



15 YEARS

MEDIA RELEASE

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2025 BRAND AFRICA 100 | KENYA'S BEST BRANDS

- **CS Mutahi Kagwe, Brenda Mbathi and William Kalongo honoured for excellence and contributions in the Public Service, Business and Media**
 - **Safaricom leads Kenya's leads rankings with a Grand Prix for excellence across categories.**
 - **Citizen, Equity and Tusker lead categories for brand excellence**
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- Safaricom is the #1 most admired Kenyan brand.
 - 68% of Kenyans believe Africa contributes to a better Africa, but only 25% believe in Kenyan brands.
 - M-Pesa/Safaricom is the #1 brand most admired for 'contributing to a better Africa' and 'doing good for society and the environment.'
 - Citizen TV and CNN are the most admired Kenyan and non-Kenyan media brands
 - Equity Bank is the most admired Kenyan financial services brands
 - Nike ranks as the #1 brand among Gen Z, while Samsung leads among Millennials and Coca-Cola tops the list for Gen X
 - Nike retains its #1 position as the most admired brand in Africa for the 8th consecutive year.

Nairobi, Kenya – 23 June 2025: Today, Brand Africa, in collaboration with the Gina Din Group and Capital Club, unveiled the results of the **15th annual Brand Africa 100 | Kenya's Best Brands rankings**. The announcements were made by Brand Africa Founder and Chairman, Thebe Ikalafeng, and Gina Din Kariuki, Vice-Chairperson of Brand Africa.

While global brands continue to dominate the Kenyan brandscape, local stalwart brands, **M-Pesa, Safaricom, and Equity Bank** continue to set the pace for made in Kenya brands.

While **68% of Kenyans** believe in Africa's potential, the 2025 rankings reveal that **only 25% of** the Top 100 most admired brands in Kenya are made-in-Kenya. This reflects a continent-wide challenge in converting patriotic sentiment into brand loyalty. African brands only account for 11% of the Top 100 brands.

Across generations, **Nike** emerges as the most admired brand among Gen Z, while **Samsung** leads among Millennials, and **Coca-Cola** tops the list for Gen X.

"While Kenyans believe in Africa's promise, the fact that only 25% of the most admired brands are local calls for and urgent bold action to catalyse home-grown enterprises and brands," said Thebe Ikalafeng, Founder and Chairman of Brand Africa. "Globally celebrated brands such as M-Pesa, Safaricom and Equity Bank demonstrate that Kenya has the capacity and ability to build world-class brands and win."

Safaricom received the Grand Prix: Most Admired Kenyan Brand for its exceptional, purpose-led leadership and impact. Ranked the #1 overall most admired brand in Kenya, Safaricom excels across financial services, digital inclusion, sustainability, and social contribution. Its flagship subsidiary brand, M-Pesa, continues to transform lives and redefine financial empowerment, cementing Safaricom as a true Kenyan success story and a continental benchmark. M-Pesa was inducted into the Brand Africa Hall of Fame at the global Brand Africa 100 | Africa's Best Brands in Ethiopia on Africa Day.

Citizen TV, Equity Bank, and Tusker were honoured for outstanding category leadership in **media, financial services, and alcoholic beverages**, respectively. Each brand reflects deep cultural relevance, consumer trust, and leadership in its sector.

Sarova Hotels & Resorts was presented with the **Special Recognition Award for Heritage and Homegrown Excellence** in celebration of **50 years** of a homegrown heritage brand and a legacy of **excellence, entrepreneurial spirit, and economic patriotism**. As one of Kenya's most iconic hospitality brands, Sarova has consistently showcased the nation's warmth, culture, and quality, championing Kenyan excellence on both regional and global stages.

Africa Brand Leadership Excellence Awards

To honour individuals who have made extraordinary contributions to building Africa's image, driving growth, and shaping its brand narrative, the following distinguished leaders were recognised:

- **, Award for Distinguished Leadership in the Private Sector - Brenda Mbathi, CEO of Two Rivers International Finance and Innovation Centre and former President of GE**

East Africa

In recognition of exceptional leadership in shaping Kenya's positioning as a regional hub for finance and innovation, and advancing Africa-led investment and brand development.

