BRAND BEHIND THE BRANDS



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as concerns rose over the use of users' private data, including a recent global backlash over updates to their subsidiary WhatsApp's privacy policy, and the controversial flagging of "fake" posts related to #EndSARS and "Pray for Nigeria" protests harmed the brand, creating an opening for lesser-known competitors such as Telegram and Signal as users searched for alternative instant messaging services.

Tesla, the electric car manufacturer, which became the world's most valuable car firm after seeing its shares rise more than 700% in 2020, made a spectacular debut, the third highest, at #58. Tesla's surge as a brand is likely attributable to increasing car sales and a general global shift towards demand for electric vehicles as well as confidence in South African-born CEO Elon Musk.

Finally, after living in a Covid world, it is surprising that brands like Zoom, MS Teams and Google Meet, which have boomed at the expense of physical offices, didn't make the list.

**Conclusion**

There is no doubt that Covid, despite its devastating impact on lives and livelihoods, has presented opportunities for African brands to challenge non-African brands. While Africa's share remains a mere 13%, the rise in entrepreneurial African brands in the Top African Brands list offers a ray of hope and insight into Africa's potential best, exemplified by South Africa's Bathu and Ethiopian Airlines, which transported more than 20m vaccines to more than 20 countries. As Africa's inability to play an active role in developing a vaccine against Covid for the continent shows, the challenge remains Africa governments' inability to create an enabling environment and support industrialisation and the development of Made in Africa brands.

Until then, the ambitious goal of AfCFTA to drive intra-Africa trade to 50% by 2030 will not benefit African brands that cannot compete with non-African brands on the continent. ■



**What Brands stood out for their Covid response?**

**Rank**

1	WHO
2	MTN
3	Vodafone/Safaricom/Mpesa
4	Orange
5	Red Cross
6	Airtel
7	Unicef
8	Dangote
9	First National Bank (FNB)
10	Facebook
11	Coca-Cola
12	Johnson & Johnson
13	Shoprite
14	Equity Bank
15	Dettol
16	Africa Centers for Disease Control (CDC)
17	Nike
18	Absa
19	USAID
20	Standard Bank/Stanbic
21	Samsung
22	Amazon
23	Ecobank
24	DStv
25	AstraZeneca



**WHAT ARE THE TOP 100 MOST ADMIRED BRANDS IN AFRICA?**

**Brand Africa 100: Africa's Best Brands is the most comprehensive, authoritative and referenced pan-African survey and ranking of brands in Africa.**

Now in its 11th year, Brand Africa 100: Africa's Best Brands survey is the most comprehensive survey on brands and their underlying businesses in Africa. The survey covers 25 countries that represent over 25 countries spanning all the five economic regions. Collectively these countries account for over 75% of the population and over 75% of the GDP of Africa. The survey is undertaken by **GeoPoll**, the leading provider of remote market research solutions in Africa, insights and analysis by **Kantar**, the world's largest information research firm and **Brand Leadership**, Africa's premier branding and reputation advisory firm. [www.brand.africa](http://www.brand.africa)



## Surveying the Most Admired Brands in Africa: The 2021 Brand Africa 100 Methodology

**N**ow in its 11th year, Brand Africa 100 is a consumer-led survey which seeks to establish brand preferences across Africa. Conducted in 28 countries covering all economic regions in Africa, which collectively account for over 80% of the continent's population and GDP, it is the most comprehensive survey on brands in Africa.

The research, which yielded over 80,000 brand mentions and over 2,000 unique brands, was conducted independently using Geopoll's sophisticated digital survey platform, during the first quarter of 2021, by Brand Africa partners Geopoll ([www.geopoll.com](http://www.geopoll.com)), the world's leading provider of remote market research solutions in Africa with a database of over 250m respondents in emerging markets, with strategic analysis and insights by Kantar ([www.kantar.com](http://www.kantar.com)), the globally respected consumer knowledge and information company, and Brand Leadership ([www.brandleadership.africa](http://www.brandleadership.africa)), Africa's leading brand research, strategy and activation advisory firm.

