

Dangote among top 10 most valuable brands in Africa

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As a measure of its business growth and influence across the continent, Dangote Group emerged among Africa's top 10 most valuable brands in 2013 according to a survey conducted by African Business Magazine.

The survey recognized Dangote as the most valuable brand in the consumer goods sector with an African brand value of 216 and overall 8th most valuable brand when placed against brands from other sectors.

The survey tagged 'The Brand Africa 100 table' was established in 2011 and seeks to identify, acknowledge and promote African and global brands that are catalysts for Africa's growth, reputation and value. The survey further recognizes African brands which were beginning to challenge or lead global brands in Africa and across various industries including telecommunications.

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.

Commenting on the recognition of Dangote brand, the magazine stated that: "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."

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.

Source: African Press Organization