

# Infographic: Africa's best brands

23 October 2015



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The top 100 brands in Africa were given recognition by Brand Africa and its partners at a gala dinner in Johannesburg on 22 October.

Brand Africa 100, an annual event now in its fourth year, measures and ranks those brands that consumers in Africa admire and their corresponding values.

- Read more: [Africa's best brands celebrated \(http://www.southafrica.info/africa/best-brands-africa-231015.htm#.Vi4nuisnJV0\)](http://www.southafrica.info/africa/best-brands-africa-231015.htm#.Vi4nuisnJV0)



## MOST ADMIRABLE AFRICAN BRANDS 2015

| RANK | BRAND         | CATEGORY               | COUNTRY      | BV RANK |
|------|---------------|------------------------|--------------|---------|
| 1    | MTN           | Telecommunications     | South Africa | 40      |
| 12   | GLO/Globacom  | Telecommunications     | Nigeria      | 75      |
| 27   | Dangote Group | Consumer, Non-Cyclical | Nigeria      | 72      |
| 31   | Tusker        | Alcoholic Beverages    | Kenya        | 73      |
| 39   | Mukwano       | Consumer, Non-Cyclical | Uganda       | 87      |
| 41   | Simu TV       | Media                  | Tanzania     | 88      |
| 43   | Zenith Bank   | Financial Services     | Nigeria      | 76      |
| 45   | Peak Milk     | Food                   | Nigeria      | 89      |
| 52   | Sasko         | Food                   | South Africa | 80      |
| 55   | Star Beer     | Alcoholic Beverages    | Nigeria      | 79      |

## MOST VALUED AFRICAN BRANDS 2015

| RANK | BRAND                     | CATEGORY              | COUNTRY      | BV (US\$M) |
|------|---------------------------|-----------------------|--------------|------------|
| 40   | MTN                       | Telecommunications    | South Africa | 4,672      |
| 66   | DStv/Gotv/<br>Multichoice | Media                 | South Africa | 840        |
| 70   | Safaricom/Mpesa           | Telecommunications    | Kenya        | 371        |
| 72   | Dangote Group             | Consumer/Non-Cyclical | Nigeria      | 309        |
| 73   | Tusker                    | Alcoholic Beverages   | Kenya        | 300        |
| 75   | GLO/Globacom              | Telecommunications    | Nigeria      | 289        |
| 76   | Zenith Bank               | Financial Services    | Nigeria      | 235        |
| 77   | Golden Penny<br>Foods     | Food                  | Nigeria      | 215        |
| 78   | Orijin                    | Alcoholic Beverages   | Nigeria      | 194        |
| 79   | Star Beer                 | Alcoholic Beverages   | Nigeria      | 179        |

## MOST ADMIRER BRANDS IN AFRICA 2015

| RANK | BRAND         | CATEGORY                | COUNTRY      | BV RANK |
|------|---------------|-------------------------|--------------|---------|
|      | MTN           | Telecommunications      | South Africa | 40      |
| 2    | Samsung       | Electronics/Computers   | South Korea  | 2       |
| 3    | Coca-Cola     | Non-alcoholic Beverages | USA          | 5       |
| 4    | Nike          | Sport and Fitness       | USA          | 11      |
| 5    | Adidas        | Sport and Fitness       | Germany      | 29      |
| 6    | Nokia         | Electronics/Computers   | Finland      | 51      |
| 7    | Airtel        | Telecommunications      | India        | 41      |
| 8    | Toyota        | Auto Manufacturers      | Japan        | 6       |
| 9    | LG            | Electronics/Computers   | South Korea  | 28      |
| 10   | Mercedes Benz | Auto Manufacturers      | Germany      | 8       |

## MOST VALUABLE BRANDS IN AFRICA 2015

| RANK | BRAND   | CATEGORY              | COUNTRY     | BV (US\$M) |
|------|---------|-----------------------|-------------|------------|
| 1    | Apple   | Electronics/Computers | USA         | 128,303    |
| 2    | Samsung | Electronics/Computers | South Korea | 81,716     |

|    |                  |                         |         |        |
|----|------------------|-------------------------|---------|--------|
| 3  | Google           | Media                   | USA     | 76,683 |
| 4  | Microsoft        | Electronics/Computers   | USA     | 67,061 |
| 5  | Coca-Cola        | Non-alcoholic Beverages | USA     | 35,797 |
| 6  | Toyota           | Auto Manufacturers      | Japan   | 35,017 |
| 7  | BMW              | Auto Manufacturers      | Germany | 33,079 |
| 8  | Mercedes-Benz    | Auto Manufacturers      | Germany | 27,328 |
| 9  | Vodafone/Vodacom | Telecommunications      | England | 27,287 |
| 10 | Facebook         | Media                   | USA     | 24,180 |

(<http://www.brandafrica.net/BrandAfrica100Awards.aspx>)