Brand Africa has been using GeoPoll's research platform for data collection since 2015 due to the high penetration, convenience and effectiveness of mobile across Africa. Conducting interviews via mobile ensured a wider reach and expediency in conducting research across the continent than would be possible with face-to-face interviews. Individuals aged 18 and older in the sample countries were asked to report on their top three most admired brands, irrespective of country of origin or domicile. In 2021, due to the pandemic, a new question was added, to understand the one brand that Africans perceive to be the most helpful during the on-going pandemic. In addition,

because of their catalytic impact or influential role, respondents were further asked to rank their top three most admired media and financial services brands respectively. As an African-focused survey and given the growing number of African brands, since 2017/8 a new question was introduced specifically focusing on identifying "the Most Admired African brand".

With the final coded data, Kantar calculated a score for each brand and created an index that takes into account the sample and population sizes of each country, weighted on gender and population of the countries covered. The brands were analysed to ensure there are no duplications and no generic categories rather than trading brand mentions. Where the brand operated under different names in different markets such as Stanbic/Standard Bank and Vodacom/Vodafone/Safaricom, or where the brands were sub-brands of a dominant brands such as Apple's iPod, iPhone and iPad, the results were consolidated under one score for the group brand. In identifying the list for the Most Admired African brands, where the brands had a dominant African residual equity or identity derived from their origins in Africa such as Safaricom, Mpesa and Tusker from Kenya or Castle from South Africa, irrespective of its ownership or shareholding the brand was recognised as an African brand.

To make the list of the Top 100 Most Admired Brands in Africa and the Most Admired African brands, the brands had to be available or recalled in at least one country other than their domicile market. Given the fragmentation and proliferation of local media, the media list is based only on truly pan-African media with reach across a significant number of African countries.

Finally, in recognising the impact of brand reputation on the value of brands, since 2019, Brand Africa 100 analysis has been identifying the most admired brands listed on leading African bourses.

Overall, since its founding in 2011, the Brand Africa 100: Africa's Best Brands has been based on the most rigorous consumer-led methodology consistent with global best practices. Over the years, despite the increase in the sample number of countries and doubling the sample, the survey has yielded relatively consistent results and has become a trusted barometer of brands in Africa.

*Karin Du Chenne, Chief Growth Officer Africa Middle East and Matthieu Sauvage-Mar, VP of Client Development, GeoPoll*



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## Special report: Top Brands

