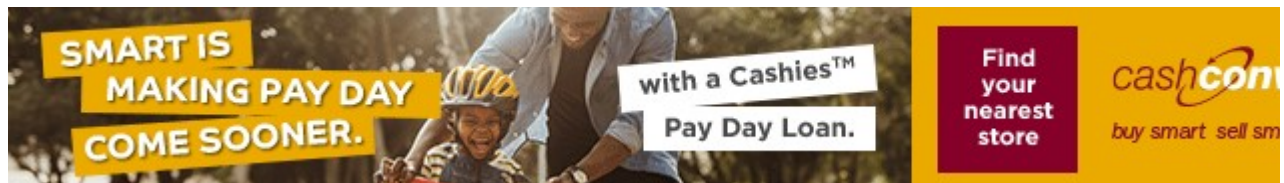


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INDUSTRY

# Mukwano And Coca Cola Named Most Admired Brands In Uganda

📅 28th June 2019 👤 0 Comments

Brand Africa in partnership with Brand Leadership, Geopoll and Kantar and Publics Africa have announced the results of the Most Admired Brands in Uganda.

The list, the 7th annual Brand Africa 100: Africa's Best Brands, is based on the comprehensive pan-Africa survey of the most admired brands among African consumers.

In the Uganda and regional results, which are dominated by non-African brands, Coca Cola was recognized as the overall Most Admired Brand in Uganda. Mukwano leads as the Most Admired Brand Made in Uganda.

In recognizing the catalytic impact of media and financial services in Africa, Brand Africa has a separate prompted question in the survey to highlight the Most Admired Financial Services Brands and Most Admired Media Brands in Africa.

## Most Admired Brands Made in Uganda

Rank	Brand	Category	Country of Origin
1	Mukwano Products	Telecoms	Uganda
2	Nile Breweries	Alcoholic Beverages	Uganda
3	Movit	Personal Care	Uganda

## Most Admired Brands in Uganda

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Airtel	Telecoms	India
3	Pepsi	Non-Alcoholic Beverages	USA

In Uganda, NBS was recognized as the Most Admired Media Brand Made in Uganda with NTV recognized as the Most Admired African Media Brand in Uganda.

In the media sub-survey, where the pan-African list is dominated by Europe (40%), North America (20%) and Asia (20%) by global media brands with extensive pan-African reach, UK's

BBC, South Africa's DSTV, USA's CNN, Qatar's Al Jazeera and France's RFI lead the list of most admired media in Africa.

In Uganda, NBS was recognized as the Most Admired Media Brand Made in Uganda with NTV recognized as the Most Admired African Media Brand in Uganda.

Where the pan-African media category albeit dominated by global brands, remains fragmented with numerous local and regional brands in all markets, the financial services category is relatively consolidated and African – with 64% of the Top 25 financial services brands, led by Togo's Ecobank (#1), South Africa's FNB (#2) and ABSA (#3) among the Top 10, are all made in Africa and pan-African.

Uganda's Centenary Bank was recognized as the Most Admired Financial Services Brand Made in Uganda. Safaricom's Mpesa (#13), retained its pole position among mobile money brands with Orange Money (#18), MTN Mobile Money (#19) and Tigo (#23), underscores the impact of not only Mpesa as the catalyst but mobile as a key enabler for financial access.

### Most Admired Brands By Category

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Airtel	Telecoms	India
3	Samsung	Technology	South Korea
4	Nile Breweries	Alcoholic Beverages	Uganda
5	NBS	Media	Uganda
6	Movit	Personal Care	Uganda
7	Gucci	Luxury	Italy
8	Mukwano Products	Consumer, Non-Cyclical	Uganda
9	Centenary Bank	Financial Services	Uganda
10	Toyota	Auto Manufactures	Japan
11	Adidas	Sport and Fitness	USA
12	KFC	Food	USA

In a category analysis, Mukwano (Consumer Non-Cyclical), NBS (Media), Nile Breweries (Alcoholic Beverages), Centenary Bank (Financial Services) and Movit (Personal Care) are the leading Made in Uganda brands in a list that's 42% African (Kenya) and 58% non-African.

In a comparison of the most admired brands in Uganda versus East Africa region, while Nike is the leading brand in East Africa, Coke is the leading brand in Uganda. Eighty per cent of the brands, all non-African – Coca Cola, Samsung, Airtel, Apple, Pepsi and Techno – are common between Uganda and the region.

In a category analysis, Mukwano (Consumer Non-Cyclical), NBS (Media), Nile Breweries (Alcoholic Beverages), Centenary Bank (Financial Services) and Movit (Personal Care) are the leading Made in Uganda brands in a list that's 42% African (Kenya) and 58% non-African.

Established in 2011, the Brand Africa rankings, developed by pan-African branding and reputation advisory firm, Brand Leadership Group supported by GeoPoll the world's leading mobile surveying platform, and strategic analysis and insights by Kantar, the world's leading data, insights and consulting company.

The rankings are based on a comprehensive survey among a representative sample of respondents 18 years and older, conducted in 25 countries which collectively account for 80% of Africa's population and 75% of the continent's GDP.

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