- **Award for Distinguished Leadership in Industry – Williman Kalombo, the publisher of Marketing Africa and former Managing Director, Coca-Cola East and Central Africa**
In recognition of building enduring consumer brands, advancing marketing excellence in Africa, and shaping brand strategy and discourse across the continent.
- **Award for Distinguished Leadership in the Public Service - Hon. Mutahi Kagwe, the Cabinet Secretary for Agriculture and former CS for Health and ICT**
In recognition of visionary and resilient leadership in shaping Kenya's public health and digital infrastructure, and advancing the nation's brand and global positioning.

The **Brand Africa 100: Africa's Best Brands** rankings seek to establish the most admired brands based on **loyalty, respect, and love** the key drivers of admiration. This explains the **enduring appeal of a brand such as Mobius**, which built strong brand equity in Kenya over 13 years. Despite a hiatus, Mobius has returned to the hearts of Kenyans, reaffirming the power of authentic local connection and trust.

Since its inception in 2011, the **Brand Africa 100: Africa's Best Brands** has grown to become the most comprehensive barometer of consumer brand preference in Africa, covering 31 countries representing over 85% of the continent's population and GDP; research-based rankings conducted by independent and globally respected research partners including **GeoPoll** and **Kantar**, supported by regional partners; and brand-neutral methodology with no commercial influence ensuring trusted and credible results.

- 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.
- For more information on the Kenya event and results, email Mercy Mwangi at mercy@ginadin.group

Ends

Brand Africa 100 | Kenya's Best Brands

Top 100 Brands		
#	Overall (Top 100)	Kenya Brands (Top 100)
#1	Samsung	M-Pesa/Safaricom
#2	M-Pesa/Safaricom	Equity Bank
#3	Coca-Cola	Softcare
Most Admired African Brand		
#	Most Admired African Brand (Aided Recall)	Most Admired African Brand (Spontaneous Recall)
#1	M-Pesa/Safaricom	M-Pesa/Safaricom

#2	DSTV	Equity Bank		
#3	Tusker	DSTV		
#4	Kenya Airways	Softcare		
#5	MTN	Tusker		
Most Admired Media Brand				
#	African	Non-African	Kenya	
#1	Citizen TV	CNN	Citizen TV	
#2	Royal Media	BBC	Royal Media	
#3	Nation Media/Ntv	Al Jazeera	Nation Media/Ntv	
Most Admired Financial Services Brand - Overall				
#	African	Non-African	Kenya	
#1	Equity Bank	PayPal	Equity Bank	
#2	KCB	Visa	KCB	
#3	Absa	Mastercard	Cooperative Bank	
Sustainable Brands – Doing Good for Society and the Environment				
#	African	Non-African	NGO	
#1	M-Pesa/Safaricom	Coca-Cola	World Health Organization (WHO)	
#2	Equity Bank	Unilever	United Nations/UN AID	
#3	KCB	Microsoft	Red Cross	
#4	Absa		National Environment Management Authority (NEMA)	
		Samsung		
#5	Citizen TV	Google	USAID	
Most Admired G20 and BRICS+ Brands				
#	G20		BRICS+	
#1	Samsung		Tecno	
#2	Coca-Cola		Xiaomi	
#3	Nike		Airtel	
Nation Brands				
Most Admired Brand Contributing to a Better Africa			Most Admired Country	
#	African	Non-African	African	Non-African
#1	M-Pesa/Safaricom	Coca-Cola	Kenya	USA
#2	Equity Bank	Samsung	South Africa	China
#3	MTN	Nike	Rwanda	UK
#4	DSTV	Google	Nigeria	France
#5	Citizen TV	Adidas	Burkina Faso	Japan
Generations				
#	Gen Z		Millennials	Gen X
#1	Nike		Samsung	Coca-Cola
#2	Samsung		Coca-Cola	M-Pesa/Safaricom
#3	M-Pesa/Safaricom		M-Pesa/Safaricom	Samsung

#4	Coca-Cola	Nike	Adidas
#5	Adidas	Apple	Airtel

For Media Inquiries Contact:

Kenya	General
Mercy Mwangi, Gina Din Group Email: mercy@ginadin.group WhatsApp/Tel: +254 715 615 211	Lebogang Serapelwana, Brand Leadership PR Email: lebogang@brand.africa Whatsapp/Tel: +27 (0) 73 063 4607

Brand Africa

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa (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>.