## Most Admired Brands in Africa

2021 Rank	2020 Rank	2019 Rank	Brand Africa 100	Category	Country	Continent	Change
1	1	1	Nike	Sport and Fitness	USA	North America	0
2	2	2	Adidas	Sport and Fitness	Germany	Europe	0
3	3	3	Samsung	Electronics / Computers	South Korea	Asia	0
4	4	4	Coca-Cola	Non-alcoholic Beverages	USA	North America	0
5	6	7	Apple	Electronics / Computers	USA	North America	1
6	5	5	Tecno	Electronics / Computers	China	Asia	-1
7	8	7	Puma	Sport and Fitness	Germany	Europe	1
8	9	9	Gucci	Luxury	Italy	Europe	1
9	11	11	Toyota	Auto Manufacturers	Japan	Asia	2
10	16	21	Zara	Apparel Retailer	Spain	Europe	6
11	7	8	MTN	Telecom Provider	South Africa	Africa	-4
12	13	14	Vodafone/Safaricom/Mpesa	Telecom Provider	UK	Europe	1
13	10	13	Airtel	Telecom Provider	India	Asia	-3
14	12	10	LG	Electronics / Computers	South Korea	Asia	-2
15	19	20	Mercedes Benz	Auto Manufacturers	Germany	Europe	4
16	14	19	Nestlé	Consumer, Non-Cyclical	Switzerland	Europe	-2
17	18	16	Pepsi	Non-alcoholic Beverages	USA	North America	1
18	17	24	Unilever	Consumer, Non-Cyclical	UK	Europe	-1
19	23	23	Sony	Electronics / Computers	Japan	Asia	4
20	22	22	Orange	Telecom Provider	France	Europe	2
21	21	17	Itel Mobile	Electronics / Computers	China	Asia	0
22	24	18	Huawei	Electronics / Computers	China	Asia	2
23	15	25	Dangote	Consumer, Non-Cyclical	Nigeria	Africa	-8
24	20	21	Nokia	Electronics / Computers	Finland	Europe	-4
25	27	26	Infinix Mobile	Electronics / Computers	China	Asia	2
26	25	27	Google	Technology	USA	North America	-1
27	29	46	Louis Vuitton	Luxury	France	Europe	2
28	33	40	H&M	Apparel Retailer	Sweden	Europe	5
29	26	12	Anbessa	Apparel	Ethiopia	Africa	-3
30	40	28	BMW	Auto Manufacturers	Germany	Europe	10
31	41	43	Lacoste	Luxury	France	Europe	10
32	32	34	Hewlett-Packard/HP	Electronics / Computers	USA	North America	0
33	37	50	Nivea	Personal Care	Germany	Europe	4
34	31	43	Chanel	Luxury	France	Europe	-3
35	64	36	Toshiba	Electronics / Computers	Japan	Asia	29
36	55	New	Ford	Auto Manufacturers	USA	North America	19
37	42	44	Versace	Luxury	Italy	Europe	5
38	57	32	Guinness	Alcoholic Beverages	Ireland	Europe	19
39	43	29	Fanta	Non-alcoholic Beverages	USA	North America	4
40	69	39	Reebok	Sport and Fitness	Germany	Europe	29
41	66	New	Christian Dior	Luxury	France	Europe	25
42	New	New	Oppo Mobile	Electronics / Computers	China	Asia	New
43	36	45	DStv	Media	South Africa	Africa	-7
44	50	52	Shoprite	Retail	South Africa	Africa	6
45	44	33	Polo	Apparel	USA	North America	-1
46	39	59	Microsoft	Technology	USA	North America	-7
47	56	New	Amazon	Technology	USA	North America	9
48	62	57	Dell	Electronics / Computers	USA	North America	14
49	51	53	KFC	Consumer, Non-Cyclical	USA	North America	2
50	99	67	LC Waikiki	Apparel Retailer	Turkey	Europe	49



