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Cover African Business: Africa's Best Brands

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Best Brands In Africa

In the November issue of pan-African monthly *African Business*, for the first time, the full findings of a survey conducted by Brand Africa in partnership with Brand Finance Africa and TNS are exclusively listed by category and country.

Africa's most valuable brands are dominated by South African brands, MTN (telecommunication), and three retailers: Woolworths, Shoprite and Pick n Pay. The Nigerian Globacom comes in at number five with two drinks companies taking the next two spots, Castle beer and Tusker.

The survey was conducted in two parts – one studies the most admired brands on the continent and the other looks at the most valuable brands operating in Africa.

One surprising finding is that brands originating in Africa are not only holding their own against international household names, but in some instances outperforming international brands. While brands such as Nike and MTN rule the roost, the high placing of expensive brands such as Rolex reflects the growing trend in Africa towards the high-end of the luxury market.

To access the latest edition of *African Business* and to view the full listings and the report (from page 16 on) please click [here](http://issuu.com/icpubs/docs/ab1113_lowres) (http://issuu.com/icpubs/docs/ab1113_lowres). ■ *bw*

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Please read the original story at: [↗ *African Business*](http://issuu.com/icpubs/docs/ab1113_lowres)

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Further sources: [↗ *Apo*](http://appablog.wordpress.com/2013/11/06/african-business-magazine-releases-its-survey-of-africas-most-valuable-brand)

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