

# Brand Africa 100's top 10 African brands

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**Mobile telecoms operator MTN and retailers Shoprite and Woolworths have been named as the top three African brands in the latest Brand Africa 100 ranking.**

The top 10 African brands are dominated by [South African](#) brands. However, many of these brands do have a footprint in other African countries.

An African brand is defined as a “multi-national brand developed in Africa, by Africans, with a secondary or primary listing in Africa, serving customers primarily in Africa, a growing international recognition and/or footprint, and contributes to Africa’s economic growth and global image and reputation”.

The Brand Africa 100 valuation is based on a methodology that blends a brand’s financial performance and consumer admiration scores to create a unique index and ranking.

## African Brands Top 10

Rank	Brand	Industry Group	Country of Domicile	Global Brand Value 2013	Africa Brand Value 2013
1	MTN	Telecoms Services	South Africa	5,172	4,655
2	Woolworths	Retail	South Africa	1,294	1,294
3	Shoprite	Retail	South Africa	1,115	1,115
4	Pick n Pay	Retail	South Africa	1,035	1,035
5	Globacom	Telecoms Services	Nigeria	655	655
6	Castle	Beverages	South Africa	340	272
7	Tusker	Beverages	Kenya	222	222
8	Dangote	Consumer, non-cyclical	Nigeria	216	216
9	Guaranty Trust Bank	Banks	Nigeria	201	201
10	Tiger Brands	Food diversified	South Africa	201	201

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