2021 Rank	2020 Rank	2019 Rank	Brand Africa 100	Category	Country	Continent	Change
51	New	New	<b>Ethiopian Airlines</b>	Airline	Ethiopia	Africa	New
52	35	49	<b>FILA</b>	Sport and Fitness	Italy	Europe	-17
53	30	90	<b>Danone</b>	Consumer, Non-Cyclical	France	Europe	-23
54	34	75	<b>Indomie</b>	Consumer, Non-Cyclical	Indonesia	Asia	-20
55	53	66	<b>PZ Cussons</b>	Consumer, Non-Cyclical	UK	Europe	-2
56	38	44	<b>Blue Band Margarine</b>	Consumer, Non-Cyclical	UK	Europe	-18
57	67	86	<b>McDonalds</b>	Consumer, Non-Cyclical	USA	North America	10
58	New	New	<b>Tesla</b>	Auto Manufacturers	USA	North America	New
59	59	58	<b>Colgate</b>	Personal Care	USA	North America	0
60	61	47	<b>Tiger Brands</b>	Consumer, Non-Cyclical	South Africa	Africa	1
61	65	74	<b>Jumia</b>	Technology	Nigeria	Africa	4
62	46	62	<b>Nasco</b>	Consumer, Non-Cyclical	Nigeria	Africa	-16
63	28	30	<b>Glo</b>	Telecom Provider	Nigeria	Africa	-35
64	New	New	<b>Xiaomi</b>	Electronics / Computers	China	Asia	New
65	63	35	<b>Vans</b>	Apparel	USA	North America	-2
66	73	69	<b>Tusker</b>	Alcoholic Beverages	Kenya	Africa	7
67	58	55	<b>Honda</b>	Auto Manufacturers	Japan	Asia	-9
68	71	87	<b>Close-Up</b>	Personal Care	UK	Europe	3
69	91	96	<b>Ariel</b>	Consumer, Non-Cyclical	USA	North America	22
70	85	New	<b>Sharp</b>	Electronics / Computers	Japan	Asia	15
71	82	New	<b>Clover</b>	Consumer, Non-Cyclical	South Africa	Africa	11
72	New	New	<b>Peak Milk</b>	Consumer, Non-Cyclical	Nigeria	Africa	New
73	83	New	<b>Volkswagen</b>	Auto Manufacturers	Germany	Europe	10
74	54	51	<b>Facebook</b>	Technology	USA	North America	-20
75	48	77	<b>Converse All Star</b>	Apparel	USA	North America	-27
76	79	89	<b>Victoria's Secret</b>	Luxury	USA	North America	3
77	80	71	<b>Levi's</b>	Apparel	USA	North America	3
78	76	New	<b>Oral B</b>	Personal Care	USA	North America	-2
79	49	73	<b>OMO</b>	Consumer, Non-Cyclical	UK	Europe	-30
80	97	97	<b>Ferrari</b>	Auto Manufacturers	Italy	Europe	17
81	89	New	<b>Dettol</b>	Consumer, Non-Cyclical	UK	Europe	8
82	New	New	<b>Johnson &amp; Johnson</b>	Consumer, Non-Cyclical	USA	North America	New
83	78	New	<b>Philips</b>	Electronics / Computers	Netherlands	Europe	-5
84	84	56	<b>Audi</b>	Auto Manufacturers	Germany	Europe	0
85	68	83	<b>Always</b>	Personal Care	USA	North America	-17
86	96	72	<b>Hisense</b>	Electronics / Computers	China	Asia	10
87	74	61	<b>Calvin Klein</b>	Apparel	USA	North America	-13
88	70	99	<b>Sunlight</b>	Consumer, Non-Cyclical	UK	Europe	-18
89	New	New	<b>Heineken</b>	Alcoholic Beverages	Netherlands	Europe	New
90	New	New	<b>Under Armour</b>	Sport and Fitness	USA	North America	New
91	100	78	<b>Sprite</b>	Non-alcoholic Beverages	USA	North America	9
92	New	New	<b>Tommy Hilfiger</b>	Apparel	USA	North America	New
93	95	New	<b>Milo</b>	Consumer, Non-Cyclical	Switzerland	Europe	2
94	98	60	<b>Dolce &amp; Gabbana</b>	Luxury	Italy	Europe	4
95	72	New	<b>Cadbury</b>	Consumer, Non-Cyclical	UK	Europe	-23
96	New	New	<b>Land Rover/Range Rover</b>	Auto Manufacturers	UK	Europe	New
97	New	New	<b>Peugeot</b>	Auto Manufacturers	France	Europe	New
98	New	New	<b>Fendi</b>	Apparel	Italy	Europe	New
99	New	New	<b>Renault</b>	Auto Manufacturers	France	Europe	New
100	93	New	<b>Jeep</b>	Auto Manufacturers	USA	North America	-7

All over Nigeria, across West Africa and beyond, consumers choose NASCO's brands on account of their abiding, unbeatable brand equity. Executive Chairman **Dr Attia Nasreddin** outlines the approach that has made NASCO the dominant player in Nigeria's FMCG sector

# NASCO Group: Six decades of providing the quality life and marching on!

Since 1963, NASCO Group has been enriching the lives of consumers by providing products of superior quality and value. From a single factory nearly 60 years ago, to the many successful business divisions we maintain today, NASCO Group has established itself as a Fast-Moving Consumer Goods (FMCG) leader with a consistent track record of financial performance.

