



Brand Africa 100®: Africa's Best Brands

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MTN the Most Admired and Most Valuable African Brand Apple Topples Coca Cola as the Most Valuable Non-African Brand

Nairobi, Kenya – 21 November 2014: At the official launch at the Nairobi Stock Exchange, Brand Africa announced the 2014 Brand Africa 100®, a ranking of the most admired and most valuable brands in sub-sahara Africa. In a list dominated by electronics (17%), beverages (14%), auto manufacturers (14%), apparel (12%) and telecommunications (10%), pan-African telecommunications giant, MTN, topped the African list as the most valuable and most admired African brand. Valued at over \$5.4bn MTN is the only African brand valued over a billion dollars. Apple, at \$105bn replaced Samsung as the most valuable non-African brand, while Coca Cola retained its position as the most admired non-African brand in Africa. Coca-Cola toppled Nokia as the overall most admired brand in Africa, while MTN moved up a spot in the admiration ranks among Africans.

Non-African brands have continued to set the pace, commanding 77 of the 100 entries in the most admired brands and 99% of the value. While African brands have retained a similar number of brands among the most admired (23 in 2014 compared to 24 in 2013) and African brands have not lost any value year to year (\$11bn), their brands have not gained any market share and their worth has declined in relative terms (from 2% of total value in 2013 to only 1%).

South Africa, with 11 of the 23 African brands, remains the most dominant branding nation, accounting for 91% of the value of the brands. Kenya at 5% and Nigeria at 3% round off the top 3 which make up 99% of the value of African brands.

The most admired regional brands are MTN (Southern Africa), Glo (West Africa), Tusker (East Africa) and Marsavco (Central Africa). The most valuable regional brands are MTN (Southern Africa), Dangote (West Africa), Safaricom (East Africa) and



Marsavco (Central Africa).

The most admired African nations mentioned spontaneously by Africans were Nigeria (West Africa), Kenya (East Africa) and South Africa (Southern Africa).

“While non-African brands understandably dominate African brands in value because of their sheer volumes, historical admiration and investment, that African brands remain competitive among the most admired brands bodes well for the future of African brands,” Says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Chairman of Brand Finance Africa. “As African economies grow and Africans become wealthier and grow their brand building capacity, the demand for indigenous brands or non-African brands that are built on African insights will prosper. It’s an appetizing opportunity for Made in Africa brands.”

Established in 2011, Brand Africa 100® measures and ranks the brands that consumers admire and their corresponding value. Brand Africa 100® was developed by Brand Africa in partnership with Brand Finance plc, the world’s leading independent valuation consultancy, and TNS, the globally respected consumer knowledge and information company, supported by Geopoll, the leading mobile survey platform with a database of nearly 200m users in emerging markets, to create a unique index and ranking that recognizes the most admired and valuable brands in Africa.

The 2014 Brand Africa 100® is based on a survey among a representative sample of eight countries, covering the major sub-Saharan Africa (SSA) regions to establish the base top 100 most admired brands. These countries, Ghana and Nigeria (West Africa; Kenya, Tanzania and Uganda (East Africa); DRC (Central Africa) and Mozambique and South Africa (Southern Africa). Collectively, these countries represent 51% (477m) of SSA population and 67% (\$1,065 trillion) of Africa’s GDP. Their countries’ brands are also often the dominant brands with a dominant influence and consumer base within their regions.

The Brand Africa 100® is published annually by **African Business** magazine. The 2014 Brand Africa 100® – Africa’s Best Brands full results and detailed analysis will be available in the December issue of **African Business**, which will be on sale globally from the 24th November.

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Summary Tables

Brand Africa 100: Top 10 Admired brands

Admiration Rank	Brand Value Rank	Brand	Admiration score	Domicile	Industry Group	Change in Admiration Rank
1	6	Coca-Cola	827	United States	Beverages	+1
2	36	MTN	635	South Africa	Telecommunications	+1
3	2	Samsung	617	South Korea	Electronics / Computers	+2
4	51	Nokia	459	Finland	Electronics / Computers	-3
5	5	Toyota	432	Japan	Auto Manufacturers	-1
6	-	Glo	345	Nigeria	Telecommunications	+4
7	27	Adidas	289	Germany	Apparel	+6
8	59	Tigo	278	Luxembourg	Telecommunications	+33
9	21	LG	251	South Korea	Electronics / Computers	-3
10	14	Nike	236	United States	Apparel	-1

Brand Africa 100: Top 10 Most Valuable African Brands (African)

Admiration Rank	Global Brand Value Rank	Brand	Brand Value 2014 USDm	Domicile	Industry Group	Change in BV %
2	36	MTN	5 381	South Africa	Telecommunications	4%
91	64	Woolworths	885	South Africa	Retail	-32%
35	66	Shoprite	834	South Africa	Retail	-25%
59	67	DStv	827	South Africa	Media	18%
83	68	Spar	679	South Africa	Retail	-26%
82	69	Castle	655	South Africa	Beverages	-10%
45	70	Pick N Pay	647	South Africa	Retail	-24%
70	74	Safaricom	357	Kenya	Telecommunications	30%
23	75	Tusker	263	Kenya	Beverages	18%
36	76	Dangote	253	Nigeria	Consumer, Non-Cyclical	17%

Brand Africa 100: Top 10 Most Valuable Brands (Non African)

Admiration Rank	Global Brand Value Rank	Brand	Brand Value 2014 USDm	Domicile	Industry Group	Change in BV %
14	1	Apple	104 680	United States	Electronics / Computers	20%
3	2	Samsung	78 752	South Korea	Electronics / Computers	34%
94	3	Google	68 620	United States	Media	32%
56	4	Microsoft	62 783	United States	Electronics / Computers	38%
5	5	Toyota	34 903	Japan	Auto Manufacturers	34%
1	6	Coca-Cola	33 722	United States	Beverages	-1%
29	7	BMW	28 962	Germany	Auto Manufacturers	25%
69	8	Volkswagen	27 062	Germany	Auto Manufacturers	14%
49	9	Mitsubishi	26 145	Japan	Diversified Manufacturer	33%



78

10

Mc Donalds

26 047

United States

Retail

20%

#	Category	#	Most Valuable	Most Admired
1	Non-African		Apple	Coca-Cola

2	Africa		MTN	MTN
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3	Category Leaders:		Most Valuable	Most Admired
3.1	Apparel		Nike	Adidas
3.2	Auto Manufacturers		Toyota	Toyota
3.3	Non-Alcoholic Beverages		Coca-Cola	Coca-Cola
3.4	Alcoholic Beverages		Smirnoff	Guinness
3.5	Electronics/Computers		Apple	Samsung
3.6	Consumer, Non-Cyclical		Nestle	Unilever
3.7	Cosmetics/Personal Care		Amour (Avon)	Amour (Avon)
3.8	Retail		McDonalds	Shoprite
3.9	Telecommunications		Orange	MTN
3.1	Media		Google	BBC
3.11	Financial Services		HSBC Bank	GT Bank

4	Regional Brands:		Most Valuable	Most Admired
4.1	Southern Africa		MTN	MTN
4.2	West Africa		Dangote	Glo
4.3	East Africa		Safaricom	Tusker
4.4	Central Africa		Marsavco	Marsavco

5	Countries (Africa)		Most Valuable	Most Admired
5.1		1	South Africa	Nigeria
5.2		2	Nigeria	Ghana
5.3		3	Egypt	South Africa
5.4		4	Algeria	Kenya
5.5		5	Morocco	Tanzania



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