



PRESS RELEASE

Communiqué de Presse

www.brand.africa

FOR IMMEDIATE RELEASE

2025 BRAND AFRICA 100 | AFRICA'S BEST BRANDS

GLOBAL RELEASE

23 May 2025

Despite Optimism for Africa Reaching 68%, African Brands Tumble to a Historic Low of 11% Among the Most Admired Brands in Africa.

- **Aliko Dangote** receives a **Lifetime Achievement Award** for championing impactful industrialisation, building a world-class African brand, and transforming the continent's economic future through a benchmark homegrown enterprise.
- **Dangote, MTN, M-Pesa, Ethiopian Airlines, 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.
- **MTN** is #1 African brand doing good for society and environment, and for contributing to a better Africa.
- **Dangote and MTN** are the most admired African brands.
- **The US, UK, and China** top the rankings of the most influential nations in Africa.
- **Nike** retains its #1 spot as the most admired brand overall in Africa for the 8th consecutive year.
- **South Africa** is the most admired nation brand in Africa.

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** 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).

The 2025 rankings reveal a stark disconnect between rising African optimism and declining brand loyalty. While **68% of Africans express belief in Africa**, up from **64% in 2024**, only **11%** of the **Top 100 most admired brands** are African - a historic low, down from **14%** in 2024. This drop underscores the urgent challenge for homegrown brands to convert belief into consumer commitment, and Africans to support Made in Africa brands.

The rankings are based on a comprehensive pan-African survey conducted across **31 countries** and in **8 languages**, from Arabic to Swahili - representing over **85% of the continent's population and GDP**.

The research reflects a changing brand landscape driven by Africa's **youthful population**, expanding **cultural influence**, and growing **geopolitical engagement** with global blocs such as the **G20** and **BRICS+**.

2025 Brand Africa 100 | Africa's Best Brands – Highlights

- Nike retains its #1 position as the most admired brand overall in Africa for the 8th consecutive year, with a relatively unchanged Top 10.
- MTN and Dangote are the top African brands by spontaneous and aided recall, respectively.
- MTN is the #1 brand contributing to a better Africa and for doing good for society and the environment.
- Bathu is the #1 most admired apparel brand.
- Standard Bank is the most admired financial services brand.
- Nike leads among Gen Z and Millennials, while Samsung leads for Gen Z and Baby Boomers.
- Top categories: Technology (18%), Luxury (12%), Consumer Non-Cyclical (11%), Auto-Manufacturers (9%).
- BBC is the #1 media brand overall; DStv is the #1 African media brand.
- South Africa is the most admired nation brand in Africa.
- USA is the most influential nation based on brand mentions and FDI, while the UK leads when adjusted for GDP.
- African brands make up 11% of the Top 100; G20-origin brands comprise 81%, and BRICS+ brands account for 20%.
- Aliko Dangote is honoured for his contribution to African industrialisation and brand leadership.
- MTN, M-Pesa, Dangote, Ethiopian Airlines, and Brand South Africa are inducted into the Brand Africa Hall of Fame for sustained Top 100 performance and impact over 5–15+ years.]

"It is disappointing to see the sharp drop in African brands, which mirrors the ranking of non-African nations as the most influential in Africa," says **Thebe Ikalafeng**, Founder and Chairman of Brand Africa. "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, 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.

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 and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the Global event and results, email info@brand.africa

Ends

Brand Africa 100 | Africa's Best Brands | Global

Top 100 Brands			
	Overall (Top 100)		African Brands (Top 100)
#1	Nike		MTN
#2	Adidas		Dangote
#3	Samsung		Azam group
Most Admired African Brands			
	Most Admired African Brands (Aided Recall)		Most Admired African Brands (Spontaneous Recall)

#1	Dangote	MTN		
#2	MTN	Dangote		
#3	Azam Group	Azam group		
#4	DSTV	DSTV		
#5	Maxhosa	Glo/Globacom		
Most Admired Media Brands				
	African	Non - African		
#1	DStv	BBC		
#2	Azam Media	CNN		
#3	Citizen TV	Al Jazeera		
Most Admired Brands G2o and BRICS +				
	G2o	BRICS		
#1	Nike	Tecno		
#2	Tecno	MTN		
#3	Louis Vuitton	Ethiopian Airlines		
	Media	Financial brands	Country	
#1	DStv	Standard Bank	South Africa	
#2	Azam Media	Ecobank	Nigeria	
#3	Citizen TV	United Bank of Africa	USA	
#4	EBS TV	FNB	China	
#5	Nation Media/NTV	Absa	Morocco	
Nation Brands				
	Most Admired Nations	Most Influential Nations		
	Overall	By Brand Mentions	Brand Mentions x FDI	Brand Mentions and FDI x weighted GDP
#1	South Africa	USA	USA	UK
#2	Nigeria	China	China	France
#3	USA	UK	UK	Finland
#4	China	France	France	Spain
#5	Morocco	Germany	Germany	Italy
Top Brand by Generation				
	Generation Z	Millennial	Generation X	Baby Boomers
#1	Nike	Nike	Samsung	Samsung
#2	Adidas	Adidas	Nike	Nike
#3	Samsung	Samsung	Adidas	Toyota
#4	Apple	Coca-Cola	Coca-Cola	Adidas
#5	Coca-cola	Apple	Toyota	Puma

Sustainable Brands – Doing Good for Society, People and Environment			
	NGO	African	Non-Africa
#1	United Nations	MTN	Coca Cola
#2	World Health Organisation (WHO)	Dangote	Tesla
#3	USAID	Azam Group	Nike
#4	Red Cross	Trade Kings	Adidas
#5	World Vision	Absa	Samsung

For Media Inquiries Contact:

Global	South Africa
Eloine Barry Africa Media Agency Email: eloine.barry@amediaagency.com WhatsApp/Tel: +225 074 901 2888 or +1 (917) 244 9894	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 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>.