As markets have evolved over time, we have continued to grow and adapt, demonstrating a willingness to embrace change and maximise opportunities for expansion and innovation. NASCO has remained resilient as Nigeria's dominant player in the FMCG segment, bestriding the foods, confectioneries, packaging, hospitality, real estate, and household consumer products space. This exponential growth is fuelled and sustained by a historically strong, competitive consumers' franchise. All over Nigeria and across West Africa and beyond, consumers choose our brands, again and again on account of our abiding, unbeatable brand equity.

NASCO Group's long-term development is linked to the regions in which we operate, and we plan to capitalise on the strong growth in sub-Saharan Africa by increasing our manufacturing capabilities. In addition to producing products that offer both quality and value for money, we will continue to strengthen our market presence and deliver sustainable profitability by investing in research and technology to

reinforce our brands and leverage them into new categories.

With its proven and documented strides in generating hundreds of thousands of jobs nationwide, both directly and indirectly, NASCO propels other significant job creation value-chain multipliers, with positive impact on the Nigerian economy overall.

By the same token, our combined operations and activities are a valuable touchpoint yielding quality livelihoods via massive backward integration processes which are associated with – and lead to – huge, cyclical local raw materials procurements. Our recent, enormous investment forays into the agri-business field aim to further strengthen and expand existing, mutually beneficial relationships, especially with our partner-farmer communities.

We are therefore proud to stand tall as champions of Nigerian agriculture. By sourcing grains from local and regional farmers to feed our production, NASCO is actively involved and strongly supports the government's efforts to optimise backward integration. The focus is to feed revenue back to rural communities, and through this programme we have empowered our farmers, which in turn helps to improve export earnings via agricultural production. Many more lives will be changed for the better thereby, whilst food security within Nigeria and throughout the African continent will receive a boost.

NASCO also believes and abides by the principle that community involve-

ment is the key to business success. Established by our founder, this principle and core belief is as true today as it was then, and this can be verified by our solid financial performance and track record of profitability.

Corporate Social Responsibility (CSR) is thus deeply ingrained in NASCO's culture. We will always reinvest in regional and national economic development through employment generation, sports and recreational engagements, educational scholarship opportunities (formal and vocational), environmental sustainability, and health initiatives and interventions.

This approach is essential for ensuring long-term development options and prospects which meaningfully benefit vulnerable and less-privileged communities, thereby unleashing national economic growth.

## Championing sustainability

We meticulously consider the effects of our products and operations on the planet. The health and wellbeing of people is a key and ever-evolving consideration that we do not take lightly. This approach to corporate citizenship personifies and advances our chosen, unique role as champions of a more sustainable and equitable world. As a responsible corporate citizen therefore, we are dedicated to pioneering social change across board.

The NASCO partnership with Green Renaissance Africa exemplifies our unflinching determination to support ad-





***We will continue to strengthen our market presence and deliver sustainable profitability by investing in research and technology to reinforce our brands and leverage them into new categories***

vocacy and inspire practical action and direct involvement in greening the environment. Through our mutual strategic, widespread tree-planting campaign, NASCO and Green Renaissance Africa will collaborate to catalyse environmental conservation and protection. This continuing partnership undertaking is attracting national and international attention for good reason, and NASCO is glad to pioneer a private sector model to guide citizen action in mitigating the effects of climate change, and building the needed coalitions that will identify, create, and add value on this score over the long-term.

Correspondingly, the safety of community water supplies remains a crucial concern throughout sub-Saharan Africa. NASCO is encouraging and backing organisations working to improve community health by expanding access to sustainable water and sanitation facilities. Our flagship *NASCO Moments Radio Talk Show* (now in its fifth year, with a weekly audience of well over 6m active listeners spread across six Nigerian states) helps to constructively impact and sustain awareness on vital issues of health, hygiene, and allied practices. Additionally, the NASCO Action Home Care brand is at the forefront in the fight against the Covid-19 pandemic across Africa.

We invite you to join us as we continue this inexorable march to become sub-Saharan Africa's premier brand of quality consumer products, providing the quality life to change lives.

