



# PRESS RELEASE

## Communiqué de Presse

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### FOR IMMEDIATE RELEASE

## 2025 BRAND AFRICA 100 | ETHIOPIA'S BEST BRANDS

23 May 2025

Despite Optimism for Africa Reaching 68%, Ethiopian brands only account for 13% among the Most Admired Brands in Ethiopia

- **Ethiopian Airlines** is the **#1 most admired aviation brand in Africa**, and the **#1 most admired Ethiopian brand**.
- **Ethiopian Airlines**, along with **Dangote**, **MTN**, **M-Pesa**, , and **Brand South Africa** are inducted into the inaugural **Brand Africa Hall of Fame** for consistently ranking among Africa's most admired brands over the past 5–15 years and building sustainable, world-class brands.
- **Ethiopian Airlines** is the **#1 most admired Ethiopian brand** for contributing to a better Africa.
- Only 32% of Ethiopians believe Africa contributes to a better Africa; and rank rank **China as the #1 most admired country in Ethiopia**, ahead of Ethiopia (#2), Russia (#3), USA (#4) and UAE (#5).
- **EBS** is **#1 most admired Ethiopian media brand**.
- **Mekedonia (Non Profit)**, **Ethio Telecom (Ethiopian)** and **Coca Cola (Non-African)** are the **#1 most admired brands for Doing Good For Society**.
- Only **6% of Top 100** most admired brands in Ethiopia are Ethiopian.
- **Nike** retains its **#1 spot** as the most admired brand overall in Africa for the 8th consecutive year.
- **Nike** is the most admired brand overall in Ethiopia, and the **#1 brand across Gen Z, Gen X and Millennials** – with Adidas the **#1** among Baby Boomers

**Addis Ababa, Ethiopia – 23 May 2025** – Brand Africa, in partnership with African Business and the Economic Commission for Africa, today unveiled the results of the **15th annual Brand Africa 100 | Africa's Best Brands** and **Ethiopia's Best Brands** rankings. The announcement was made at the historic **Africa Hall** in Addis Ababa, Ethiopia—the birthplace of the Organisation of African Unity (OAU), now the African Union (AU).

Ethiopia Airlines, Ethio Telecoms, EBS and Mekedonia are leading brands in Ethiopia, with Ethiopian Airlines flying the flag as the #1 overall Ethiopian brand.

The 2025 rankings reveal a pessimistic view of African and Ethiopian brands, with only 6% of the Top 100 brands admired Ethiopian, and 32% of Ethiopians believing African countries contribute to a better Africa. On the country, **68% of Africans express belief in Africa**, up from **64% in 2024**, but only **11% of the Top 100 most admired brands** are African. There were only 42% of the brands of G20 countries of origin and 50% brands of BRICS+ countries of origin among the most admired brands in Ethiopia. The low conversion rates underscore the urgent challenge for homegrown brands to convert belief into consumer commitment, and Africans to support Made in Africa brands.

"It is disappointing to see the low preference for local and African brands," says **Thebe Ikalafeng**, Founder and Chairman of Brand Africa. "Unfortunately, it mirrors the ranking of non-African nations as the most influential in Africa. What's clear is that it's a wake-up call for Africa—and a barometer of the continent's lagging industrialisation agenda. It's not enough for Africans to say they believe in the continent—they must buy made-in-Africa. For that to happen, African brands must invest in R&D, continue to innovate, deliver quality, and use authenticity as a differentiator."

In his keynote, **Mr. Claver Gatete**, United Nations Under-Secretary-General and Executive Secretary of the Economic Commission for Africa, who hosted the launch, praised the Hall of Fame inductees and Brand Africa laureates for advancing the African agenda. He endorsed Brand Africa, stating it aligns with the ECA's mission to promote inclusive industrialisation, regional integration, and private sector-led growth. He called for investment in **youth-driven innovation, regional value chains**, and the creation of a Pan-African creative innovation fund to identify, finance, and globalise Africa's most promising brands.

Following the global launch, Brand Africa will embark on a multi-country roadshow to share insights and rankings across all regions of the continent in supporting its mission to drive a brand-led African agenda.

