



For Immediate Release  
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Africa Day

**African brands surge to 17% of the Top 100 brands.  
Nike is the #1 brand for the 4<sup>th</sup> consecutive year.  
Dangote is the #1 brand that embraces African pride.  
MTN is the #1 most admired African brand.  
GT Bank is the #1 financial services brand.**

**Lagos, Nigeria – 25 May 2022:** Today Brand Africa unveiled the 12<sup>th</sup> annual *Brand Africa 100: Africa's Best Brands 2022* rankings of the Top 100 most admired brands in Africa at a live event hosted by Brand Africa, at Eko Hotel & Suites in Nigeria.

Against a backdrop of internal focus as a consequence of an urgent rebuilding of economies devastated by the Covid-19 pandemic and the acceleration of AfCFTA's goal of driving greater intra-African trade, **after a 5-year decline**, African brands have surged 4% to 17% from an all-time low of 13% in 2020 and 2021, in the 2022 Brand Africa 100 | Africa's Best Brands survey and ranking of the best brand in Africa.

Challenger brands such as South Africa's lifestyle footwear brands, Bathu (#52) and Drip (#65), despite being primarily available in South Africa but accessible everywhere through e-commerce, showed massive growth in retail footprint in the middle of the pandemic and unmatched marketing and PR dollars, rocketed into the Top 100 as 17 brands exited, and heralded a notable return of African brands which once dominated the rankings as high as 34% when the rankings started in 2011.

MTN, the perennially leading African brand, has returned to the Top 10 as the highest ranking African brand and switched places with Dangote as the #1 African brand, recalled when prompted, to consolidate its status as the #1 African brand.

Dangote, the pre-eminent African brand founded in 1981 by Nigerian Aliko Dangote, emerged as the #1 brand that symbolises African pride in a question where Brand Africa sought to establish which brand in Africa is a flag carrier and embodiment of rising optimism and pride in Africa. South Africa, led by MTN, leads the African list, with Nigeria, led by Dangote, the overall #1 brand, at 28%, and Kenya with flag carrier, Kenya Airways, at 8% and Ethiopia, with its flag carrier brand, Ethiopian Airline at 4%.

Non-African brands, led by overall pace-setter Nike for the 5<sup>th</sup> consecutive year, continue to dominate with a share of 83% of the most admired brands in Africa.

In a separate list of the Top 25 most admired financial services brands, African brands dominate with 68% of the share to 32% for non-African brands.

DStv, through its brands across the continent, has consolidated its position as the #1 African media brand for the second year running, in a category that is fast going digital and mobile.

Recognising that while the rebound in African brands is notable, the results will not be sustainable without committed and inspirational leadership. In 2022, Brand Africa recognised those leaders who are the catalyst for growth for Made in Africa brands both in corporate and in those who have championed and supported the development of great local brands in supporting industries. GT Bank's Group CEO, Segun Agbaje and Nigerian doyenne of marketing, founder and chairman of Troyka Group were awarded the inaugural Africa Brand Leadership Excellence awards for inspiring brand-led excellence that drives the growth of made in Africa brands.

"As we emerge out of the pandemic and Africa seeks to assert itself, the results are very inspiring and bode well of an African renaissance led by competitive world class African brands," says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership.

"With increased number of countries and greater sample size this year, more than ever, and especially so during the pandemic, mobile proved to be the effective tool for us to reach and access respondents across the continent," said Bernard Okasi, Director of Research, GeoPoll, which has been the lead data collection partner since 2015.

Karin Du Chenne, Chief Growth Officer Africa Middle East for Kantar, which has been the insight lead for Brand Africa since inception in 2010 says, "Despite volumes of brands analysed as a results of increased sample size in terms of respondents and countries, the survey continues to yield a very consistent picture of brands and trends that are transforming the continent."

Now in its 12<sup>th</sup> year, every year on or around Africa Day, 25 May, Brand Africa releases the results of the survey on the most admired brands in Africa based on a survey across

29 countries that represent as much as 85% of the continent’s GDP and population. The 2022 survey was conducted between March and April 2022 and yielded over 80,000 brand mentions and over 3,500 unique brands.

The Brand Africa 100 results will be published in the June issue *African Business* magazine which on sale globally in June 2022 and will be available online to subscribers on [www.africanbusinessmagazine.com](http://www.africanbusinessmagazine.com).

The 2022 Brand Africa 100: Africa’s Best Brands were organised by Brand Africa partners in Nigeria, AT3 Resources and Open Squares Africa, and supported by the Central Bank of Nigeria, South African Tourism and NQR, Africa Media Agency and BCW Africa.

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 #AfricasBestBrands2022.

## Brand Africa 100 | Africa’s Best Brands

Overall - Africa’s Best Brands	Overall	African		Media	Financial Services	African Pride
		Prompted	Unprompted			
#1	Nike	MTN	MTN	DStv	GT Bank	Dangote
#2	Adidas	Dangote	Dangote	BBC	Ecobank	Ethiopian Airlines
#3	Samsung	DStv	Ethiopian Airlines	CNN	Equity Bank	MTN
<b>Leading Brand Building Countries in Africa</b>						
	#3	#2	#1			
Overall (# of Brands)	Japan (7)	China (9)	USA (28)			
#1 Brand	Toyota	Tecno	Nike			
African (# of Brands)	Ethiopia (1)	Nigeria (4)	South Africa (7)			
#1 Brand	Ethiopian Airlines	Dangote	MTN			
<b>Leading Brands in West Africa</b>						
	Overall	African		Media	Financial Services	African Pride
#1	Samsung	Dangote		DStv	GT Bank	Dangote
#2	Nike	MTN		CNN	UBA	MTN
#3	Coca Cola	DStv		BBC	Ecobank	DStv
<b>Leading Brands in Nigeria</b>						
	Overall	African		Media	Financial Services	African Pride
#1	Coca Cola	Dangote		DStv	GT Bank	Dangote
#2	MTN	MTN		CNN	First Bank	MTN
#3	Apple	Innoson Motors (IVM)		Channels TV	Access Bank	DStv
Nigerian Brands						
#1	Dangote			Channels TV	GT Bank	Dangote
#2	Glo/Globacom			NTA	First Bank	UBA

#3	Innoson Motors (IVM)			AIT Live	Access Bank	Glo
<b>Leadership Award</b>		<b>Citation</b>				<b>Recipient</b>
Africa Brand Leadership Excellence - Corporate	In recognition of inspirational leadership in successfully building and growing responsible world-class African brands.				Mr. Segun Agbaje, CEO, GT Bank	
Africa Brand Leadership Excellence - Industry	In recognition of inspirational leadership and invaluable contribution to the industry and enabling the growth of world-class African brands.				Dr. Biodun Olusina Shobanjo, Founder & Chairman – Troyka Group	

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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](http://www.brand.africa)) was established in 2010 as a brand-led non-profit intergenerational movement to inspire a brand-led African renaissance. It’s goal is to drive a brand-led transformation of the continent’s brand, image and wealth. The *Brand Africa 100 | Africa’s Best Brands*, has been the flagship initiative of Brand Africa since 2011. The rankings are announced on or around Africa Day, 25 May every year since 2011. Now in its 12th year, the Brand Africa 100: Africa’s Best Brands rankings are the most authoritative survey and analysis of brands and underlying businesses in Africa, covering 30 countries that represent all of the continent’s five economic regions. Collectively these countries 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>.