**Dr Corneille Karekezi** Group Managing Director/Chief Executive Officer of the African Reinsurance Corporation (Africa Re) answers our questions about the Corporation's history and mission

# Africa Re

## 45 years of belief and focus on the capacity of Africa

**Africa Re has been established for over 45 years. To what extent has the Corporation fulfilled its mandate and achieved its objectives as a pan-African entity?**

The African Reinsurance Corporation (Africa Re) is a successful pan-African story that has gone through the different stages of growth to become the renowned financial institution that it is today. The Corporation went through a difficult birth in 1976 during one of the challenging periods in the history of the continent. There were political, economic and social hurdles that seemed insurmountable. Our operations started in 1978 with an authorised capital of \$15m of which \$10m was subscribed and \$5m was paid up.

With regard to the financial rating and creditworthiness, Africa Re is rated A by A.M. Best and A- by S&P. We therefore remain the highest-rated African reinsurer that operates from Nigeria, Kenya, Morocco, Mauritius, Côte d'Ivoire, Egypt, Sudan, United Arab Emirates, Ethiopia and South Africa, providing reinsurance services to the whole of Africa and key strategic international markets.

Africa Re remains committed to its development mandate as outlined in the mission: to foster the development of the insurance and reinsurance industry in Africa; to promote the growth of national, regional and sub-regional underwriting and retention capacities; and to support African economic development.

The Corporation conducts regular training and provides targeted technical assistance to industry stakeholders for relevant capacity building. This was recently complemented by the Young Insurance Professional Programme that



**The headquarters of Africa Re in Victoria Island, Lagos.**

has enrolled three cohorts of 2,250 trainees from 46 African countries.

Our industry recognition initiative, "African Insurance Awards" held its sixth edition in 2020. Four award categories recognised companies with good profitability, strong corporate governance and innovation including the strategic leaders of those companies. Also, various initiatives financed through the Africa Re Foundation have aimed at building the technical and organisational resources of many African insurance regulatory authorities. The Corporation has the strongest capitalisation of any national, regional or international reinsurer on the continent, exceeding \$1bn in 2021.

Africa Re supports African economies through its corporate social responsibility initiatives coordinated by the Africa Re Foundation.

**As a responsible Corporate Citizen, is Africa Re participating in the fight against the Covid-19 pandemic and if so, how?**

Through the Africa Re Foundation, the

Corporation approved a donation of \$3.32m to various governments and private institutions at the forefront of the fight against the pandemic. This support is directed towards awareness campaigns, preventive measures, acquisition of medical equipment and personal protective equipment.

This is currently being disbursed to the beneficiaries. The entities to receive the donation are the Africa Centres for Disease Control and Prevention of the African Union (\$500,000); eight countries that host Africa Re offices, namely South Africa, Nigeria, Kenya, Côte d'Ivoire, Ethiopia, Egypt, Mauritius and Morocco (\$250,000 each); and 41 insurance associations of Africa Re member states (\$20,000 each). For our staff, we have put policies in place to comply with the guidelines from local authorities.

**What is Africa Re doing to improve the very low insurance penetration on the continent?**

Africa Re supports the insurance industry through highly rated reinsurance capacity, technical assistance in insurance product development and capacity building of human resources. In addition, we support awareness campaigns in some markets on the relevance of insurance. Agriculture being the mainstay of most African economies, agricultural insurance is also an initiative we support through the development of parametric insurance products for small-scale farmers to guarantee loans from governments. The Corporation also encourages insurance related technology companies and equally sponsors research and development in the insurance industry.



