



Dangote

As a measure of its growing influence in the continent, Dangote Group has emerged among Africa's top 10 most valuable brands in 2013 in a survey conducted by African Business Magazine, a pan-African business magazine.

In a survey tagged 'The Brand Africa 100 table', Dangote emerged as the most valuable brand in the consumer goods sector with an African brand value of 216. However, the brand emerged the 8th most valuable brand when placed against brands from other sectors.

"The Brand Africa 100" table was established in 2011, in recognition of the growth of African brands, which were beginning to challenge global brands in Africa or lead global brands in new categories such as telecommunications.

Commenting on the recognition of Dangote brand, the magazine stated that: "...But what is perhaps a little more surprising is that Dangote, the largest manufacturing conglomerate in West Africa, and Globacom, the Nigeria-based telecommunication provider, are also in the lists. Both brands have managed to win the hearts of the communities in which they operate."

Declaring brands as an asset, the magazine stated that the aim of Brand Africa 100 is to identify, acknowledge and promote African and global brands that are catalysts for Africa's growth, reputation and value.

Explaining its method at arriving at the brands' ranking said "the study involved a comprehensive research among consumers 18 years and older, living in representative countries in metropolitan sub-Saharan Africa regions to draw up a list of the most admired African and global brands in Africa. Each respondent was asked to mention the five local and global brands they admired.

Dangote's emergence did not come as a surprise to industry watchers. The brand has steadily increased its influence in many African nations through establishment of cement factories. It operates in about 13 African nations making one of the most visible, recognized and admired brands.