



# PRESS RELEASE

## Communiqué de Presse

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### **FOR IMMEDIATE RELEASE**

## **2025 BRAND AFRICA 100 | LESOTHO'S BEST BRANDS**

**03 June 2025**

**70% of Basotho believe in Africa, but only 18% are loyal to Made in Lesotho brands; while Jaochim takes the #1 spot in Lesotho**

- Joachim is the #1 most admired Lesotho brand.
- Trailblazing broadcasting and media legend, Nolo Letele, honoured with a Brand Africa Vanguard award for his distinguished contributions across Africa.
- 70% of Basotho believe Africa contributes to a better Africa, but only 18% believe in Lesotho brands.
- 24% of the most admired brands in Lesotho are South African.
- South Africa is the #1 most admired country in Lesotho.
- LNBS and SABC (Media), Alliance and FNB (Financial Services) are the most admired Lesotho and non-Lesotho category leaders.
- Vodacom Lesotho is the #1 most admired brand for contributing to a better Africa and for contributing to a better society.
- Maluti Mountain Brewery and Bonono Merchants are among the top Lesotho brands.
- Alliance Insurance and Lesotho Post Bank are the most admired Lesotho financial services brands.
- Nike retains its #1 spot as the most admired brand overall in Africa for the 8th consecutive year.

**Maseru, Lesotho – 03 June 2025** – Today, Brand Africa in partnership with Tangerine Group at the Maliba Mountain Lodge unveiled the results of the **15th annual Brand Africa 100 | Lesotho's**

**Best Brands** rankings. The hybrid announcement with the picturesque Maliba mountain range in the background, was announced by Brand Africa founder and chairman, Thebe Ikalafeng and Brand Africa national convenor and T-Connect CEO, Advocate Phelane Phomane, and were joined by Ntate Mohale Ralebitso, the CEO of Vodacom Lesotho, which has dominated the rankings for non-Lesotho brands over the past 5 years.

Despite the continued dominance of global brands such as Nike, Lesotho's Joachim Garments leads the way locally as the most admired Lesotho brand.

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

While Lesotho shows a reliance on regional brands, with 24% made in South Africa, overall, the 2025 rankings reveal a mixed state of African overall and local brands: Only 18% of the Top 100 most admired brands in Lesotho are local, slightly better than the global rankings where African brands have declined to 11 of the Top 100 most admired brands, highlighting a significant gap between national sentiment and brand preference.

Across generations, Nike and Joachim are the most admired brand for Gen Z and Millennials, while Adidas is the brand of choice for Gen Z and Samsung for Baby Boomers.

Finally, media and broadcasting legend, Nolo Letele, who spent over 30 years spearheading DStv's growth across 50+ African markets, was honoured with a Brand Africa Vanguard award. The Brand Africa Vanguard Award recognises visionary leaders whose enduring impact has shaped sustainable, transformative brands and ecosystems across Africa.

"The results for the local brands are consistent with the global results, where non-African brands continue to set the pace," says Ikalafeng. "It's an urgent call for Africa to build on the successes of brands like Joachim, and fast-track the investment, development and consumption of African brands, particularly in the changing geopolitical environment that's driven by national interest."

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 widely covered and will once again be the cover feature of the June edition of African Business magazine, Africa's foremost business publication since 1966.

- 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 Lesotho event and results, email [info@brand.africa](mailto:info@brand.africa)

## Ends ##

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

Top 100 Brands			
#	Overall (Top 100)		Lesotho Brands (Top 100)
#1	Nike		Joachim Clothing
#2	Adidas		Maluti Mountain Brewery
#3	Joachim Garments		Bonono Merchants
Most Admired African Brand			
#	Most Admired African Brand (Aided Recall)		Most Admired African Brand (Spontaneous Recall)
#1	Joachim Garments		Joachim Garments
#2	Shoprite/Checkers		Vodacom
#3	Vodacom Lesotho		Maluti Mountain Brewery
#4	Maxhosa		Econet
#5	Econet		Bonono Merchants
Most Admired Media Brand			
#	African	Non-African	Lesotho
#1	SABC	Netflix	LNBS
#2	Lesedi FM	Al Jazeera	Moafrika FM
#3	LNBS	BBC	PC FM
Most Admired Financial Services Brand			
#	African	Non-African	Lesotho
#1	FNB	PayPal	Alliance Insurance
#2	Standard Bank/Stanbic	American Express	Lesotho Post Bank
#3	Nedbank	Mastercard	Naledi Insurance

Sustainable Brands – Doing Good for Society and the Environment			
#	African	Non-African	NGO
#1	Vodacom	Nike	World Health Organization (WHO)
#2	Standard Bank	Coca-Cola	UNICEF/United Nations
#3	Clicks	Herbal Life	World Vision
#4	Econet	KFC	World Food Programme (WFP)
#5	Pep Stores	Adidas	USAID
Most Admired G20 and BRICS+ Brands			
#	G20	BRICS+	
#1	Nike	Vodacom	
#2	Adidas	Shoprite/Checkers	

#3	Puma	Standard Bank/Stanbic		
Most Admired Brands by Generations				
#	Gen Z	Millennials	Gen X	Baby Boomers
#1	Nike	Nike	Adidas	Samsung
#2	Joachim Clothing	Adidas	Nike	Vodacom
#3	Adidas	Puma	Toyota	Econet
#4	Puma	Joachim Clothing	Audi	Hisense
#5	Vodacom	Samsung	Huawei	Nike
Nation Brands				
Most Admired Brand Contributing to a Better Africa			Most Admired Country Brand	
#	African	Non-African	African	Non-African
#1	Vodacom	Nike	South Africa	USA
#2	MTN	Coca-Cola	Lesotho	China
#3	Checkers/Shoprite	KFC	Botswana	United Kingdom
#4	Joachim Clothing	Samsung	Rwanda	India
#5	Econet	Microsoft	Nigeria	Japan

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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>.