***The Corporation  
has the strongest  
capitalisation of any  
national, regional or  
international reinsurer  
on the continent,  
exceeding \$1bn in 2021***



**TECNO Mobile** has recently been recognised in Africa's Top Brands 2021 for its brand leadership and by Counterpoint Research for its technological prowess. Why is the company so admired in Africa and how does it intend to maintain its leadership? We examine the key factors behind TECNO's success

# Decoding the cultural driving force of TECNO Mobile

In the recently released African Top Brands ranking 2021, TECNO ranks among the Top 6 brands on the African continent for the fifth consecutive year, another highly prestigious recognition of the brand's leadership in Africa. Earlier this year, Counterpoint Research ranked TECNO as Africa's number one smartphone brand in 2020, stating that TECNO made its breakthroughs in mobile photography technology and continued investment in the market throughout the pandemic despite a challenging year.

Speaking on these remarkable achievements, TECNO gave a very humble response by thanking African consumers' trust and support for the brand, and also openly shared that the company always looked towards the future to tackle the challenges presented by societal and technology trends.

With the rise of African economies and young consumers, Africa's smartphone landscape is changing rapidly. Looking back on the historical rankings, Samsung and TECNO have for the most part led the change in the past five years. It's not too much to say that to see the future of Africa's smartphone market, we have to look at the trends that TECNO and Samsung are embracing.

Globally, TECNO is undoubtedly a dark horse that is championing the African market while gaining significant momentum and robust growth world-wide. So what makes TECNO a brand most admired by Africa? In a world driven by the rise of social media and young users, what is TECNO's strategy to hold on to and strengthen its leadership among future users? And what can we expect from the brand?



TECNO branded film *The Rise of The Selfie* on YouTube

Below: According to Counterpoint's whitepaper, TECNO Mobile Leads in AI-enhanced photography, as exemplified by its latest CAMON17 Pro

## Daring to challenge and commit to a neglected demand

As much as Samsung and Apple may dominate the international headlines, the real competition on the continent is taking place in the middle range smartphone brackets. TECNO is leading the challenge, where its products and services target every African market without discriminating or needing to restrict its geographical focus, relying on the quality of its products and the features it can offer.

"Culture eats strategy for breakfast." Looking at TECNO's culture, it's no surprise that the customer is at the very centre of everything they do. By simply listening and daring to do what seems impossible to some, and pursuing these challenges, they have reaped the rewards of Af-

rica's admiration. TECNO has set numerous records in the industry that define its success. To name a few, it was the first to launch dual SIM cards in Africa over a decade ago to solve the expensive data-roaming problem and the complexity of telecom service providers, the first to develop larger and longer-lasting batteries that provided 72 hours of battery life and up to six days standby time to solve power supply issues, the first to bring a dark-skin camera solution, which is now a recognised leader in this regard at global level, and has been named a leader by Counterpoint Research report in AI-led camera performance in the new era.

The culmination of these achievements certainly puts TECNO at the forefront of meeting neglected market demand; developing uniquely designed smartphones for consumers they know well has resulted in TECNO's leadership today. With their innovation and industry leading technologies, it's no surprise their devices are more accessible and priced favourably compared to other brands in the mid-range smartphone segment.

Looking to the future, TECNO shared that they will cherish the consumers' real demand from a smartphone brand and carry forward their strategy of connecting consumers with the latest contemporary technologies so their customers can pursue a better, smarter digitally connected life and uncover a world of possibilities.

## Innovation with a close watch on societal changes

The evolution of their products is closely related to the development of technology and societal changes. The rise of short, snackable content has recently dominated our media consumption behaviours. People in general love con-







***TECNO will carry forward their strategy of connecting consumers with the latest contemporary technologies so their customers can pursue a better, smarter digitally connected life***

suming short-format media, especially the younger generation. They are often criticised for the selfie revolution and being too self-centred and narcissistic. TECNO is on the one hand innovating to bring the latest camera tech to consumers with optimisation for new social applications, and on the other hand calling for the public to employ devices in a positive way, as demonstrated in their recent #SelfieforGood short film which looks at the different sides of the selfie.