The study was independently conducted by the world's most respected global research firms with deep coverage and experience across Africa - GeoPoll and Kantar, and supported by regional research partners. The overall 2025 study spans a baseline study across 31 African countries, including South Africa, which represents over 85% of Africa's population and GDP, and conducted in the eight major languages that are official or widely spoken in the five major economic regions of Africa, including Amharic to Swahili. Due to the high penetration, convenience and effectiveness, data in South Africa was conducted through mobile, which has been the primary approach for the rest of the continent since 2015.

Consumers aged 18 and older are asked to spontaneously identify their most admired brands across several categories: brands that are doing good for society and the environment, brands

contributing to a better Africa, African and non-African brands, and the most admired nations, regardless of the brand's origin. To understand insights of categories with low unaided recall but significant societal influence, in 2017 Brand Africa introduced prompted (aided) questions for media and financial services brands.

What distinguishes the Brand Africa 100: Africa's Best Brands study is that since its inception in 2011 (1) it is grown to be the most comprehensive barometer of consumer brand preferences spanning 31 African countries which collectively account for more than 85% of the continent's population and GDP; (2) it is research-based rankings; (3) conducted by independent and globally respected research partners, including Geopoll and Kantar, as the lead, supported by Integrate (Morocco), Gopinion (Algeria), Analysis (Mauritius) and Oxygen (Namibia), and (5) is brand-neutral because the study is unsponsored ensuring there is no commercial influence.

The 2025 Brand Africa 100 | Africa's Best Brands are covered widely and will once again be the cover feature of the June edition of African Business magazine, Africa's foremost business publication since 1966.

Finally, Brand Africa announced today that the Africa Hall will now be the venue for all Brand Africa 100 | Africa's Best Brands global announcements.

- 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](http://www.brand.africa) and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the Global event and results, email [info@brand.africa](mailto:info@brand.africa)

## Ends ##

## Brand Africa 100 | Africa's Best Brands | Ethiopia

### Brand Africa 100 | Africa's Best Brands | Ethiopia

Top 100 Brands		
	Overall (Top 100)	Ethiopian Brands (Top 100)
#1	Nike	Ethiopian Airlines
#2	Adidas	Anbessa Beer
#3	Samsung	CoopBank
Most Admired African Brands		
	Most Admired African Brands (Aided Recall)	Most Admired African Brands (Spontaneous Recall)
#1	Ethiopian Airlines	Ethiopian Airlines
#2	Dangote	Anbessa Beer
#3	Anbessa Beer	Kakira Sugar
#4	MTN	Max Air
#5	DStv	Old Khaki
Most Admired Media Brands		

	Ethiopian		Non – Ethiopian	
#1	EBS TV		BBC	
#2	Abbay TV		Al Jazeera	
#3	DStv		CNN	
Most Admired Brands   G20 and BRICS +				
	G20		BRICS+	
#1	Nike		Techno	
#2	Adidas		Anbessa Beer	
#3	Puma		Ali Express/Baba	
Most Admired Financial Services Brands				
	Ethiopian		Non – Ethiopian	
#1	Commercial Bank of Ethiopia		EBC Financial Group	
#2	Bank of Abyssinia		Bank of America	
#3	Awash Bank		CitiBank	
Nation Brands				
	Brand Contributing to a Better Africa		Most Admired Country Brand	
	Africa	International	African	Non - Africa
#1	Ethiopian Airlines	Nike	Ethiopia	China
#2	Dangote	Adidas	South Africa	Russia
#3	Anbessa Beer	Coca-Cola	Rwanda	USA
#4	AWO Coffee	Samsung	Kenya	UAE
#5	Gofere Sportswear	Toyota	Morocco	Qatar
Top Brand by Generation				
	Generation Z	Millennial	Generation X	Baby Boomers
#1	Nike	Nike	Nike	Adidas
#2	Adidas	Adidas	Adidas	Nike
#3	Samsung	Samsung	Ethiopian Airlines	Samsung
#4	Puma	Puma	Samsung	Puma
#5	Apple	Apple	Toyota	Sony
Sustainable Brands – Doing Good for Society and the Environment				
	Non Profit		African	Non-Africa
#1	Mekedonia		Ethiotelecom	Coca Cola
#2	World Health Organisation (WHO)		Anbessa Beer	Adidas
#3	FAO		Dangote	Samsung
#4	USAID		Dashen Brewery	Tesla

#5	Ethiopian Orthodox Tewahedo	Midroc Investment Group	Apple
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#### Brand Africa

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa ([www.brand.africa](http://www.brand.africa)) established in 2010, is 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>.