Through thorough consumer studies, TECNO has found that more and more people want to have a perfect moment to capture the perfect selfie on their devices to express “real life” and to show their “real self”. However, this also leads to polarised opinions around the selfie. TECNO re-examined this phenomenon and launched its first branded documentary online, *The Rise of The Selfie*, which is not only the first short film by the brand, revealing the past and present of the selfie to consumers around the world, but also discusses in-depth techniques and applications of photography; ranging from the contribution of photography to the rise of the selfie, the emotional and human side behind the selfie, the power of the selfie generation and the future of this cultural phenomenon. The recent launch of TECNO CAMON 17 ushers in the trend of the “real self” and pays attention to selfie technology, hoping that each individual can further express their unique self, and always “be young at heart”. It also further encourages young people to use the selfie for good in positive ways to speak to their dreams.

#### **International strategy and design thinking for the future**

More and more mainstream media and industry organisations are beginning to take note of TECNO’s momentum in recent years toward further globalisation – continuous technological innovation, artistic excellence, and expanding their presence in more than 60 emerging markets around the world. To TECNO, this also means more responsibility for serving these consumers well for the future with an international mindset.

Globally there is a prevailing trend for user-centred design, which TECNO has always been committed to embracing, as demonstrated in its products. In the first decade, TECNO’s product design started with fully understanding everyday problems their consumers faced. Today is no different. Although their customers’ needs will increasingly diversify, they will continue to pay close attention to these needs while broadening their consumer-centered designs to match.

**Special report: Top Brands****Category by Brands**

Category by # of Brands	2021	2020	Change
Consumer, Non-Cyclical	20	19	1
Electronics / Computers	17	15	2
Auto Manufacturers	13	10	3
Luxury	8	10	-2
Apparel	8	9	-1
Sport and Fitness	6	4	2
Telecom Provider	5	6	-1
Technology	5	6	-1
Personal Care	5	5	0
Non-alcoholic Beverages	4	6	-2
Alcoholic Beverages	3	4	-1
Apparel Retailer	3	3	0
Retail	1	2	-1
Media	1	1	0
Airline	1	0	1
<b>Total</b>	<b>100</b>	<b>100</b>	

**Top international brands perceived to be African**

2021	2020	Top African non African brands	Category	Country
1	1	Coca Cola	Non-alcoholic beverages	USA
2	2	Nike	Sport and Fitness	USA
3	3	Tecno	Technology	China
7	4	Nestle	Consumer Non-cyclical	Switzerland
4	5	Adidas	Sport and Fitness	Germany
10	6	Vlisco	Apparel	Netherlands
9	7	Samsung	Technology	South Korea
6	8	Airtel	Telecoms	India
not Top 10	9	Vodafone/Safaricom/Mpesa	Telecoms	UK
13	10	Guinness	Alcoholic Beverages	Ireland

**Top Countries of Origin by Number of Brands**

Continent	2021	2020
Europe	41	42
North America	30	29
Asia	16	16
Africa	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

**Africa**

Countries	2021	2020
Nigeria	5	6
South Africa	5	5
Ethiopia	2	1
Kenya	1	1
<b>Total</b>	<b>13</b>	<b>13</b>

**Asia**

Countries	2021	2020
China	7	6
Japan	5	6
South Korea	2	2
India	1	1
Indonesia	1	1
<b>Total</b>	<b>16</b>	<b>16</b>

**Europe**

Countries	2021	2020
UK	9	10
Germany	8	8
France	8	7
Italy	6	6
Switzerland	2	3
Netherlands	2	2
Finland	1	1
Luxembourg	0	1
Ireland	1	1
Spain	1	1
Sweden	2	1
Turkey	1	1
<b>Total</b>	<b>41</b>	<b>42</b>

**North America**

Countries	2021	2020
USA	30	29
<b>Total</b>	<b>30</b>	<b>29</b>

**US sportswear brand Nike retains its spot at #1 in our Top 100, while Samsung is at #3 for a third year and Coca-Cola maintains its #4 spot**



# SECURE YOUR FUTURE



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St Lucia



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This last year has shown how dependent we are on the most basic things. And how quickly those basic things can be taken away from us.

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